

MICHIGAN TRADESMAN

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Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 25, 1928

Number 2327

Optigrams

I believe that immortality is something to be lived, rather than something to be proved.

I believe in changing the mourning color from black to gray or white.

I believe in the humanity of the blessed dead and in the utter survival of personality.

I believe in the brevity of death and in the endlessness of life.

I believe that love is the life of all that lives, and that love reached its deathless bloom in the life of Jesus.

I believe that life everlasting flows from the Fatherhood of God, as the stream from the spring.

I believe that the blessed dead are nearer to us than we think and are the most alive of all who live.

I believe that Christ turned a brilliant guess into a solid certainty and endowed the hope of eternal life with grace, reason and majesty.

I believe in "greeting the unseen" with a cheer, in holding daily life under the quiet light of eternity and in listening to the voice of the Eternal above the roar of the transitory.

HUGH ELMER BROWN

Fast Selling Lines

mean rapid turnover of stock —
less money invested and more
profit for you. It is to your advantage to push

K C Baking Powder

Same Price
*for over **35** years*

25 ounces for 25c

The price is on the package and
in all K C Baking Powder advertising.

Your profits are always protected.

The turnover is fast.

*Millions of Pounds Used by Our
Government*

THE GOOD-WILL
ENJOYED BY
THE NAME

Domino

IS A VALUABLE
ASSET TO ANY
PROGRESSIVE STORE

American Sugar Refining Company

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



GRAND RAPIDS
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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.

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

Meeting of Directors of Michigan Retail Dry Goods Association.

Lansing, April 24—At a meeting of the directors of our organization, held at Lansing April 18 there were present: Fred E. Mills, President; F. H. Nissly, Vice-President; John Richey, Secretary-Treasurer; Jason E. Hammond, Manager. Also directors P. L. Proud, D. M. Christian and A. K. Frandsen.

The manager made a verbal report, using as the basis the financial report recently made by a certified public accountant showing the record of receipts and disbursements for the fiscal period ending March 31. All directors had been provided with a copy of the same. After a general discussion with suggestions as to form of future reports the auditor's report was accepted by unanimous vote.

Suggestions regarding future reports were that the records of accounts receivable including membership fees in arrears and amounts received from other sources should be given more in detail. These suggestions will be followed in making future reports.

Suggestion by former President A. K. Frandsen that the manager send formal letter to active members of our organization, asking them to furnish lists of prospective new members. This suggestion was acquiesced in by members present. This formal letter will be sent out in the near future.

The addresses given at our recent convention were commented upon and especial attention was called to the work of Prof. Carl N. Schmalz, of the University of Michigan. It was suggested that an interview be had with Mr. Schmalz in the near future to the end that simpler blanks for research work be formulated and sent to small merchants asking for their co-operation with the University Bureau of Research in doing this work for stores.

In discussing settlements of troubles arising from pattern contracts much satisfaction was expressed that it is becoming easier to reach agreements with pattern companies. The new sample pattern forms recently issued by the Home Pattern Co., were discussed and it was requested that a similar form be prepared for the use of our members.

The question of expenses of directors in attending official meetings was discussed. Those present modestly refrained from advocating the adoption of such a resolution. In fairness to all concerned it was decided that in view of the different methods of travel and ways of computing traveling expenses by auto, bus or railroad, that expenses

of directors should be paid according to the cost of railroad tickets over the shortest route from the residence of each director to the place of holding the meeting. Manager was directed to make out vouchers to pay traveling expenses by this method.

The question of district or regional meetings during the current year was discussed and recommendations were made with reference to the topics to be placed on our programs. It was decided that correspondence should be had with members in different parts of the State, asking for suggestions regarding the location of meetings and the number of them, and the class of speakers desired.

The expenses of travel by the manager were discussed and explanation was made that one-third of the traveling expenses were borne by our fire insurance company. Manager reported the present physical condition of the car owned by the Association and recommended the exchange for a newer one of later model. After discussion it was voted that the manager be authorized to exchange for a Reo coupe already tentatively selected by him and previously inspected by Mr. Mills at an expense of \$400 to the Association, the balance to be paid by the manager.

After some more or less informal discussion the meeting adjourned.

For many years the store of the J. R. Jones' Sons Co., of Kalamazoo, has been a popular place for shoppers in Southwestern Michigan and the sons and daughters of the original owner of the store have been prominent and highly respected citizens in that locality.

W. O. Jones, former director and secretary of our Association, also director of our insurance company, is well known and esteemed among all of the members of the Michigan Retail Dry Goods Association whom he met—and he has met the most of them.

With sadness we record the passing of Mrs. Jones, whose death occurred late in March after a severe illness of several months. The sympathy of Mr. Jones' friends will go out to him in full measure in this hour of his sorrow.

The beautiful home among the oaks and hills of the West side of Kalamazoo will be a lonely place for him and his daughter, Patricia. Knowing him as we do, we are sure that he will be brave and uncomplaining at this time. His many friends will rally to his side to bring consolation and cheer. We wish for him yet many years of prosperity and comfort.

John Richey, Sec'y.

Smith or Hoover—Which Will It Be?

Grandville, April 24—Both the old parties are lining up substantially for the two leading candidates, Hoover and Smith. Unless we have winter in June there is little likelihood of any other carrying off the palm.

And why should it not be so? To be sure there are criticisms of both these men, yet there is little doubt that they represent the best thought of the two parties. Being so, their nomination would seem to be a foregone conclusion. This in spite of the fact that a disgruntled Iowa farmer solemnly avers that with Hoover a candidate one million Western Republicans will repudiate him.

This threat has not seemed to deter the people from continuing to daily instruct the delegates for the cabinet

officer. On the other side, Al Smith has antagonized even more Democrats than Hoover has Republicans.

It is doubtful if any candidate who could be picked would satisfy the whole party on either side.

Al Smith has more enemies in his own party than, perhaps, any other man who might be mentioned. If the Governor of New York is so unpopular, how is it that he carries the State of New York so readily? There must be a screw loose somewhere.

Right from the sunny South—from Texas, in fact—comes this statement from a leading educator of the Lone Star State: "If you want to turn every Protestant pulpit in the State of Texas into a belching volcano nominate Al Smith. Nominate Al Smith and watch every Southern state become doubtful. There isn't money enough in Tammany Hall to stop one single Methodist circuit rider from doing his duty."

It is doubtful if this blast has any effect on the fortunes of the New York candidate. He comes from the most populous state in the Union, a state which is nominally Republican, yet this Democrat has no trouble in sweeping it by a big majority in gubernatorial campaigns.

At the present time, despite religious bigotry and prohibition sneers, Al Smith is by far and away the choice of the rank and file of his party; their choice for president of the United States.

The cares and anxieties of the time will soon be swept away by delegates in convention assembled. Nothing short of a miracle can deprive the governor of New York of enough votes to make him his party nominee. Of course, as to his chances of election, that is another thing.

To win the nomination is, perhaps, easier than to win the election, but that Al Smith is slated to make the run seems as assured as anything in the future can be.

Herbert Hoover also is meeting with some obstacles to his race for the Republican nomination for president. He is a man who has, of course made some enemies, as has every man in public life who amounts to a farthing.

That million of of Republicans out West which a Hoover hater has proclaimed ready to bolt their party's choice, should it fall on Hoover may be discounted very materially.

Lincoln was lambasted and lampooned by many disgusted men of the new party, yet he won that party's nomination at a critical time in the Nation's history, making a record which shows brighter and brighter as time goes down the ages.

Hoover, providing all signs do not fail, is sure of nomination. It will be Hoover and Smith, no others. If some voters prefer to entertain a grouch and stay away from the polls, well and good. Even that will in no way decide the result.

Al Smith, as governor of New York, has precedents to go by from the fact that the illustrious Grover Cleveland graduated from the governorship of the Empire State into the presidential chair. An illustrious example which may well hearten the present governor in his campaign for the presidency.

If Smith can win the governorship of the most populous state in the Union, why should his chances not be good for winning in a National campaign?

In many respects Grover Cleveland was a great president. His foreign policy was widely commended, as was his enforcement of United States laws when assailed by striking railroad men. I recall that scene in Chicago when U. S. soldiers came to the rescue of derailed mail cars damaged by a howling mob of union strikers.

A man named Altgeld was then governor of Illinois, a member of Cleveland's own party, whose ideas of state rights clashed with the Nationalism of President Cleveland. Despite the Illinois governor's protests President Cleveland proceeded to do his duty regardless, and for that one act he received the plaudits of all loyal citizens of America.

With such an example before him Al Smith need not go far wrong. The jump from a governorship to President of the whole country may seem a far drive yet not only Cleveland but Theodore Roosevelt accomplished the feat.

The fact that the most populous state in the Union endorses Smith gives him a running start over all his opponents and if he carries on as he should there can be little doubt of the outcome.

As for Hoover, he has enemies who say he is not a U. S. citizen. Well, anything for an argument. The American people will decide in November.

Old Timer.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 24—Frank S. Verbeck writes from Los Angeles that he has purchased a four-flat building in Hollywood, worth \$30,000, which brings in a gross income of approximately 12 per cent, and his own apartment free. The building is strictly modern and up-to-date, including artificial refrigeration and five garages. Possession of the purchase will take place May 1.

Ambrose A. Weeks writes Geo. McKay as follows from the McColgan Hotel, McComb, Miss.: "Your very cordial invitation to be present at the second re-union of Old Time traveling men reached me at this hotel. I regret exceedingly that it will be impossible for me to be present and take part in your festivities. On March 13 I had the misfortune to step off an unguarded porch, falling three feet to the ground and fracturing my right femur near the hip. For four weeks I lay in a plaster cast at the city hospital in this city, but I am now convalescing nicely in this hotel. The fracture was not entirely through the bone or it would have been much more serious. I left the hospital last Saturday and came here, since which time I have been able to dress myself and, with the aid of a pair of crutches, get to my meals and enjoy the freedom of the lobby. I am planning to go home about May 3. I am sure you will have a glorious time on the 28th and I only regret my inability to be with you and meet many of the old boys like Leo A. Caro, Fred Dodge, Manley Jones, Richard Warner, Sr., Henry Saunders, Fred Knight and many others I recall in the old days gone by. While I am one of the Old Guard I am still in the ring and by reason of my accident, it is the first time I had to take the count."

C. E. Walker, at Cedar Springs, renews his subscription to the Tradesman and writes: "I cannot get along without the Tradesman."

THE LANSING CONVENTION.

Official Report Prepared By Secretary Gezon.

With perfect weather and large crowd on hand our thirtieth convention assembled in the beautiful ballroom of the Hotel Olds and was called to order by Pres. E. E. Van Antwerp, of the Lansing Association, who called on Rev. Fr. John Gabriels for the invocation. Fr. Gabriels in a few words said he hoped the meeting would bring us closer together and that it would



Hans Johnson, President.

benefit us and the public and that the Divine blessing would rest upon us.

The mayor of Lansing gave us a hearty welcome to Lansing and urged a closer fellowship between merchants and public officials. He pointed out that the business men who are organized are the easiest to deal with.

Mayor Troyer took occasion to condemn the man who has goods charged when he is out of money and who forsakes the service store when he has a dollar.

In the absence of Vice-President Hans Johnson, Paul Gezon was called upon to respond to the welcome address.

He called Lansing the convention city of Michigan because she knew how to entertain and is perfectly organized.

Pres. Bailey's address was full of optimism. He urged merchants to feature style, order and display in their stores. He warned against the adoption of all kinds of new ideas until they can be carefully studied.

Secretary Gezon's report was well received and showed that we are making progress as an association.

Treasurer Albrecht presented the following annual report:

Bal. on hand, April 15, 1927 \$1,713.35
Cash received 2,041.15

Total \$3,754.50
Cash paid out 2,382.91

Balance on hand \$1,371.59

Owing to the fact that he has gone out of business, Mr. Albrecht handed in his resignation as Treasurer, which was reluctantly received by the convention.

Herman Hanson, of Grand Rapids, gave a report of his trip to the Omaha

convention of the National Grocers Association. He spoke well of the National officers. The report was very interesting and was enthusiastically received.

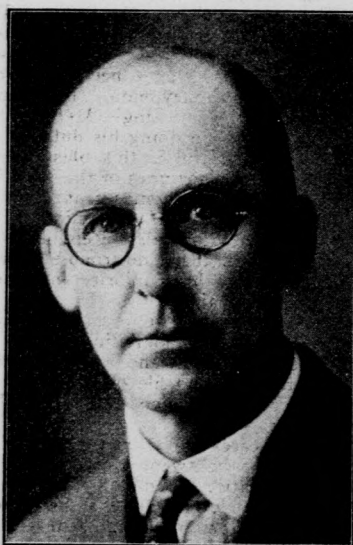
As delegates to the 1928 convention of the National Association at New Orleans the following were appointed by President Bailey: D. L. Davis, Ypsilanti; L. W. Van Dusen, Lansing; M. C. Goossen, Lansing; E. Schneeberger, Ann Arbor.

The following committees were appointed by the President:

Credentials—Ed. Weide, Bay City; Chas. Foster, Lansing; Mr. Kardux, Holland.

Resolutions—J. F. Tatman, Clare; A. J. Diehm, Remus; L. W. Van Dusen, Lansing; Matt Heyns, Grand Rapids.

Auditing—D. L. Davis, Ypsilanti; L. Loetz, Sturgis; G. Reutter, Lansing.



A. J. Faunce, Vice-President.

One of the most instructive and inspiring addresses was that given by Carl W. Dipman, editor Progressive Grocer, New York City, on "The Modern Store." He built up a model store as his talk proceeded and his audience was delighted in every way. This feature was through the courtesy of the Michigan Wholesale Grocers Association and secured by P. T. Green, Secretary, of Saginaw.

Below are a few of the ideas developed:

"There is very little printed information on how to build a store."

"We must cut down our margins and increase our turnover by better displays."

"Many stores are too large for the amount of business they are doing. A store doing \$75,000 business a year should not be larger than 30 by 40 feet."

Step by step he showed how to plan and build such a store, and he said that even the store's location should be chosen with a thought to the woman's convenience.

"All goods are bought through appeal to one or more of the five senses, sight, smell, taste, hearing, feeling. Therefore get your goods out where they are accessible to the customer."

"Discard practically all of your floor

cases and leave shelves open to the public."

"Have fast selling items within reach of the wrapping counter and the high profit items nearer the front of the store."

"Don't pile goods in a fancy display but pile them loosely on tables."

The discussion which followed this address was intelligent and showed that the members had thoroughly enjoyed the demonstration.

John J. Miller spoke a few words to us, taking the viewpoint of the wholesaler. He said grocers spend too much time in buying and that there are too many traveling men on the road.

On Tuesday evening we enjoyed a fine banquet at the Hotel Olds. The guest of honor and main speaker was President J. W. Coode, of the National Retail Grocers Association, who gave a real message from one who has risen from the ranks to a place of prominence and who now is optimistic of our future. He said if the grocer is giving a real service in his community he will remain. It is his opinion that the growth of the chains can partly be attributed to the ease with which they can secure money at banks and from investors.



Paul Gezon, Secretary.

He said, "The idea of a co-operative jobbing house is unsound. Jobbers are our best friends, but the jobber who expects to maintain his margin of 11½ per cent. is going to fail."

He thought 6½ per cent. to be about right for a jobber's margin to-day. He advocated selling highly advertised goods at cut prices to meet competition.

In the business session which closed the convention the following officers were elected:

President—Hans Johnson, Muskegon
First Vice-President—A. J. Faunce, Harbor Springs.

Second Vice-President—G. Van Der Honing, Grand Rapids.

Treasurer—J. F. Tatman, Clare.

Secretary—Paul Gezon, Grand Rapids.

Directors—O. L. Brainard, Elsie; Grover Hall, Kalamazoo; Ole Peterson, Muskegon; F. Burke, St. Johns; Wm. Schultz, Ann Arbor.

Grand Rapids was chosen as the convention city for 1929.

The total registration was 391, with four grocers from Indiana in attendance.

The following resolutions, recommended by the Committee on Resolutions, were unanimously adopted:

Whereas—The Lansing Association, with the aid of the wholesalers, jobbers, wholesale fruit dealers, the Olds Hotel and other commercial institutions, have succeeded so well in preparing for us a most successful business convention as well also having provided for our pleasure a most acceptable programme; therefore be it

Resolved—That we the delegates assembled in convention most sincerely thank them by a rising vote of thanks.

Whereas—It is the well-known practice of much present day advertising by outside competition to grossly exaggerate and mislead; therefore be it

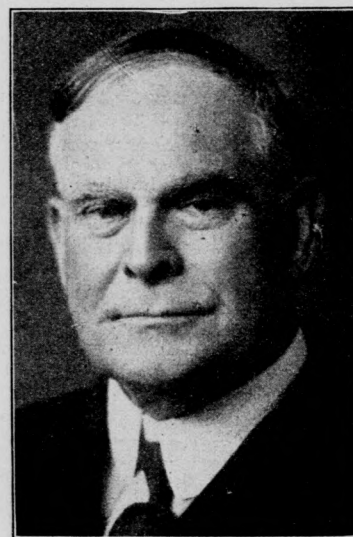
Resolved—That it is the sense of this meeting that we take steps to acquaint the public with this nefarious practice.

Resolved—That we extend a special vote of thanks to Reid, Murdock & Co. and W. F. McLaughlin & Co., of Chicago, for sending us speakers.

Whereas—Carl Dipman appeared on the programme through the courtesy of the Michigan Wholesale Grocers' Association; therefore be it

Resolved—That we extend a special vote of thanks for their very efficient help in making the Lansing meeting a success.

Resolved—That we extend our thanks to the best friend the retail



J. F. Tatman, Treasurer.

grocers of Michigan have—E. A. Stowe—the man who is fearless in his fights against unfair competition; and that we recommend that every groceryman and meat dealer in Michigan read the Tradesman.

Whereas—Pharmacy laws have been enacted of late years prohibiting the sale by grocers and general dealers of many articles which belong quite as much to the grocery stock as the drug store; and

Whereas—The Director of the Board of Pharmacy has carefully refrained from permitting any violations of these prohibitions from being reviewed by the Supreme Court, because he real-

izes that such prohibitions are clearly unconstitutional; and

Whereas—The existence of such prohibitions in the statute permits agents and inspectors of the Board of Pharmacy to unduly alarm merchants who are not fully informed as to their rights in the premises; and

Whereas—These prohibitions could be used by unscrupulous inspectors as a means of extorting blackmail from merchants who would rather submit to extortion than to subject themselves to threatened arrest and prosecution; and

Whereas—The right to handle the articles named has never been questioned by right thinking men, because their sale does not require technical education or a knowledge of poisons and antidotes; therefore be it

Resolved — That our Legislative Committee be requested to confer with Governor Green with a view to adopting the best and most expeditious method of eliminating from the statute the articles now on the prohibited list which all classes of merchants should be permitted to handle without let or hindrance.

Paul Gezon, Sec'y.

Blackberrying in Pioneer Days on the Muskegon.

Grandville, April 24—Among the duties of pioneer days devolving on the boys and girls was supplying the larder with things good to eat, and there was nothing finer than the big, luscious wild blackberries. There were worlds of them after a few logging jobs had been pulled off.

It seemed natural for the blackberries to follow the lumbering of pine lands. Usually these blackberries came in the wake of a forest fire which swept through the pine choppings like a whirlwind.

One of our schoolmams came from the goodly State of Maine and it was worth while to take her up the Muskegon two or three miles to a high rollway, to aid her climb to the top from the river side, and see her delight at rounding up the berries with great glee.

Although Maine was known as the Pine Tree State she said she had never seen such blackberries as grew on the Muskegon rollways. Miss Mac was very much interested in these blackberry excursions until one day we heard a startled scream and saw Miss Mac come tearing through the bushes, lacerating her hand and neck from the sharp thorns that grew on the bushes which bore the berries.

And what think you it was all about? She had seen a snake and these pretty and harmless reptiles sent her into spasms. She was even more prejudiced against even the most harmless of these reptiles than are some of our ladies of the present day when they encounter a fierce English sparrow in their pathway.

Although Miss Mac lived and thrived in the Muskegon woods for several years she was never able to overcome her antipathy toward a snake.

Birds and snakes are, of course, not in many respects alike, nor are the two on friendly terms, since I have seen a small bird fluttering in agony as it slowly disappeared down the throat of a seemingly harmless snake.

Usually the summit of the rollway was crowned with a set of old shanties where the loggers had been housed during their work cutting down the tall pines which went to make fodder for the mills at the mouth of the river.

In these shanties berrying parties found shelter and plenty of debris to burn for heating the can of tea or coffee that some thoughtful debby had brought to the feast.

Opposite one of these rollways, and across the river, was a strip of low land on which a thoughtful settler had planted a field of corn. In blackberry time this corn was usually in prime condition for roasting so that crossing the stream in a canoe some of the boys procured an armful of ears which were roasted at the shanty fire.

Blackberrying was nearly always a pleasant pastime rather than work. That is for the boys who paired off with girls to make the party more pleasing.

Snakes were not the only disagreeable features of these berrying parties. Now and then a skunk put in an appearance and scented the whole neighborhood, much to the disgust of the merry-makers.

At times one would run into a flock of young partridges which would scatter through the bushes to the amusement of the maiden aunts and the young girls. Nobody thought of killing one of these. The most surprising thing I ever knew pulled off was the climbing of a tree by a woodchuck, chased there by a fierce blue racer. These animals are not supposed to climb trees, but have been known to do it when chased by snakes.

Toward sundown all the berry-pickers would gather at the shanty and make ready for the return home. Tired enough were these pioneer berry-pickers after an all day's struggle to fill their baskets and pails from the tall bushes whose spines were no respecter of persons who ventured among them.

The teacher, Miss Mac, enjoyed these berry parties without limit while the fruit season lasted. Later on came a dose of fever and ague which put a different face on the matter and sent the pretty Maine teacher back to her Penobscot home sooner than she had expected. She came later to Michigan, however, and enjoyed other years of roughing it in the pine woods.

Pioneering was not all sugar and cream. There were many drawbacks which had to be taken into account, one of the worst being those annual visits from the fever and ague fiend.

Rollway blackberrying was among the first adventures into the woods after food for the larder. Later on, when the cutting of pine extended far back from the winding course of the river, more fields were opened up for berrying and thousands of bushels of the wild fruit were gathered, much of that secured by the Indians being sold in the outside town markets at a living price.

Indians would take many bushels at a trip down the river in canoes a distance of nearly thirty miles, counting the crooks of the stream. Canoes and Mackinac boats were used for this purpose. Some of these larger craft were made of birch bark the fashioning of which into boats and utensils for the house was a common occurrence.

Birch bark canoes soon became a thing of the past and the later crafts for skimming the waters of the river and lakes were dugouts, usually from ash trees. Some of these were scaled down to very thin sides and bottom, just sufficient to carry a single human occupant and one deer which the reds often shot on night excursions up and down the river.

Blackberrying on the Muskegon, so long a thing of the past, still haunts the minds of old timers as they sit and dream of the long ago. Old Timer.

The Last Frontier.

"What's your advice to women on this clothing question?"

"Don't give up the slip."

The woman who marries for money gets all she deserves.

Man sets up the drinks and the drinks upset the man.

WHITE HOUSE COFFEE

Make This Test Yourself!

Your own home is representative. The tastes of other families are pretty much like yours. Try out White House Coffee on your own table. You will find it so good that you'll feel enthusiastic about selling it to others.

Then you will appreciate the real selling punch that lies in this flavor that is "roasted in." Then you will know why White House is BETTER coffee—and a mighty profitable coffee for you to get behind and push.

*The
Flavor is
Roasted In!*

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



Best Foods Salad Dressing Help Sell Fruits and Vegetables



THERE'S no better opportunity to sell fresh fruits and vegetables than when selling Best Foods Salad Dressings. In many stores green groceries and Best Foods Dressings are displayed together. The combination gives the display a more colorful and appetizing appearance. One sells the other — effects faster turnover on vegetables and greater sales of both.

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

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

The Best Foods Inc.

New York

Chicago

San Francisco

MOVEMENTS OF MERCHANTS.

Port Austin—The Lakeside Motor Sales has increased its capital stock from \$2,000 to \$5,000.

Alpena—The Alpena County Savings Bank has changed its name to the Alpena Trust & Savings Bank.

Lansing—Peters Coal Co., 735 East Michigan avenue, has changed its name to the Peters Coal & Seed Co.

Flint—The Big Four Oil Co., 122 Paterson building, has increased its capital stock from \$50,000 to \$100,000.

Grand Rapids — The Thorne-Cook Co., Inc., 408 Davison avenue, South, has changed its name to the Cook Tire Co.

Detroit—The Betty Ross Shoppe, 540 Farnsworth avenue, lingerie, has changed its name to the Veltex Mills, Inc.

Bridgman — The Bridgman Supply Co., lumber and builders' supplies, has increased its capital stock of \$90,000 to \$100,000.

Kalamazoo — The Superior Auto Service Co., 1211 South Burdick street, has increased its capital stock from \$10,000 to \$35,000.

Ingalls—The Ira Garley Lumber Co. has changed its capitalization from \$100,000 common to \$60,000 common and \$40,000 preferred.

Jackson—The Reliance Automobile & Supply Co., 135 West Cortland street, has changed its name to the Wilbur Dunn Cadillac Co.

Jackson — The National Research Laboratories, Inc., 615 South Park Avenue, has changed its name to the Medical Products Corporation.

Sand Lake—The general stock of D. Hunter was sold at public auction by Abe Dembinsky, auctioneer, to Sam Sewall, of Saginaw, who will close it out.

Marquette — John Siegel, who has conducted a grocery store here for the past thirty years, has closed out his stock and retired from trade, owing to failing health.

Grand Rapids—The Piggly-Wiggly Johnson Co. has increased its capital stock from \$100,000 and 500 shares no par value to \$200,000 and 5,000 shares shares no par value.

Gladwin—The Gladwin Fur Farms, Inc., has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,500 paid in cash and \$4,500 in property.

Martin—R. S. Marshall has sold his undertaking stock and equipment to Conrad Haveman, who has taken possession. Mr. Marshall will remove to Moline and conduct undertaking parlors there and at Byron Center.

Detroit — The Fife-Pearce Electric Co., 1446 Gratiot avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The A. Stewart Flour Co., 3732 Philadelphia avenue, has been incorporated to deal in flour and other grain products, with an authorized capital stock of \$5,000, \$1,500 of which has been subscribed and \$1,200 paid in in property.

Flint—The Peer Roofing Co., 1919 Howard avenue, has been incorporated

to deal in roofing, paints, cavestroughing, etc., at wholesale and retail, with an authorized capital stock of \$10,000, \$4,000 of which has been subscribed and paid in in property.

Detroit—The Detroit Home Furniture Co., has been incorporated to conduct a furniture, rug and carpet store, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in, \$10,000 in cash and \$90,000 in property.

Lansing—The Busch Jewelry Co., 201 South Washington avenue, has been incorporated to conduct a retail jewelry store with an authorized capital stock of 1,000 shares at \$1 per share, of which amount \$250 has been subscribed and paid in in cash.

Big Rapids—W. A. Stillwell, dealer in crockery, glassware and stationery, has secured a long-time lease of his store in the Fairman building and will put in a new plate glass front. He has recently been elected chairman of the Mecosta county road commission.

Detroit — The Eagle Automotive Supply Co., 2123 Gratiot avenue, has been incorporated to deal in automobile accessories, parts, etc., at wholesale and retail, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Monroe—The Reh Nurseries, Inc., 608 O'Brien street, has been incorporated to conduct a nursery and deal in nursery products, with an authorized capital stock of \$80,000 common and 20,000 shares no par value, of which amount \$1,000 has been subscribed and paid in in cash.

Kalamazoo — The Kersten Radio Equipment Co., 1415 Fulford street, has merged its business into a stock company under the style of Kersten Radio Equipment, Inc., with an authorized capital stock of 20,000 shares at \$12.50 per share, of which amount 5,000 shares has been subscribed and \$10,000 paid in in cash.

Grand Rapids—The Ferris Coffee & Nut Co., 414 Front avenue, N. W., has been incorporated to deal in coffee, tea, extracts, etc., at wholesale and retail, with an authorized capital stock of \$50,000 common and \$50,000 preferred, of which amount \$32,000 has been subscribed and paid in, \$3,600 in cash and \$28,400 in property.

Detroit—F. H. Albrecht has sold his grocery stock at 2408 Fifteenth street to A. Berghoff, who has conducted a grocery store in the same vicinity for the past thirty years. Mr. Albrecht has been engaged in the grocery business for thirty-seven consecutive years, sixteen years in Detroit and the remainder of the time in Chicago and Kalamazoo. He retired from trade because of ill health and will spend the next six months at his summer cottage at Woodhall Lake, Oakland county. Mr. Albrecht served the Michigan Retail Grocers and Meat Dealers' Association eight years as Treasurer, retiring at the Lansing convention at his own request.

Manufacturing Matters.

Ypsilanti—The Streicher Die & Tool Co., 306 River street, has merged its business into a stock company under the same style, with an authorized cap-

ital stock of \$25,000, \$22,550 of which has been subscribed and paid in in cash.

Benton Harbor—Held Ozone & Industrials, Inc., has changed its name to the General Ozone Corporation and increased its capitalization from \$80,000 and 10,000 shares no par value to \$80,000 and 30,000 shares no par value.

Detroit—The Radio Investment Corporation, 2840 Book Tower, has been incorporated to manufacture and sell radio apparatus with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

River Rouge — The Motor Patents Manufacturing Co., Inc., 10226 West Jefferson avenue, has been incorporated to manufacture motor accessories, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

St. Joseph — Berrien Laboratories, Inc., Commercial National Bank building, has been incorporated to manufacture and sell medicated chewing gum, with an authorized capital stock of \$10,000, \$2,400 of which has been subscribed and paid in in cash.

Farmington—The Preuize Manufacturing Co., Inc., Orchard Lake Road, R. F. D. 2, has been incorporated to manufacture gauges and metal tools, with an authorized capital stock of \$20,000, of which amount \$14,500 has been subscribed and \$2,700 paid in in cash.

Detroit—United Airways, Inc., 1020 Book building, has been incorporated to manufacture and sell airplanes, with an authorized capital stock of \$100,000 common, \$50,000 preferred and 10,000 shares at \$1 per share, of which amount \$18,000 has been subscribed and \$2,000 paid in in cash.

Grand Rapids — The Ewald Stein Radio Corporation, 123 Auburn avenue, N. E., has been incorporated to manufacture and deal in radio apparatus, with an authorized capital stock of \$10,000 preferred and 1,000 shares at \$1 per share, of which amount \$6,020 has been subscribed, \$12 paid in in cash and \$4,248 in property.

Adrian — The Line-O-Scribe Co., Inc., one of Adrian's newest industries, has taken over the plant of the Michigan Fence Co. The company will start at once on an order for nearly a thousand machines for the J. C. Penny system of stores. This order alone will require about six months to fill. About fifteen men will be employed at the start, which number is expected to increase.

Palmyra —Within the next month the new \$100,000 unit of the Simplex Paper Corporation's plant, considered one of the most modern paper manufacturing plants in this country, will be in full operation. The building, 50 by 200 feet and of fireproof construction, has been completed and workmen now are installing the last of the machinery. The company expects to manufacture 80 per cent. of the basket caps used in the United States next year in packing and shipping fruit and vegetables. A spur of the Toledo & Western Railroad will be built to the new building. The Adrian plant of the company is strictly a fabricating unit and it is here that the water proof

packing paper is manufactured as well as many other varieties of the product.

A Blessed Secret.

It is a blessed secret, this
of living by the day.
Any one can carry his burden,
however heavy, until nightfall.
Any one can do his work,
however hard, for one day.
Any one can live sweetly,
patiently, lovingly and purely
until the sun goes down.
And this is all that life ever
really means to us—
just one little day.
Do to-day's duty; fight to-day's temptations and do not weaken and distract yourself by looking forward to things you cannot see and could not understand if you saw them.
God gives us nights—to shut down the curtain of darkness on our little days.
We cannot see beyond.
Short horizons make life easier and give us one of the blessed secrets of a brave, true, holy living.

Method in His Madness.

A little Hebrew boy was standing on a street corner, making the welkin ring with great sobs and exclamations of distress. About him there soon gathered a large crowd of would-be sympathizers.

"What is the matter, my little man?" asked one of the crowd. "Are you lost?"

The boy ceased his wailing. "I am," he answered. "I'm lost. Won't you take me to Goldblatt's Cut-Rate Tailoring Shop, at 234 Rosen street, which has just opened up a marvelous sacrifice sale on men's pants and suits at 50 per cent. below cost."

Twelve New Readers of the Tradesman.

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

P. H. Haynes, Flint.
Boyd Redner & Son, Dowagiac.
O. L. Brainard, Elsie.
G. Vanderhoning, Grand Rapids.
D. J. Riordan, Lansing.
Alphonse Lemble, Ann Arbor.
H. N. Spencer, Detroit.
Burkhart Store, Saline.
Geo. McInnes, Banning, Calif.
V. C. Wolcott, Union City.
Thomas B. Ford, Flint.
W. F. Mellen, Oak Park, Ill.

Apple Butter Time Nowadays.

This is the apple butter season, so now is the time to sell it. Lay in a stock of good apple butter, and you'll find lots of calls for it. If your selling talks don't forget to suggest it to your customers. People will appreciate your calling it to their attention. They like it, but as a rule people don't think of asking for such an item unless it is brought to their attention by your clerk or yourself.

Charles Salotti, dealer in confectionery and groceries at 65 Third street, Laurium, renews his subscription to the Tradesman and says: "1927 was one of our most prosperous years and the Tradesman sure has helped make it so."

Essential Features of the Grocery Staples.

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

Tea—The total volume of business in the local tea market last week was small, according to the reports of dealers. Dealers complain of the poor demand, and some say that actual sales on some days last week were the smallest in several weeks. The firmer tone at the London auctions failed to excite buyers, who let nothing disturb their strict hand-to-mouth policy. The stronger London market did, however, tend to make some sellers a little more independent, and they were less inclined to shade prices, especially on good leaf grades. The market generally had a steady undertone.

Canned Vegetables—No change occurred in vegetables last week. Tomatoes remain weak at former prices and are not active beyond necessary replacements. Peas are also taken as wanted at the market and in the grades most abundant. Corn is a slow seller and is no more than steady in tone.

Rice—Rough rices in the South have been hardening in value to keep pace with the narrowing of offerings and due in a measure to the unfavorable growing weather which threatens to delay the maturity of the early varieties. Millers, who have been forced to advance their quotations to the grower, have reflected this price change in their finished rices. While these developments are recognized here they have not affected the general jobbing quotations, but there is a better feeling and all operators have confidence in the situation. Stocks throughout the trade are reported to be light as the movement toward the consumer has been without interruption and inventories lately have not been increased in a material way.

Dried Fruits—California prunes are uniformly firmer in tone than on the spot and with fewer outside packs quoted the situation has improved. Peaches have been reduced to small compass and no pressure is used to move present holdings. The top grades of apricots are off of the market but there are standards and choice to be had. These are steady but in limited demand. An improvement in raisins has been promised by the buying back of contracts with Eastern distributors, which will mean that the low priced fruit around 4 3/4c will not be sent Eastward to prolong the period of competition among distributors. The association and independent packers are not selling raisins on the low basis of the season and, while there has not been a great deal of business put up to them by some of the depressed jobbing centers, sellers on the Coast are waiting for a favorable reaction which they anticipate in the near future. The spot market has been quiet all week, with a fair jobbing demand, but with no changes in quotations in any offering. Oregon prunes have been more unsettled than other packs but Californias are steady at going prices, with a better call from interior markets which are seeking fair sized replacements. Peaches and apricots are in seasonable demand. The

trade is a little slow to take the apricot grades which are available. Raisins are at former prices and are moving in a routine way.

Canned Fish—Maine sardine canning was begun last week, but so few fish were brought into the canneries that nothing of consequence was accomplished. It is believed that it will be the end of May before any quantity of fish is packed. Prices have been named and business is being placed in a conservative way, more for the styles which are short than the general line. All carryover is in small volume and broken assortments. Salmon has also been quiet. Pinks are firm at quotations, with business possible at \$1.92 1/2, but most of it is done at \$1.95. Some holders will not shade their asking price of \$2. Reds and mediums are dull and weak. Crab meat is being sought in resale blocks at going prices and is hard to uncover at listed quotations. More interest is being paid to tuna in the jobbing field. Shrimp is more important for retail distribution than for factory shipment for later dates.

Salt Fish—The demand for all types of salt fish since Lent has been remarkably good and some distributors are of the opinion that the spring and summer movement of mackerel will be similar to that during the season three years ago, which was well above the average. There is a fair quantity of mackerel to carry the trade into new pack, but there have been no accumulations to cause weakness. Retailers have been buying steadily as they have allowed their stocks to run down to a minimum. Other types of salt fish are steady without any change in prices.

Nuts—The entire assortment of shelled and unshelled nuts is dull, with weakness in a number of offerings. There is less than a seasonable demand and when business is placed it is mostly for small or moderate sized parcels since trade is on a hand-to-mouth basis and will take only what is needed for definite outlets. Walnuts are more plentiful than other types, and the mere fact that the large crop has not completely cleared has caused a limited demand from all branches of the trade. Incidentally, the quiet walnut situation has affected other nuts. Brazil nuts have been quiet for several weeks, but the market has been shaping itself for a broader demand since primary markets have gone down to levels which importers think afford a safe basis for buying. The domestic trade has been inclined to postpone covering normal requirements. Shelled nuts are in as limited demand as nuts in the shell and, while the market is moderately stocked, there are ample offerings available for present needs.

Pickles—Retailers are giving the market better than usual support and all types of pickles are in good demand. Stocks in first and second hands are uniformly light and there is frequent repeat business placed for complete assortments. Stocks at primary points are not as extensive as usual and picklers are not overloaded, as they have been in the past when forced liquidation was required to go into a new crop in a favorable position.

Sauerkraut—Cool weather has been favorable for the demand, but there is a shrinkage in distribution nevertheless but prices have not been affected as there are no excessive holdings of bulk or canned kraut.

Vinegar—All grades are firm, due to unusual shortages in stocks in all branches of the trade and the price trend apparently still appears to be upward. No talk has occurred so far of new crop sales.

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, \$2.40 per 100 lb. sack.

Bananas—5 1/2@6c per lb.

Butter—The market is 1c higher than a week ago. Jobbers hold fresh packed at 43c and prints at 45c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—Old is entirely out of market. New from Texas has advanced to \$6 per crate.

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

Cauliflower — New from Florida, \$3.50 per doz.

Celery—60@90c per bunch according to size; Florida, \$4.75 per crate.

Celery Cabbage—\$1.50 per doz.

Cocoanuts—\$1 doz. or \$7.50 a bag.

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

Eggs—The market is 1c higher than a week ago. Local handlers pay 26c for strictly fresh.

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

Green Onions—Chalotts, 65c 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. ----- 12c

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, 65c 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—75c 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

Daily Train Service to Harbor Springs Temporarily Resumed.

At the hearing accorded representatives of Harbor Springs business men before the State Railway Commission at Lansing last Wednesday, it was decided that the Pennsylvania System should reinstate its daily train service from Petoskey to Harbor Springs immediately.

When the resort season closed last fall, the Pennsylvania Co. reduced the service to a daily train, leaving Petoskey at 7 o'clock a. m., arriving at Harbor Springs at 7:25, leaving Harbor Springs at 7:50 and arriving at Petoskey at 8:20. This, of course, forced Harbor Springs people to use busses, automobiles and other means of communication in getting back and forth between Petoskey and Harbor Springs.

On March 19, without notice to anyone, the Pennsylvania Co. suspended the daily service and substituted a two-day a week service instead. This, naturally, aroused the antagonism of the people to such an extent that they appealed to the Railway Commission for assistance. At the hearing last Wednesday the antipathy to the action of the railroad was so manifest that the attorneys of the Pennsylvania System voluntarily agreed to resume daily service temporarily in consideration of the Commission continuing the matter until further notice. This means, of course, that next fall Harbor Springs will again be confronted by the same problem which she has had to face during the past winter.

When the resort season opens on June 24, Harbor Springs will have a three-day a week resort train until Aug. 24; from Aug. 26 to Sept. 16, when the service terminates, it will have a seven-day a week train. From June 26 to Sept. 16 it will also have the benefit of the Chicago resort train, which will run from Mackinaw City to Chicago via Harbor Springs.

Harbor Springs has no complaint to make over the summer service when the railroad is making thousands of dollars from resort fares and the freight which comes in as a result of the influx of tourists. But in the winter time the service must be necessarily curtailed. How complete that curtailment will be rests entirely with the people of Harbor Springs in getting ready for the hearing which will probably be held early in the fall. Harbor Springs must be better prepared with facts and figures to present her case at that time, because it will then be settled on its merits and not because of any innate fear on the part of the railroad that it will be deprived of good will through its action in curtailing train service.

Paper Which Was Not Presented at Lansing.

Port Huron, April 23—When our friend, State Secretary Gezon, first asked me to speak to you at this convention, I told him he should get an orator, because I realize the possibilities of co-operation and would like to see it handled by someone capable of putting it forth in the proper way. He first asked me, after I had written him a letter on my views, to speak on the subject of the problems of the individual retail grocer of to-day. I told him that if I spoke on that topic I would be apt to curse first the manufacturer, then the jobber and then the retailer for present day conditions. He must think a lot of you fellows because he wrote back at once and said I had better speak on the benefits of quality service. When I got to thinking it over I thought that possibly he thought the manufacturer and jobber were too big to be spoken about that way and just to spoil any notion he or anyone else may have in that respect I ask, who made or makes the manufacturer or jobber? You know, and so do they. Nobody but the individual grocer who sells 88 per cent. of the merchandise sold. When someone starts to howl about all business going to be cash-and-carry in a few years' time, laugh at him. I think about 7 per cent. of all the business done in this wonderful Nation of ours is cash. But one thing we must do and that is to co-operate. Neither you nor I can expect to buy one case and receive the low price. But we can co-operatively. Neither you nor I can afford to pay \$50 or \$100 for an advertisement, but we can co-operatively. And when we buy and advertise co-operatively, we can and will get concessions. Some time ago a song was written—it was quite popular—under the title "Then Your Pipe Goes Out." It's all right to sing a song and take it as a jest, but you and I know that all the wonderful achievements of to-day—steam, electricity, automobiles, air planes and radios—are the result of so-called pipe dreams. So light your old pipe and we will vision, not dream, about the possibilities of co-operation. Our vision is already a reality. All over the country are quality service groups, the advance guards of co-operation. You who have not heard of, or seen, the achievements of these groups, ask someone who has. I can tell you how one little group of men got together who had never received a price concession unless it was a manufacturing deal or a jobber's inventory special, who are buying all articles at 5 and 2, 8, 10 and 15 per cent. under list. Just a short time ago we received the opportunity to buy an article which is staple, that last year we thought we did fine when we secured 10 per cent. This year we will buy at 15 per cent. off list, with 10 per cent. extra in free goods and an extra 5 per cent. per case if our order is 100 cases. That is just advancing in co-operation. That same group a few weeks ago advertised and sold fancy head rice at 3 cents less for 4 pounds than A. & P. did and our profit was 31 per cent. I am not going to mention any more of the 100 things co-operation does for you, first on account of time, second, I fear some of you might want me to quit talking long enough to allow someone to give them a good booting for not enquiring into the only logical and practical way the individual grocer has to pay his taxes, support his church or lodge, educate his children, give to charity, and receive any recompense for his labor. The second vision I see is the State divided into districts with a principal city as the center or head and these all joined under one state association where faithful and loyal managers look after the best interests of all. When this is done even in a single district, you and I, Mr. Grocer, can buy our one or five cases as our business requires, turn it over, buy

again at prices at which we can meet competition and exist. Did I hear someone say we were going to be jobbers? No, we don't have to be. Just buy your supply, not a whole bunch. You will be surprised at the amount when a group buys together. You will get the price and pay your bills every week. Two per cent. on a dollar is just 2 per cent.; but eighteen turnovers a year makes it 36 per cent. You can do that when you buy just as you need. There are many things co-operation will work out for you.

Your trucks, insurance—automobile and fire—supplies, and about everything in fact you need. You save more than it costs you. On \$5 a week we pay for our advertising, buyer, telephone, stationary, dues to State association, and in a year's time have about \$2,500 to use as necessary. But that is the smallest thing. We have created a fellowship among our members more valuable than gold or silver; that spirit of co-operation; the biggest asset to the individual grocer.

I could talk for hours on rights and wrongs of our business, but I do not want to make you tired. Does it seem like a rash statement to make that with every individual grocer co-operating we could rid ourselves of practically all of our troubles? I wish we could get enough co-operation to try it. It seems as though many grocers are either too conceited in their own power or ability or—I won't say too dumb—but too stubborn to see the possibilities of co-operation. What would happen if all the individual merchants banded together and would say to some of the manufacturers, you are unfair to us; we are taking your goods off your shelves and patronizing the one who gives us a fair deal and would stick to it. Just picture the results in a few months' time if you have any knowledge of who sells the volume of groceries. There would be some grand awakenings in this little world of ours. Did I hear someone say they could not do without some brands? Possibly not altogether.

Who runs your business? Are you a salesman or a penny machine, Mr. Grocer? If you have given the public good merchandise without always trying to take advantage of them, you can kill any article you have on your shelves and replace it with another. You see this advertisement? I am using it to bring out a point with no malicious thought. It is advertised from coast to coast. They say you have to have it because it is advertised. If that advertisement makes you carry the goods, doesn't it make you get the price which is also advertised? Here is another hot one. We've done it already. You are right, Mr. Del Monte. We've thrown out your brand and in our little group have taught our trade and neighbors that there are as good and better canned fruits than yours by selling almost a carload of others last season. My only prayer to-day is that grocers all over the country refuse to sell goods just because they have a little less line of resistance behind them. Do you know that sometimes you can tell people to go to hell and get along just as well as though you never knew them. Of course, if they don't go there it isn't your fault.

Have the individual retail grocers in Michigan enough courage to fight for a principal? Let us show the rest of our brother grocers in the United States that we believe in co-operation and let us select a few of these popular articles from manufacturers who are so unscrupulous in their ideas of fairness and let both jobber and retailer throw them out of their stocks. Show the manufacturers on just a couple of articles that we want and are going to get a fair deal. If they cannot give us that, others will.

Not long ago a salesman came to our city selling soap. I think salesmen can do a lot for you and I hated to have to take the stand I did with this

If You Leave No Will..

Who will inherit your estate

Can your wife continue to keep her present home

?

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the

MICHIGAN MILLERS MUTUAL FIRE INSURANCE COMPANY

(MICHIGAN'S LARGEST MUTUAL)

AND ASSOCIATED COMPANIES



Combined Assets of Group

\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

one, but it was his firm, not him, we had the axe sharpened for. He said we have an additional allowance of 72 cents a gross. I said fine. I have three gross. But he said I can only give it to you on what you buy. I told him we were not selling much of his brand and again I heard that old song, "We advertise it—you have to have it." Don't you get mad when they tell you you have to do with this or do without that? I think that when manufacturers sell their products to firms who will make footballs of their prices, we should kill the product. Their orders dropped from seventy-two gross last year to five this time. What do you think manufacturers would do if all over the country the individual grocer took the same stand? Why advertise to your trade you cannot sell an article as cheap by asking more money? Hide those articles, if they ask for them, give them what they want, but at the same time offer any other brand at a little special. It does not take any time and your trade thinks more of you for offering it, even if they don't buy. Use your head. You won't hurt it any.

Little did that great emancipator, Abe Lincoln, when he saw them selling slaves and remarked if he ever got the chance he was going to hit that thing hard, think he was going to be the man to do it. You never can tell what results your efforts may bring. Just stop and think: There are about 250,000 groceries in the United States and 50,000 chain stores which do about 12 per cent. of the business. Manufacturers give them better discounts than jobbers, millions for advertising allowance, and the individual merchants sell 88 per cent. of the goods. You say we know it. What are we going to do about it? Let's acknowledge we have been taught something and get some of these plums. How? Just by co-operation. The jobbers in some places need some lessons in price reduction. In the past Mr. Jobber hooked the little fellow rather hard, but realizes to-day that our existence is his, so he has to come across and help. Plain English, but true. Why should jobbers howl to manufacturers when they sell to quality store groups direct and threaten to blacklist them? Why don't they do it to those who sell the chains? They are bigger than our little groups; but not jobbers any more than we are. They service only their own stores. Why fight us, jobbers? Fight the ones who are making life hell for you.

Just one thing more, then I'll shut up. Let every individual grocer wake up to the possibilities of co-operation. Visit your neighbor grocer; spread the gospel of co-operation. Let's not sit and howl about conditions. Let's fight to make things better. The foundation motto of this wonderful Nation of ours was, In Union there is Strength. You Yankee, English, French, Dutch, Irish, German—I don't care what nationality you are—we are all brother grocers in this great melting pot. Look back with pride to your National heroes; they were all fighters. To-day you and I must stand shoulder to shoulder. God has given each one of us the ability to help himself. We have it. Just co-operate, and when, by experience, we have learned the possibilities of co-operation, these words will be more appreciated.

There isn't much in this old world but sunshine after all. The hopes and fears, the smiles and tears, the wormwood and the gall are all mixed up. So, when I analyze the whole, I find the sunshine dominates my heart and bronco soul. Ye grouchy pessimists whose eyes reach not the skies of blue, join eyes with mine where God's sunshine shall meet your lengthened view. Then let your soul reflect it back in smiles of sweet content and shame will roll athwart your soul for all the growls you've spent.

Harry C. Schubert.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Petoskey, April 19—I received a check a few days ago from the Super-keen Co. for \$2.50, the amount I paid them for a so-called razor blade sharpener. Without your help I do not think I would ever have heard from them. Want to thank you for your efforts.

A. J. Crago.

Pumice stone sold in the United States is of two kinds. One kind is that which has been ground in the United States while the other is ground abroad. The domestically ground product seems to be preferred by the American trade, although most of the raw product is of foreign origin. An American pumice stone company imported the stone ground in a foreign country and sold it in this country. In its advertising the company used the word "mills." This was held to imply that the firm operated a factory, which was not the truth and tended to make purchasers believe they were getting domestically ground pumice stone. These practices were held by the Federal Trade Commission to be unfair and in a stipulation proceeding entered into between the commission and the pumice stone company, the latter agreed to discontinue the practices.

Seven corporations manufacturing pyroxylin-coated material or imitation leather have signed a stipulation agreement with the Federal Trade Commission to the effect they will discontinue trade practices tending to stifle competition. It was charged these companies made mutual understandings with the object of eliminating competition among themselves through such means as the following: (1) maintenance of uniform so-called "standard costing procedure" or list prices arrived at through comparison of cost data submitted by the several corporations; (2) adoption of uniform discounts to consumers and to jobbers or distributors, and (3) limiting each and all of these corporations to the acceptance of contracts calling for delivery of products over a period not to exceed ninety days.

Pure beeswax candles are used by certain religious denominations in church ceremonies and are made according to specific ecclesiastical requirements regarding ingredients. A manufacturer of candles for altar use in churches labeled his product "Beeswax Church and Altar Candles." It was found by the Federal Trade Commission that these candles were not manufactured wholly of beeswax nor did they conform to ecclesiastical requirements so as to be properly and accurately designated "altar" candles. The candle maker agreed in a stipulation made with the Federal Trade Commission to cease and desist from the use of the words "beeswax" or "wax" to describe his products when such candles are not made entirely of beeswax and to use the proper qualifying words to describe candles not made wholly of beeswax. He also agreed to stop using the word "altar" in an inaccurate sense in advertising his candles.

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



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

✱

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

✱

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

THE DIAMOND MATCH COMPANY

The Brand You Know by HART



Fancy

Quality

Fruits

Vegetables

Look for the RED HEART On The Can

W. R. ROACH & CO.

General Offices
Grand Rapids, Michigan

LITTLE CHANGE IN BUSINESS.

With weather conditions again the chief retarding influence, retail trade last week fell back to a rather spotty condition. Some of the Easter momentum carried along, but many stores found it necessary to apply pressure in order to keep sales up.

In retail quarters, however, it is felt that a fairly good basis is being built up on which to expect improved purchasing power through the gain in farm product prices, the spreading activity in industrial areas and the resumption of outdoor work.

The fact seems to be that many retail organizations are now geared up for quick changes in style merchandising, and they do not find changes numerous enough to suit their new system. But, no doubt, this problem will be worked out.

Marking up of the rediscount rate at Chicago and Boston receives first attention, of course, in comment on the general business situation. Evidently, the inertia of the Reserve Banks with respect to the mark of speculation has been overcome once more and an attempt is again under way to curb security inflation. The sale of Government securities by the central banking system has been the largest in weeks, an operation aimed at the same target.

In the present circumstances it scarcely needs mention that the manipulation whereby speculation might be brought under control is bound to be a delicate one, inasmuch as pushing up money rates on the stock market means raising them on trade and industry as well. In addition, it implies less co-operation with the Bank of England and with those countries of Europe which are preparing to return to the gold standard.

Just what the results may be are difficult to foresee. From the business standpoint it is felt that so many are involved in what has been going on in the Street that an abrupt decline might have more serious consequences than usual.

Apart from this speculative development, the general business situation has seen little change during the past week.

GOOD AND BAD ADVICE.

Dorothy Dix jumbles up good and bad advice to the lovelorn in an extraordinary way. Her chief fault is her lack of idealism. She seldom soars.

A yellow primrose on the river's brim
A yellow primrose was to him [her],
And it was nothing more.

Dorothy's knowledge of life is far from profound. For instance, she said in a recent lucubration: "Nor is it strange that women understand men better than men understand women." This would be very strange if it were true. But the truth of the case seems to be that men's understanding of women is about on a par with women's understanding of men. Man's powers of reflection give him an advantage over woman when it comes to forming judgments on character, while this advantage of man's is slightly offset by woman's powers of intuition.

The sex element always obtrudes to perplex man's judgments of woman and woman's judgments of man. Blinded by sex, good, sensible women marry scoundrels, and good men marry

shrews and worse. This is why men and women in love should always seek counselors of the opposite sex, for men understand men better than women understand men and, vice versa, women understand women better than men understand women.

Recently a man wrote a very good letter to Dorothy. He said: "I wish that I had lived years ago, in 1850 or 1875, when women were right mentally. Then I might have tried marriage. But what is the woman of to-day composed of? One ticket to nowhere, one lipstick, one powder puff, a package of cigarettes, a whisper of clothes, and the devil's wind to blow them about." This man wrote cynically and exaggerated. The majority of our girls are hardly so bad as this.

But Dorothy replied but lamely to his letter. Among other feeble things she said: "Grandmother couldn't walk a mile. Granddaughter thinks nothing of hiking twenty-five." But grandmother hiked many a mile about her kitchen and house and in going errands and doing acts of kindness and mercy. And grandmother never hiked to the divorce court.

THEY TEACH US GEOGRAPHY.

We have taken it quite as a matter of course that our own long distance flyers should teach us a few lessons in geography as they made their transcontinental and transoceanic flights. Lindbergh gave us an entirely new conception of the geographical layout of Central America and the Caribbean; Brock and Schlee reminded us of various countries in Eastern Asia which were strangers to the front pages of American papers. But it has taken three foreigners—two Germans and an Irishman—to place on the map of the world what one of them has termed the "Labrador-Newfoundland-Nova Scotia coast."

We are still rather hazy about the exact location of several of the places which have figured so largely in the recent dispatches, but we have at least learned of their existence. And we have learned that at this time of year they are rather cold and that no matter how springlike it may be farther south, Greenly Island and Murray Bay are still enjoying all the delights of winter.

It is unfortunate that their climate is so rigorous. When Commander Byrd was forced to land at an obscure French seaport it shrewd inhabitants were quick to utilize the resultant publicity for the development of a popular seaside resort. It does not appear that the handful of residents on Greenly Island will be able to emulate their example.

DARK SIDE OF LINDBERGH.

In a recent news film we noticed the attitude of Colonel Charles Lindbergh toward a man who, tugging along a six-year-old boy, sought to touch the magic hand of the world-famed birdman. Fed up on handshaking and patting little boys on the head, Colonel Lindbergh unceremoniously beckoned the stranger away. The face of the latter dropped, the child vanished from view and the flyer went sternly about his business.

It is well known that Colonel Lindbergh is bored to distraction by public attention and one can understand it and sympathize with his desire to rest from the limelight. The part of the hero is not easy. There are times when one wishes to be alone. However, we confess to a sense of disappointment that our gilded young superman is, losing some of that charming poise and simple candor which has so endeared him to the world. He might better go on patting little boys' heads and shaking hands with his admirers, patiently discounting even offensive intrusions, as all this is a legitimate feature of his role. If it gives pleasure and stimulates high emotions, it is worth while, however tiresome.

We have known some heroic figures, in their day almost equal to that of the sturdy eagle, who lived to mourn the loss of popularity and good will through unfortunate attitudes of indifference. Colonel Lindbergh may retire gracefully if he so desires. But while he continues to be the hero of the sweetest dreams of youth, we hope he will not hold up forbidding hands to folks who truly love him and naturally wish to demonstrate their affection.

WAR ON RATS.

There will open at Havre in May an international conference on war. It is war on rats, to be sure, but still it is war, and we confidently predict that its chances for success are immeasurably brighter than those of any of the many conferences for peace which are now being held at periodic intervals. The participating nations should for once be able to lay all their cards on the table and boast of their weapons of offense and defense, glory in their aggressive designs and look scornfully at their unprepared or pacifistic neighbors.

We do not know a great deal about rats and it may be that there is something to be said for them. There may be a strong pro-rat party which will bring to the conference a plan for total disarmament of all anti-vermin weapons. But public opinion will be on the side of the militarists and it will only be necessary to conjure up frightful visions of fierce, long-tailed rats scurrying about the world with the germs of bubonic plague or some other dread disease to silence those who would strive for peace.

Here is an opportunity for the world to give vent to all its blood-thirsty emotions. Rats are increasing rapidly. In France alone they annually destroy a million francs' worth of property. The peril must be checked.

THE TEXTILE SITUATION.

A representative committee to study all the distribution phases of cotton textiles has been announced during the past week and marks the latest step of the industry to cope with its problems. Wastes all along the line from producer to consumer will be investigated. In the meantime, a degree of curtailment and the strike at New Bedford, called because of the 10 per cent. wage cut, have imparted a little more strength to the market. Active

spindle hours in March rose over February, but were about 5 per cent. under the rate a year ago.

Of the textiles, silks continue to be the most active. However, there have been concessions on some goods in oversupply, particularly those prints which have been produced in such large quantities and unoriginal qualities. Summer goods have been sought for the fresh garment offerings and some ordering has been done on fall goods.

In the men's wear branch of the woolen market there are rumors that advances may soon be announced on suitings. These increases will probably be applied to numbers which are priced low for volume and on which sufficient business has developed to hold up output. The wool market has turned quiet, with, in fact, some price easing reported.

EDWARD M. STATLER.

How can they say that America has lost forever the pioneer chances that made possible Alger's garish stories of the rise of a bootblack to the overlordship of a bank? How can they say that these opportunities are closed, that "those days have gone forever?" Henry Ford's life disproves this. The big men in radio and the movies disprove it. The life of Edward M. Statler, which ended last week, disproved it. Unlike Ford, Statler did not need a new industry as a field for his genius. He took one of the oldest businesses in the world, that of running a hotel, and built himself up from nothing to the chieftancy of an enterprise worth millions upon millions. Like the great merchants of the generation just preceding him, he took the sanctity of the customer as his fundamental rule and upon it constructed vast and beautiful hostleries that are miracles of good management. Sound policy and sound management are a team that will still win in America. Edward M. Statler's effective life once more demonstrates this great and hopeful fact.

EDUCATION IN INDUSTRY.

According to a report by the Federal Bureau of Education, the youth without education to-day is barred from three-fourths of the classified industries. Figures collected by the bureau show that at least a high school education is now necessary in order to reach even the middle rungs of the ladder of industrial success, while the number of men who have a chance to climb to the topmost rungs of executive responsibility without a college education is negligible.

The truth doubtless is that education alone doesn't insure success to-day any more than formerly. The individual qualities of mind, character and personality still count as heavily as ever. But in an industrial system such as exists to-day there is an immense amount of technical work that only those specially prepared for it can engage in, and those possessing this educational foundation naturally have an advantage over those lacking it.

In our wonderful climate father barely has time to lay away the snow shovel and the coal scoop before he has to oil and limber up the old lawn mower.

MEN OF MARK.

George L. Crocker, Manager of Hotel Olds, Lansing.

It is a typical American expression, almost slangy in vernacular, this "keeping up the gait." We might even say, perhaps, "continuing activity" or even "maintaining the pace," but somehow they do not seem so expressive. "Keeping up the gait" is terse and truthful. It has a Yankee flavor that suggests one of the chief characteristics of the people we are. It means that we have found work to do and that we are doing it. It means that we are moving forward with the forward movement of events. It means that we are contributing our full share to the cause of progress. It thus becomes a high compliment, whether paid to a Nation as a people or to a man as an individual.

So far as the individual is concerned the pace that has been set for him is a fast one. It is demonstrated in the hardihood of the first settlers and in the patriotism of his revolutionary forefathers. It is seen in a material and commercial growth far exceeding that of any other country. It was this pace, or gait, that conquered the wilderness and the savage: that peopled a continent with hundreds of millions of civilized men in a period of 400 years; that erected on this continent a republic that is the model of the world and that brought across the water to an unknown land supremacy in both war and peace.

This article concerns one man who has been keeping up the gait. He comes of a family whose deeds are woven into the fabric of our history. The name of this family is written large upon the record of one of our greatest states. The men who bore it were among the pioneers of Michigan. They aided in erecting the first settlements; they helped to secure the political liberty of a large territory; they made a wild stretch of country habitable, and they created a commonwealth whose commercial importance is recognized around the globe. The name of Crocker appears on the earliest records of this country and has continued on every page of its history.

It is one of the present day representatives of that family that this article is designed to treat. His forefathers had their part in contributing to the greatness and glory of the Republic. Later members of the family fought in its wars and assisted in winning its way in the markets of trade. Likewise George L. Crocker has done his work of maintaining the record achieved by his family. He has accomplished this progress by the hard and simple method of sticking to his work industriously, taking good care of the money he earned and then making the money he saved increase itself by means of careful investment. This is the direct method by which many of our greater business men have achieved their present position in life. He recognized that nothing valuable is obtained without conscientious work. He was wise enough to put his money as fast as it was acquired into a business of whose possibilities he had personal

knowledge. As a result his interests were placed on a safe foundation and had the benefit of his technical knowledge of a great industry.

George L. Crocker was born on a farm near Flushing, Nov. 27, 1874. His father's ancestors came from Devonshire, England. His mother was of Yankee descent. He attended the country school so far as that would take him. He then attended the public schools of Flint until he had completed the eleventh grade. His first business experience was as clerk in the hardware store of George W. Hubbard, at Flint. Two or three years later he entered the employ of the Fletcher Hardware Co., at Detroit, as order clerk. Mr. Crocker was, however, not desirous of continuing in the hardware

later returned to the Soo and his former position at the Iroquois.

From that point he went to Detroit, where he became connected with the Hotel Normandie, which has just recently been torn down. He remained with this hotel about a year, when he was induced to come to Grand Rapids and take a clerkship in the Morton House under the redoubtable Mort Rathbone. After a year with the Pantlind family he went to the Wayne Hotel, Detroit, where he acted as room clerk for four years. At the end of that time he left to accept a position with the Palmer House, of Chicago, where he remained a year. He then became the Assistant Manager of the Hotel Dyckman, at Minneapolis, where he remained about two years. The



George L. Crocker.

business, and through his uncle, Edwin O. Wood, he secured a position as bell-boy in the Grand Hotel, at Mackinac Island, during his summer vacation at school. He then went to Sault Ste. Marie, where he intended to become connected with contracting work, but found upon his arrival at the Soo that this work had not been started and would not be for some months. He therefore became connected with the Iroquois Hotel at that point as night clerk. This was in 1896 and Mr. Crocker liked the hotel business so well that he has been connected with it ever since.

After leaving the Soo Mr. Crocker went to Butte, Montana, affiliating there with the Butte Hotel Co., which conducted the McDermott Hotel, but

next step in Mr. Crocker's career was to start out for himself in a hotel at Sioux Falls, South Dakota, where he also remained about two years. His next position was as Manager of the Hotel Planters, Chicago, where he remained about a year. During the kaiser's war he went to the Morrison Hotel as Assistant Manager.

After leaving the Morrison he was connected for a short time with the Servidor Co., of New York City, at which point he became connected with the United Hotels Company chain, managing their hotel at Steubenville, Ohio. From that city he was transferred to the Durant Hotel, at Flint, which hotel he managed for a number of years.

When the new Nicollet Hotel was

built at Minneapolis, Mr. Crocker was selected for the role of Manager of this beautiful hostelry, which position he occupied for two years, leaving there to come to Lansing to assume charge of the new Hotel Olds, which he has conducted with much ability and great success for nearly three years.

Mr. Crocker was married Feb. 12, 1913, to Miss Olive Anderson, of Minneapolis. They both live in the hotel. Mrs. Crocker supervises the housekeeping work of the hotel, above the office floor, handling that department in a very efficient and painstaking manner.

Mr. Crocker is a member of the Episcopal church. He is a 3rd degree Mason and has started in on the Chapter. He is a member of the Greeters and was a charter member of the B. P. O. E. at the Soo. He owns up to but one hobby, which is golf. He attributes his success to hard work. He was recently honored by election as a director of the Continental-Leland Corporation, which conducts the Hotel Olds; the Detroit-Leland at Detroit; the Mansfield-Leland at Mansfield, Ohio, and the Bankhead at Birmingham, Ala.

Mr. Crocker is one of the most popular landlords in Michigan. He has the glad hand for everyone, makes friends easily and holds them indefinitely.

Mr. Crocker has won his way from the bottom to the top by hard work, careful attention to business and natural commercial genius. In affairs of business his judgment is sought, appreciated and followed; and his example has been the means of bringing to other men similar success to that he has achieved himself. He has maintained his own rights and has respected the rights of others, and his biography therefore is a story of earned advancement and honorable action.

To those who know Mr. Crocker intimately these elements of character are even more familiar. He is admired also for his lack of ostentation, for his quiet determination and for his interest in problems affecting the welfare of others. A close student of business and a steady laborer in his own field, his love for outdoor life is likewise known to the people of Lansing and to all his social and business acquaintances. To know him well is merely to increase one's admiration for the man and his methods of life.

You Never Can Tell.

She came into the drug store several times a week to use the telephone booth, giving as a good reason that the rates were lower than if she telephoned from her apartment, and the service more prompt.

On every occasion she opened the door as far as it would go and looked carefully into the corners of the booth, so unflinchingly that a clerk one day asked the reason.

"Seventeen years ago," she replied, "I dropped 5 cents on the floor while telephoning, and when I picked it up I found 30 cents lying right beside it. I thought it might possibly happen again."

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Out Around last week included a trip to Lansing to attend the closing sessions of the thirtieth annual convention of the Michigan Retail Grocers and Meat Dealers' Association. The attendance was the largest ever recorded by the organization and the average character of the grocers was also very high. The speeches, reports, addresses and papers presented were all short, direct and pertinent to the occasion.

It was certainly a great pleasure to meet so many leading grocers and meat dealers—men who have devoted their lives to the distribution of pure and wholesome food in order that the people may be kept in a good condition of health and strength.

The programme was carried out without much variation from the original arrangement. None of the speakers failed to appear and the work of the gathering moved along smoothly and effectively. The plans for Tuesday and Wednesday evenings were reversed, in order that President Coode, of the National Association of Retail Grocers, could give his message Tuesday evening. His talk was informal, but right to the point. It is quite evident he is the smartest man who has ever held that important office.

Wednesday evening was given up altogether to enjoyment of a pleasing and rational character which was conducted with a zest which was infectious to the nth degree. I heartily commend the example thus presented to the consideration of the committee who will handle the entertainment features of the Grand Rapids convention a year hence.

O. H. Bailey retired from the position of executive officer after serving two years, with the hearty good will of every member of the organization. Mr. Bailey's administration was marked by progressive conservatism, which lifted the organization still higher in the estimation of every member and well wisher of the Association.

The retirement of Mr. Albrecht, after serving the organization well and faithfully for eight years as Treasurer, was entirely voluntary on his part. It was due to ill health and to his retirement from the grocery business in order that he may devote his entire time to the restoration of his health. Mr. Albrecht was a model official and has the love and respect of every grocer who is so fortunate as to enjoy his acquaintance.

President Hans Johnson enters upon the duties of President with the hearty good will of every member. He promises an aggressive administration, to which ambition every member will give cordial assent and earnest co-operation.

The re-election of Paul Gezon as Secretary was a foregone conclusion. No name was mentioned in opposition to him. His ability to handle the work of the office in an eminently satisfactory manner is conceded by all and his honesty and faithfulness have never been questioned.

The election of J. F. Tatman, of Clare, as successor to Mr. Albrecht, was a worthy recognition of a man

who has labored incessantly for the good of the organization ever since it emerged from the unfortunate environment which hampered its advancement in the early days of its history. Mr. Tatman is a thoroughly representative grocer in every sense of the term.

I was somewhat amused to listen to the comments on the resolutions recommended by the Committee on Resolutions regarding an amendment to the present pharmacy laws. A grocer said: "I see by the Tradesman that grape fruit juice is now recommended by physicians as a specific for diabetes. As this makes grape fruit a remedial article, in addition to being a food, it is in order for our friends, the druggists to add it to the list of articles which can be handled by druggists only."

A meat dealer remarked: "Now that liver has been found to be a specific for anemia, in consequence of which the hospitals are taking all the calf liver they can secure at from 75 cents to \$1 per pound, I suppose it will be in order for our druggist friends to insist on putting liver in the list of remedies which cannot be handled by anyone but a regular pharmacist."

I could not help admiring the manner in which the convention and those in attendance were cared for by the Hotel Olds. Everything apparently moved along like clockwork from start to finish. Every delegate I talked with was loud in praise of the service handed out by the hotel management. There may be better conducted hotels than the Olds, but the food, cooking, service and housekeeper all appear to be fully up to the high standard Manager Crocker has insisted on maintaining in every hotel he has ever been connected with. He has managed many hotels for a man of his years and the experience he has thus acquired is carefully conserved for the benefit of the patrons of the Hotel Olds.

E. A. Stowe.

Grocer Sends Bills at Last of Month.

The housewife who buys on credit receives a number of statements about the first of each month. The average person pays bills in the order of their appearance. This gave a grocer the idea of issuing statements up to and including the last Saturday in the month. The idea worked remarkably well for him, and when his customers first were advised by letter of the change of billing date, they dropped in specially to tell him how much more convenient it was for them—an unlooked for advantage.

Advice on Cheese He Contrabands.

Milwaukee, April 23—The problem now is what to do with more than 368,000 pounds of cheese which is rapidly filling up Wisconsin warehouses and which cannot be sold because it contains more than the legal amount of moisture in the brick form and more than 39 per cent. in the American type. C. J. Kremer, dairy and food commissioner, suggested that loaf cheese-makers purchase the illegal product and blend it with their product. "This is the only solution I can see," he explained. "I intend to prosecute every sale of high moisture cheese as long as I am commissioner."

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MEN OF MARK.

**Paul Kempter, Supervising Steward
Pantlind and Morton Hotels.**

This is the story of a man who has always had a peculiar liking for cookery. As a boy, he haunted the kitchens of the hotels conducted by his father, because he found the culinary department full of interest. He was repeatedly asked to accept a college education, but preferred to learn the hotel business instead, particularly the cookery end of hotels and ocean going vessels. He was later offered substantial interests in large industrial undertakings owned and operated by his brothers, but declined to avail himself of their generosity because of his love for the occupation he preferred. In the pursuance of this determination the subject of this sketch has achieved a high place among the men who have made catering and culinary pursuits their life work.

Paul Kempter was born in Stuttgart, Germany, Sept. 28, 1879. His father was manager and proprietor of leading



Paul Kempter.

hotels in Italy, France and Germany. His mother was anxious to have him take a college course, but he had no liking at the time for the so-called higher education and persuaded his mother to permit him to take a hotel training instead. He worked in varying capacities in leading hotels at Stuttgart, Capnstat, Paris, Strassburg, Cologne, Elberfeld and the Royal Baths of Oyghnausen. He was one year with the North German Lloyd line on its lines between Genoa, Italy, and New York. Later he worked on liners between Cuba and Spain, conveying the Spanish soldiers back to their own country. Forming a liking for America, he worked in New York and New Jersey. He then returned to Stuttgart, where for two years he managed the Prager Hof for his mother. He induced her to sell out at a good profit and he returned to this country, securing an engagement with the late J. Boyd Pantlind, who then conducted the old Pantlind Hotel, as well as the Morton House. He handled the cafe three years. When Mr. Pantlind opened a grill in the Morton House he put Mr. Kempter in charge as chef,

Grand Rapids had never before had so popular an eating place and never has since. When the Morton House was torn down, Mr. Kempter went to the Pantlind as steward, a position he still holds. About a month ago he took on the same position with the Hotel Morton also. He is conceded to be one of the best buyers in the hotel line in the United States. No one who sells him goods ever gets anywhere by offering him any commission or compensation.

Mr. Kempter was married Aug. 2, 1916, to Miss Gladys Haven, of Grand Rapids. They have two boys—one 10 and one 9 years of age—and reside in their own home at 306 Eureka avenue, where they have a flower garden with many small fruit bushes and trees.

Mr. Kempter is deeply interested in botany, horticulture and fruit and has a ten-acre tract on West Fourth street which contains 900 fruit trees, planted twelve years ago, now in full maturity.

Mr. Kempter is an ardent lover of the Great Out Doors and spends at least two weeks every summer exploring some stream or lake. He has made two surveys of Grand River, one up and one down stream. Last year he made a survey of the Thornapple. In addition to his canoe, he takes along a complete camping equipment. He has a large collection of Indian arrow heads which he has picked up himself on these trips.

Mr. Kempter is a member of St. Johns Lutheran Church. He also owes allegiance to Valley City Lodge, F. & A. M., DeWitt Clinton Consistory, Saladin Temple (Mystic Shrine), Masonic Country Club, B. P. O. E., Grand Rapids Schwaben Verein, International Chefs Association, Hotel Men's Benefit Association, American Forestry Association and Michigan Forestry Association.

In 1912, as the guest of his two brothers, who are both great German industrial leaders, he spent two months inspecting the principal hotels of Continental Europe. His brothers both made him very flattering offers to remain in Germany and engage in business with them. While he was hesitating over which offer he would accept, he received a characteristic letter from J. Boyd Pantlind, saying "Hurry back." That message decided the matter immediately and he took the first steamer for America, which will be his country from now on as long as he lives. He made the decision largely because he liked the atmosphere of America better than Germany, which was then under the curse of kaiserism. His love and respect for the Pantlind family was an attraction he could not withstand.

Mr. Kempter is a prince of courtesy and good nature. He makes friends easily and holds them indefinitely. His home life is ideal in every respect. His wife is a talented musician and home and good music are synonymous terms in the Kempter household. Mr. Kempter is held in high esteem by his employer and the patrons of the two hotels he serves so well and faithfully and he has every reason to feel satisfied over his past accomplishments and regard his future with complacency,

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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**

FINANCIAL

Shift in Treasury Plan Seen.

Wall Street is swinging slowly to the view that instead a long-term issue to refund the September maturities Secretary Mellon is likely now to employ a short-term device to attain that end.

On January 9 this year the Government made its first major move to set the stage for retiring \$2,148,000,000 in Third Liberty 4½s through an offer to accept Thirds in exchange for 3½ per cent. notes. Approximately \$600,000,000 of notes were issued at that time and a like amount of Thirds surrendered.

Financiers got the impression that the next major step probably would be in the form of a long-term issue which many predicted would be offered this spring. This view has been modified lately as the underlying forces at work on money have tightened rates. It is reckoned either that Secretary Mellon does not plan a long-term issue or that he anticipates cheaper money later on. Wall Street's impression now is that whether the Secretary of the Treasury expects to refund the remaining \$1,458,000,000 outstanding Third 4½s through an issue of near or distant maturities he will postpone action perhaps until June. This thought is based on the opinion that some relaxation in the money market may come at that time.

Whether or not money rates will soften with the approach of summer nobody knows but bankers point to the seasonal decline in commercial loans almost certain to come then, and the prospect for relaxation in business and market activity during the conventions. If meanwhile the gold outflow and mounting demands for market money force the member banks to increase their borrowings at the Federal Reserve banks an effective check will be set up against any pronounced downturn in money.

The time will come when in shaping its financing programs the Government will want to call attention to the possibility of an exhaustion eventually of the supply of Government securities. So many uses have been devised for the advantageous employment of securities representing the National debt that the instruments have been worked into the very financial structure of the Nation. Not only individuals in search of gilt-edged investments and corporations anxious to find temporary employment for their funds but the Federal Reserve system itself will feel the loss of these certificates of Government debt when and if all such obligations are paid off.

Mindful of this condition perhaps the Government now is formulating plans to perpetuate if not directly then indirectly instruments suitable to satisfy a demand that now has become Nationwide. Paul Willard Garrett.

[Copyrighted, 1928.]

Stocks Yield Less Than Bonds.

With the record rise in the stock market the yield on dividend-paying common industrial stocks has been forced down to a new low in history at 4.57 per cent., which represents a

smaller indicated return than is available from high-grade bonds of the same description.

No tendency in the great bull market of the last few years has been so marked as the improving position of stocks as revealed in a closing of the gap between stock and bond yields. We need go back only to 1921 to find a time when the Standard Statistics Company's index showed the average yield for thirty-three industrial stocks around 8.5 per cent. as against a yield of 6 per cent. for industrial bonds. Persistently the margin between the two curves has been narrowing until now the yield on stocks is less than that on bonds.

In a new computation completed today Standard finds that dividend paying common stocks yield 4.57 per cent. as against 4.68 a month ago and 5.60 a year ago. High-grade industrial bonds yield 4.77 per cent. as against 4.79 a month ago and 4.84 a year ago.

While conservative authorities all agree that the recent pace of market improvement has been too rapid to continue admission is general that stocks have passed permanently onto a lower yield basis than ever before. Wall Street now is particularly impressed with this trend since the market has become the broadest in history and virtually all leading groups are participating in the improvement.

Some prognosticators in the last fortnight have contended that the advance has been restricted to a few groups put up as a blind to cover distribution by large operators in other sections of the list. Significant is it in this connection that Standard's new computation shows that in last week's almost record rise on the stock market, representing the eighth consecutive weekly advance, all the major industrial stock groups rose to new record highs. Except for the coal, leather and shoe, miscellaneous metals, sugar, theater and the tire and rubber groups all of them topped their previous records.

Whatever may be the corrective reactions induced by such spectacular performances as have been lately witnessed in the market American investors apparently recognize more than ever before what great benefits come through a permanent ownership in leading industries. To those with this vision the approach of lower yield levels for stocks has not brought discouragement since they reckon on occasional stock dividends and extra distributions.

It need scarcely be added that the lure of such benefits affords the real reason why so many quality stocks have been forced up to levels at which they actually return a smaller cash yield than bonds.

Paul Willard Garrett.
[Copyrighted, 1928.]

Milk Sold in Sticks.

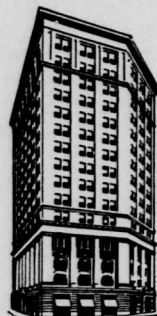
In Siberia people buy milk solidified and, for convenience, let it freeze around a stick, which serves as a handle to carry it. "Don't break the milk," parents of Irkutsk admonish children; but broken milk is easier to pick up than spilt milk.

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GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

Reveal Fresh Move To Tighten Money

Last week's Reserve bank statement shows a reduction in Government security holdings, which means that the Federal Reserve system is redoubling its efforts to tighten money.

All during February and March the portfolios of Government securities at the Reserve institutions were left virtually untouched. At the beginning of the year the Reserve banks held \$627,000,000 of Government securities, but, in an effort to offset easing influences at work on money, these holdings were heavily sold during January. Almost half of the total was unloaded upon the open market—and there began the Reserve system's first major move to firm up money. Week after week since the end of January has gone by without any further sign either of sales or purchases in a significant amount of Government securities. A week ago the twelve Reserve banks held \$378,000,000 of Government securities.

For two months the Reserve authorities have reckoned that the machinery set into operation early in 1928 sooner or later would get in its full work. Sales of Government securities, an increase in the rediscount rate, continued heavy gold exports, a record seasonal rise in commercial loans and a rapid expansion in borrowings at the Reserve banks by members all have portrayed an underlying influence for dearer money. And they explain why money consistently has held higher than a year ago, and why bankers' acceptances have tightened—not to mention the call rates.

If this week's Reserve statement shows the Government's hand again in the market unloading Government securities it must be interpreted then to mean the Federal Reserve system does not believe the medicine is working fast enough. A fresh move now plainly would show the system's impatience with the present credit expansion connected with the stock market. The way has been opened for another increase in the rediscount rate and if the sale of Government securities is not efficacious in itself the more potent lever doubtless will be employed.

Reserve officials would be pleased to accomplish their end through the sale of Government securities either to domestic or foreign institutions without adopting a higher discount rate for two very good reasons. They do not want to discourage the record expansion in commercial credits now under way and they do not want to handicap Secretary Mellon in his plans to refund the big September maturities.

A large proportion of the increase in brokers' loans in the last year represents funds contributed by "others," meaning in part foreign lenders. By passing a portion of its Government holdings on to large foreign lenders perhaps one important source of brokers' loans could be partly cut off.

Paul Willard Garrett.
[Copyrighted, 1928.]

Facts Are Chief Requisite to Sound Judgment.

The absence of facts leaves individuals subject to unsound influences and it is because of this that many of the industries have initiated a program of

education for their employees. The industries have learned that their employees are more dependable and more valuable when they are rightly informed on the motives, ideals and functions of business.

In the past the line of demarcation between the so-called working classes and thinking classes was more sharply drawn and there did not seem to be so much ambition in the working classes to forge ahead. Thanks to the spirit of democracy in this country, the barriers of class are being broken down and in their place is the ambition to get ahead and the desire for better living conditions.

But ambition alone, without a knowledge of the fundamentals of business, leaves a fertile field for the seeds of unrest and discontent to be sown—a fact of which radicals and strike promoters are well aware. To meet this problem, many employers have provided educational facilities for their employees. Some of the companies engaged in this work are the Bridgeport Brass Co., the Standard Oil Co. of New York, the General Electric Co., the Westinghouse Electric and Manufacturing Co., of Pittsburg, and others. These corporations recognize that this is not purely an altruistic enterprise; that the employer as well as the employee reaps the benefits of educational opportunities for the workers.

The bankers of the country have seen the need of a program of education in the schools in the fundamental knowledge of business methods, so that the boy or girl graduating from the eighth grade or from the high school will at least be acquainted with the purposes and functions of a good bank and be unafraid to use the services of the bank for his own good.

Many of us realize how large a part the banks play in the building up of their communities, and we know, too, how quickly banks are affected by public opinion. A rumor about a bank, even though untrue, spreads quickly. Without any real reason for it, a bank may be ruined, with the consequent loss and suffering to the depositors. There has been an appalling lack of knowledge about these business institutions which concern the happiness and success of every man, woman and child in the country. The people should be educated to realize that their prosperity and the prosperity of the banks are linked so closely together that the success of one is not possible without the success of the other. When a knowledge of the principals of banking and of other business is more generally disseminated, the masses of the people will be better prepared to form their own judgments when propagandists try to influence them in order to further their own ends. The truth about all things is the crying need of the day.

Solomon Levitan.

What Fish Like.

What, giving up already, my boy? said a gentleman to a youthful angler. "You must bring a little more patience with you another time."

"I brought enough patience with me, mister, but I didn't bring enough worms."

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

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The Welfare Union
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MUTUAL FIRE INSURANCE

Spot the Arsonist—Then Convict Him.

Is it any wonder arson is called "the crime of crimes"? Consider the viciousness of it—the baseness to which the perpetrator of the crime lowers himself.

In a recent case, investigated by the Arson Department of the National Board, it was revealed that the criminal actually planned to burn an old man to death, and leave indications that he himself had been killed and the house accidentally consumed by the flames. He would disappear and collect, through another person, the insurance on his life as well as the fire insurance. Apparently the plans would have been carried out successfully had not the old man escaped by jumping from a second story window.

The criminal in this case was trying to raise money to settle urgent claims against him self and his wife. He went to a municipal lodging house and asked for an old man to act as caretaker for a residence to sell. At the lodging house he gave a fictitious name and address; the manager did not note at the time any significance in the fact, that of all the many applicants, he chose one who answered to his own general description. With the old man he drove to the scene of the crime, arriving in the evening. On the way purchases were made of kerosene, ether and a sleep-inducing drug; at each stop the victim of the plan was left in the car.

The criminal took painstaking efforts to insure the success of his dastardly deed. While building a fire in the furnace, the old man, who was assisting with the work, was encouraged to drink excessively of wine containing a quantity of the sleep-inducing drug. A little later he was taken upstairs and made comfortable for the night on a cot, and in the course of a few hours a handkerchief soaked in ether was placed on his chest.

Fortunately for the old fellow the wine made him sick, which counteracted the effect of the sleeping potion. Several times he was startled to find his employer in the room, and on one occasion he found the wet handkerchief, which he threw to the floor. Finally, becoming frightened, he lay awake, watching the door of the room, waiting for he knew not what! In the morning hours there was a sudden flash of fire up the stairs, driving right under his door. Crying out in panic-stricken alarm, he jumped from bed, threw up the window, and though but half-clad dropped to the ground.

Fire apparatus summoned by neighbors extinguished the blaze, but in examining the place afterwards the firemen found conditions indicating suspicious origin. An investigation conducted by a special agent of the National Board, the fire officers and the prosecuting attorney, brought out damaging evidence against the arsonist, who was arraigned in court, entered a plea of guilty to a charge of assault with intent to kill, and was sentenced to the penitentiary for seventeen to twenty-five years.

Another case had a more tragic end-

ing for some of the people involved. According to the confession of the injured arsonist, the figure behind the scenes was a manufacturer who hired two "torches" to fire his plant, one going inside for the actual laying of the fire, while the other stood guard outside. Something went wrong, resulting in a premature explosion and fire which killed the man working inside, and burned to death two boys whose home was in rooms above the factory.

It fared badly, too, with the man who watched outside. So great was the force of the explosion that it blew out the front of the building, throwing him to the ground and burning him so severely that he almost succumbed. Strangers who took pity on his plight aided him to escape, but the finding of the dead arsonist in the ruins led to investigations. Those who had helped the man escape told their stories and he was finally taken into custody, only to be sent to a hospital, where his life hung in the balance for some time. He confessed his part in the terrible crime and in doing so implicated the chief arsonist—the manufacturer, who was held without bail awaiting trial.

These are strong examples of the terrible consequences that so often follow an attempt to burn property in order to collect the insurance. They may also serve as warnings to the arsonist, of the searching investigations instituted whenever the origin of a fire appears suspicious. Heavy penalties are often imposed, which serve as added deterrents of criminal acts of this nature.

Modern Art Helps Curtain Sales.

The modern art movement has stimulated the sale of draperies and curtains. While the popularity of the new styles is regarded as a fad, the increase in sales is welcomed by sales managers, long harassed by hand-to-mouth buying. Another gratifying trend has been the growing call for better grade curtains and draperies. The modern art movement thus far has been confined to the better end goods. In cretonnes vivid colors are in good demand.

Road Trade on Bags Not Good.

Salesmen claim that the bag business was never so bad. Buyers in general seem indifferent to the lines displayed and complain repeatedly about the lack of originality in styles. They also state that prices are too high for them to make much profit. A solution suggested is that bags be shown which have been designed and executed to match certain costume types. The "general" bag is called passe, because it has no place in many wardrobes.

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

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Grand Rapids, Mich.

THE ADDAC CASH REGISTER.

Low Priced Multiple Total Recording Cash Register.

The Addac Company has recently introduced the Addac Calculating Cash Register, a combination of automatic mechanism that automatically divides the figures of a day's business into any classifications of sales or expenses that the user may desire, and provides separate totals of each, and the grand total or balance.

The Addac Calculating Cash Register is so different from usual cash reg-

ister detail strip. The arrangement of the pages of the Addac Business Record is a new departure in simplified systems. It is designed to be the business proprietor's own confidential day by day record, providing a daily picture of the trend of business conditions and his exact financial condition. A distinct innovation are self-compiling monthly statements of actual profit or loss, overhead costs and percentages and the change in net worth. So simple is the arrangement that the day's figures may be recorded in less than five minutes.



ister design as to command attention from both users and those who are qualified to sell it.

Its outstanding feature is versatility. It may be changed almost instantly from an equipment to suit the requirements of one business to meet the needs of another entirely different. Transactions as registered are automatically separated to provide totals of each classification without the bother of auditing the detail strip at the end of the day. In this respect the Addac Calculating Cash Register differs from any other recording cash register heretofore offered. Items appear on the detail strip in columnar order—each item of the same kind or class under the previously registered item of the same kind. Different classifications appear in adjoining columns. At the end of the day the columns are mechanically totaled and deductions are direct-subtracted. When the desired procedure is once established for any business, no further attention need be given to enforce it when registering transactions.

A companion development of the Addac Company is the Day-by-Day Business Record—a permanent and comparative system for entry of the column totals provided daily on the

and separated according to the nature of the expenditure, providing individual totals of each class of expenses. When used in offices for petty cash transactions, Addac provides full distribution and as many totals as are ordinarily required.

The adding and direct-subtracting mechanism may be detached and used for any kind of figuring work without disturbing the register transaction record, or preventing the uninterrupted use of the register. The equipment is furnished for decimal or Sterling currency.

Notwithstanding its many features and consequent advantages, the Addac Calculating Cash Register, selling at \$79.50 complete, is the lowest priced detail strip cash register on the market. It is being sold by a well organized sales force under a liberal sales policy whereby dealers may secure agency representation on a no-investment commission basis, working under the same advantageous conditions and for the same compensation as traveling sales representatives.

The Addac Company, Dept. T., 60 Cottage Grove Ave., Grand Rapids, will supply further details and literature to those who are interested in representing the Addac line of adding-subtracting machines and cash registers.

Tribute To the Memory of L. Z. Caukin.

In paying a tribute to Mr. Caukin, I am thinking of him as a boy with one of his brothers and their dog going about the farm looking for woodchucks and rabbits and shaking the butternut and walnut trees in the fall

remember what he said to me at the time; that he had taken a law course and been admitted to the bar and really wanted to continue in that profession. I said to him that I would be very glad if he would think the matter over and if, later on, he thought favorably of coming to the bank, to drop in and talk with me about it.

Three or four days after that he said to me that he had gone over the matter with some of his friends and had decided to accept the position offered by the bank. During the thirty-four years he was with us in the bank I do not recall a time when he scowled at any work that he was asked to do. Neither do I recall a time as the executive officer of the bank of ever frowning at anything he ever did.

He was so well liked by the customers of our bank and the banking men of our city that when our bank was consolidated with the Grand Rapids National Bank, he was invited by a neighboring bank to accept a position as an active Vice-President with their institution. That position he held until he passed away on the 17th of this month.

At his funeral service his friends and acquaintances paid him a wonderful tribute by filling the auditorium at the Congregational church to its capacity.

Using some of Mr. Caukin's own words in paying a tribute to a friend, he never aspired to public office. His contribution to society has been along the quiet ways of good citizenship, clean living and kindly relations with all his fellows. To deal justly and to walk humbly with his God was his unostentatious way of life.

He has left to his family and friends the greatest gift any man can leave—an untarnished reputation and a memory of life well lived.

William H. Anderson.

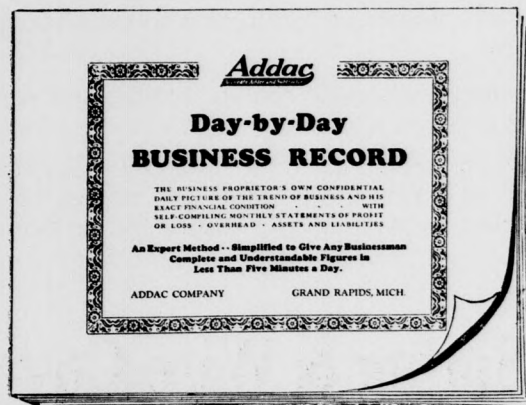
Shopwork in Country Schools.

The growth of consolidated and union high schools during the last few years has given a decided impetus to the development of industrial courses in the rural districts. Larger enrollments per school, together with the increased amount of money available for physical equipment, make it possible, for the first time, to offer shop work to pupils in many rural communities, says the United States Bureau of Education. Some of these consolidated schools have erected a separate shop building and have installed equipment for the types of work best suited to meet the needs of the community.

Corporations Wound Up.

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

Jackson Corset Co., Jackson.
Modart Corset Co., Saginaw.
Perch Creek Cedar Co., Escanaba.
Hackley-Phelps-Bonnell Co., Grand Rapids.
Metascale Process Co., Detroit.
United Electrotape Co., Detroit.
Three Winners, Inc., Hancock.
Central Wheel Co., Sturgis.
Stark Hickey, Inc., Detroit.
General Gas Construction Co., Kalamazoo.
Lunde Boat Bldg. Co., Ludington.
Detroit Tire Pop-Valve Co., Pontiac.



The Addac Calculating Cash Register and the Day-by-Day Business Record are intended to provide for every kind of transaction. Unless the transaction is registered, a tell-tale record that cannot be changed or tampered with, is made on the record sheet locked within the machine. The last two transactions are always visible, but out of reach of clerks or customers.

Clerks can register their initial or number with each transaction. Their total sales for the day may be known and quickly compared.

In registering charge items, not only the amount, but the name and account number of the customer may be recorded and the total charges shown for the day. Money received on account may be shown in a separate total. Money paid out may be itemized

of the year. I knew him then and during his country school days. I knew him very well during the six or seven years he was employed in the private bank at Sparta, and during that time he often spoke for the temperance cause and during those same years he sang in the church choir at Sparta and later on was a student at the University of Michigan. After he graduated from the University of Michigan he returned to the Sparta Bank for a year, and then returned to Ann Arbor and, after graduating from the Law Department, came to Grand Rapids and associated himself with Myron H. Walker in the practice of law. That partnership continued a few months, and at a time when a receiving teller was needed at the Fourth National Bank, I invited him to take that position. I



HOW'S BUSINESS?

221% Increase in Marshall Bed Spring Sales
193% Increase in Marshall Bedding Sales
118% Increase in Number of Customers
22% Increase in Furniture Mat Sales
11% Increase in Upholstery Spring Sales
17% Increase in Automobile Construction Sales
15% Increase in Total Sales . . . All Departments
For the first quarter of 1928 over the same period of 1927 and

WE THANK YOU FOR IT.

YOU people who bought Marshall Bed Springs, Mattresses and Pillows.

YOU retail furniture dealers who handled the Marshall line.

YOU manufacturers of upholstered furniture who used our springs and mats in your furniture.

YOU automobile engineers who specified our springs and you purchasing agents who bought them.

OUR sources who have co-operated with us in supplying our raw materials, sometimes on very short notice, and the men and women of our organization who have worked to maintain the quality and service to achieve these results.

National Spring & Wire Co. The Marshall Co.

GRAND RAPIDS, MICHIGAN

PHONE 9-3236





RETAIL FURNITURE DEALERS

[Who Do Not Handle The Marshall Line]

There is a reason for the increase shown on the opposite page. Nothing magic — just honest merchandise — fair prices — excellent service — co-operation. While we are fairly well represented, we want more merchants of the better class to handle the Marshall line.

COIL BED SPRINGS
 SPRING FILLED MATTRESSES
 BOX SPRINGS
 HAIR MATTRESSES
 COTTON MATTRESSES
 PILLOWS

8 Styles . . . complete range of prices
 3 Styles . . . complete range of prices
 3 Styles . . . complete range of prices
 4 Styles . . . complete range of prices
 8 Styles . . . complete range of prices
 12 Styles . . . complete range of prices

Phone, wire, or write for salesman or price list and ticking samples.

UPHOLSTERED FURNITURE MANUFACTURERS

If you are not using our complete line of furniture springs, mats, cushion under-constructions, cut and straightened wire, etc., we would like the privilege of calling on you. We have quality, service and price to offer.

Phone, wire or write us today.

VALUE SEEKING PUBLIC

Every retailer of furniture who handles Marshall Bed Springs, Mattresses and Pillows — every manufacturer of upholstered furniture who uses our products in their furniture, are striving to give you real dependable merchandise. They know that they can offer our products to you with the greatest degree of confidence — they know we never sacrifice quality in order to give them a low price.

Look for our trade mark — It not only stands for comfort and quality — it stands for full measure for price paid.

National Spring & Wire Co. The Marshall Co.

GRAND RAPIDS, MICHIGAN

PHONE 9-3236



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.

Modern Touch in Accessories.

Geometric designs are shown in many charming accessories for the new style of dress. The smartest bags in this style are smaller than those of last season and present fine workmanship and beautiful materials. Black and white is particularly smart and is offered in bags for every occasion.

One envelope purse-bag is made of black suede with a single row of large brilliants marking an uneven angle on the flap. A soft bag of black satin for afternoon or evening is studded with rhinestones in an all-over pattern of diamond shape. In another, white satin is pleated into a black onyx frame that is studded with brilliants.

Polka-dotted crepe and silk is used for the bags that match the polka dot frocks and are especially chic in black and white and blue and white. Those shown in one shop are made with frames of imitation ivory and are lined with white. In leather bags of the more tailored sort the geometric pattern is illustrated in many combinations, and almost all of the modern type of bags are of envelope shape and severe in the manner of decoration.

Modernistic art is flamboyant in the printed scarfs. These are gay, fresh and summery, but colors are more subtly blended than in the first of this style that appeared. Evening scarfs are growing more delicate in color and pattern. They are to be had in chiffon, ninon, crepe and marquisette, and in squares of net in tracteries of metal thread.

Smart Novelties of the Season.

In keeping up with the prevailing vogue for bringing accessories into ensemble effects with costumes, one of the leading designers of women's and misses' dresses is featuring some new summer frocks in flat crepe with hats to match. The hats come in sport shapes, turbans and berets. Their crowns are gored and fitted to meet the various head-size requirements. The dresses are in both one and two piece styles. Trimmings consist of fagotting, monograms, buckles at the waistline, odd seaming and color contrasts in collars, cuffs and pockets. For those who prefer the rough silks, there are a few made up in Shantung and pongee silk.

Although prints are in favor, many women prefer solid tones and for these an extra dash of color is furnished in such accessories as handbags and belts. New straw belts with modernistic buckles and in striking colors are to be seen with bands of kid in bright colors. The handbags to match are unusual in that they are made up in the styles formerly noted only in the fine leathers and silks. The most sought-after models are those with strap back handles and with metal frames either covered with the kid used in the belts or finished in bright yellow gold.

A combination of bag and scarf is proving successful. The bags are in pouch shapes with composition frames in alluring colors that complement those used in the scarfs. The scarfs are in hand-blocked, modernistic designs and are now to be had in new sizes and startling color combinations.

In shoe-and-bag combination there is to be seen a strong tendency toward heavy crash linen handbags to match the new shoes. These bags are lined with printed silks and challis in small patterns and are very attractive when in the new envelope models. The shoes are somewhat usual, for though stylish they are made with exceptionally comfortable heels. A two-eyelet oxford is also noted among the new collections, as well as several new models in single straps. A plain opera pump is also in evidence, which has no other trimming than a neat binding or small bow at the side.

Lighters for women smokers are being shown in a wide variety of colors in enamel leather and lacquer finishes, supplanting those with gold and silver plating. One reason advanced is the vogue for colors in handbags and other accessories. The taper lighters for home use are also gaining favor and are now being offered in bright-colored backgrounds with odd designs worked out in contrasting colors.

Patent leather bags with trimmings of snake, lizard or kidskin are being displayed to go with shoes of similar leathers.

Will Hold Back Felt Hats.

The response to the letter sent out by the Retail Millinery Association of America asking the stores to refrain from showing felt hats until June 1, with a view to giving straw and other seasonable models a "break," has been large and favorable. An executive of the association said yesterday that the action of the retailers in this matter would mean additional business for all concerned. Another significant thing was said to be the new trend against killing off "regular" business by offering special merchandise for no other reason than that it has been customary at certain seasons. This is reflected in the noticeably reduced number of post-Easter sales of millinery around the country.

Pearl Lines To Be Shown.

Although opinion for a while seemed divided with regard to the renewed vogue for pearls, it is now a fact that several of the large dealers of novelty jewelry plan on showing extensive lines during the next two months. Necklaces, chokers, earrings and bracelets are offered for immediate delivery, made up in pastel shades with colored crystal used in part. But, as the Fall season advances, it is claimed the tendency will be toward pearls in deeper ivory and flesh shades and in new lengths and styles which have not been finally decided upon.

Jewelry Gains as an Accessory.

One of the leading domestic manufacturers of novelty jewelry claims that costume jewelry will soon be classed with gloves and hosiery in accessory importance. He pointed out

that there is an increasing demand for various types of jewelry from sports items to elaborate evening numbers. Buyers are asking for items to fit in with various costume needs, and constantly want new color effects and new styles, he added. For Summer, colored crystals in new combinations and an imitation antique silver are being featured.

Children's Dresses For Fall.

In contrast to the present policy in the adult lines, children's dresses are now being shown for Fall. The styles favor two-piece models with skirt and middie in contrasting colors and materials. Jersey, wool plaids, flannel and velveteen are used in the dresses for school wear. Party frocks are also being displayed. These, however, are featured in one-piece styles hanging straight from the shoulders and made of chiffon, georgette or crepe de chine, with hand-embroidery and lace for trimming.

Cautious on Modernistic Rugs.

Buyers do not seem greatly impressed with the rugs showing the new modernistic patterns. The manufacturers who show them do not have a great many in their lines and will not make them up for stock in any substantial quantity. The rugs are considered by both buyers and sellers as extreme novelties to which consumer reaction, so far as floor coverings are concerned, is still an unknown quantity. On the other hand, buyers express commendation of the designs of Oriental type in which the ground is well covered.

Linen Apparel Ordered.

Despite the early ordering of Summer silk dresses there has been a small but repeated demand during the past few weeks for linen dresses and ensembles of the better kind. Buyers seem confident of the success of the linen costume as a Summer item, basing their belief on its acceptance during the recent Palm Beach season. All kinds of linen is being used from the sheer handkerchief weights to the heavy crashes. Solid colors and prints in all-over patterns and hand-blocked designs are used alone or in striking contrasts.

Imported Handbags Active.

Some of the leading specialty shops find business excellent on women's imported handbags. As a result these houses intend to place larger orders on them for next Fall and to show various copies of the same bag in different color combinations. Aside from the selling power of a French name on a bag, it is claimed that many of the foreign bags are now being made cheap enough to compete fairly well with the domestic article. American copies will be sold alongside the imported bags.

Garment Originality Criticized.

Lack of originality in the styling of garments and use of the same fabrics by firms selling different grades of merchandise are blamed in some quarters for troubled conditions in ready-to-wear industry. It is pointed out that while buyers are very anxious to

purchase new goods, they complain of not being able to find anything really new in the market. Specialty shop owners maintain they can readily sell any dress or coat, provided it is just a bit original looking.

Duro Belle HUMAN HAIR NETS

Ask About Our SPECIAL Free Goods Deal

Your jobber's salesman will tell about this free deal on Duro Belle Hair Nets. Be sure to ask about it.

Hair Nets That Satisfy

Duro Belle Hair Nets satisfy the most fastidious woman—meet every requirement of a hair net. They are so perfect and so economical that your volume of repeat sales will be large. It will pay you to push Duro Belle, for there is a genuine demand for such a superior net!

Gorgeous Store and Window Display FREE

Write your Jobber or
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**Sidewall
Protection
Stands
for:**

LONG
MILEAGE
RIDING
COMFORT
GOOD LOOKS



CORDUROY TIRE COMPANY
OF MICHIGAN
GRAND RAPIDS - MICHIGAN

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

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PANAMA HATS

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

SHOE MARKET

Put Yourself in the Customer's Place.

After analyzing his day's tasks and finding time to plan his business, our friend Bond set out to analyze his business itself in a general way. One of the first things he did in connection with this move was to make an outline of what the public might rightfully expect of his or any other store. The outline follows, in summary:

1. Convenience of location.
2. Advertising that is truthful, interesting and attractive.
3. Windows which present an accurate cross-section of the stock carried by the store.
4. A well-planned and well-executed store front and interior.
5. An intelligent selection of stock in line with the wishes and needs of the people of the community.
6. A well-trained salesforce thoroughly conversant with the store, its merchandise and its policies, and ready to serve and help patrons in every way.
7. Prompt deliveries, quick filling of mail orders, etc.
8. Due consideration of the customer in the handling of complaints and a willingness to make adjustments in cases where the merchandise or store were at fault.

Bond checked up his store in accordance with this creed. Wherein the store did not live up to the creed he took steps to remedy the deficiency. Meanwhile he kept raking up, thinking over and acting upon numerous questions having to do with the general conductance of his store.

For example, he asked himself: "Am I running my business as though my competitor down the street is the one person who concerns me most?"

He found that he was, at least to a large extent. He discovered in further analyzing this situation that his viewpoint was all wrong. He learned, for one thing, that the competitor in his own line was by no means his most powerful competitor in this day. Instead, a much keener competition was coming from a great variety of industries which, not only locally but Nationally, were striving to wrest from the consumer his share of the latter's dollar.

Bond determined that in order to compete successfully with this condition he must be as alert and efficient, as progressive and aggressive, as the merchants in all lines in his own town. In fact, he decided even this would not be enough. Rather, it would be necessary also to compete successfully with the huge mail order houses whose branches were reaching into his community as well as into many others; also with the growing number of manufacturers' retail sales establishments, with door-to-door canvassers and with other types of competitors.

Another question he asked himself was: "Am I giving style the attention it deserves in the present scheme of things?"

He probed thoroughly into this subject. He found that leading merchants are becoming more convinced that style and its close ally color will be of paramount importance in merchandising

for the next few years at least. He learned that not only were these two factors emphasized to a greater extent than ever before in style items such as women's wear and men's wear but that they went right down through the line of merchandise.

Henry Ford, for instance was planning the expenditure of millions upon millions in putting out a car of greater style and beauty. Style and color were very conspicuous factors in houses and furniture. A textile manufacturer had come out with color sheets. In fact style and color had even been carried into the kitchen. As one department store merchandising expert told him: "Even pots and pans must harmonize with the new kitchen furniture and finishes to-day. And try and sell an old-fashioned round coffee percolator! You can't give them away. The public wants paneled percolators to-day."

Bond resolved then and there to put his stock into order to meet this new condition.

Still another question which he asked himself was: "Has the new day brought any real change in the general order of merchandising?"

He found that it had. A very important change! "To-day," he told himself, "the merchant must find out what the customer wants and make every attempt to supply it. The old method of deciding what the customer should want and trying to force that onto the customer is gone."

"Does service play as large a part in retail business to-day as ever?" was another question Bond asked himself.

"An even greater part," was his finding.

But, on the other hand, the public is not willing to pay anything extra for increased service. Consequently the merchant's problem is to find ways and means to increase service without increasing the cost of it.

By such procedure Bond continued the process of analyzing his business in a general way. "Was his advertising up to standard?" "Would he be better off to sell his merchandise at regular prices the year around; or would it be best to hold markdown sales from time to time?" "Were his window displays all that they should be in attractiveness and appeal?" "Were his employees doing all they could to satisfy customers and promote good will for the store?"

He found many things that he could improve upon. And he expects to find plenty of others from time to time; for he is continuing the process, of course.

Nor did Bond stop the analyzing process with this field. He also went into analyzing his stocks. How he did the job and what fine results he obtained will be told in the next article of this series.—B. G. Priestly in Shoe Retailer.

"Slender" Hose Gaining Favor.

"High spots" in the silk hosiery field are few at the moment, but one of them is the slow but steady increase in the demand for stockings made especially for women with slender legs. These hose are made the usual length, but are not so full as standard size numbers in the ankle and calf. While

improving, the call for them is not so active as the demand for outsizes for plump women, although there are more slender ones than stout. This is attributed to the unwillingness of many buyers to stock special sizes. Right now the biggest demand for "slender hose" is from girls ranging from 12 to 15 years.

Rush on Sport Hose.

There has been a large increase in the demand for women's, misses' and juniors' sport hosiery during the past few weeks. One of the leading importers of novelty items is taking orders for May 15 delivery. So far the demand has been confined to lisle mesh stockings, fancy jacquard weaves, new clock effects and stockings made of a silk and rayon mixture in tweed colorings. In the medium-weight silk stockings, which are now classed by some buyers as sport numbers, there has been a call for colored clocks on light grounds.

New Weaves More Practical.

One of the outstanding features of high-grade Fall dress goods which the mills are playing up is their practicality. Goods formerly of a fragile character have now been greatly improved for volume production as regards durability, while retaining their essential features of close weave and lightness. This development, it was said yesterday, will eliminate previous complaints about goods of this character, notably with regard to spotting, a characteristic which caused many retailers trouble during the last two Fall seasons.

Where Garter Girdles Sell.

One of the large manufacturers of ribbon articles is pushing the ribbon garter girdle as a special Summer item. By actual test this manufacturer says he has proved that sales of garter girdles can be greatly increased when they are carried in either the corset or lingerie department instead of the ribbon section. He further advocates featuring all articles made of ribbon in their respective departments, instead of putting unrelated articles together because they happen to be made of ribbon.

Beach Accessories Being Sought.

A strong early demand is developing for novelty beach attire and accessories and indications are that a particularly good season will be had in this type of

merchandise. Stores are placing orders for both finished garments, notably beach coats and capes, and for yard goods for making these items. Printed silks in plain or rubberized versions lead. Taffeta is featured for the dressier types of bathing costumes. Parasols for beach use have been in growing demand.

Think Big.

Make it your business to know what is the best that might be in your line of work and stretch your mind to conceive it and then devise some way to attain it.

W. P. Warren.

There is no improver like honest effort.



NEW

"The Legionnaire"

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

In Stock

\$3.45

Style 953—Medium Tan

Style 954—Black

Manufactured and fully
guaranteed by

Herold-Bertsch Shoe Co.
Grand Rapids, Mich.

Manufacturers of Quality Footwear since 1892.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY LANSING, MICHIGAN

Prompt Adjustments

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L. H. BAKER, Secy.-Treas.

LANSING, MICH.

P. O. Box 549

RETAIL GROCER

Retail Grocers and General Merchants Association.

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

Another Example of "Try, Try Again."

A Michigander, at present an ex-grocer, shows that optimism is not dead in the retail grocery business. He writes that he "went out of business a few years ago by being too good to the other fellow; scraped together a little money and bought a cash and carry; burned out third day and lost the usual twenty per cent. on the insurance—was under-insured on fixtures, which increased the deficit, and still had balance to pay on business, so came out rather badly; but will get up again although along in years."

That's optimism; but it shows that optimism alone will not compensate for being under-insured. If there is any time more than any other when a business man needs to be fully insured—on everything—it is in the beginning, when his equity in his store is smallest, when he has most debts, most expenses and feels most like cutting out every avoidable expense. How vital this point is can be seen in view of this man's loss of his business because of such "savings."

But this grocer has gathered some worthwhile knowledge of the business and has thought out a definite plan of procedure for his next venture. It is so logical that I copy it, because I can see no room for improvement in it.

"Assuming," he writes, "that the buyer has \$1,000 cash and can rent a place with some shelving and a common counter, he can buy a scale on a down payment with monthly instalments and put his cash where it ought to be—in goods to go out over the counter, not in fixtures."

"By cutting thin the slow turners, he could get a stock that would make a fair showing for cash and carry, including enough smoked meats, lard, fruits and vegetables to make a start. Slow movers must be bought by dozens and halves, costing more, of course, but not tying up money on the shelves."

"Now figure out stock carefully, item by item, at selling price with idea of getting 16 2/3 per cent. Staples will run as follows: Smoked meats by the piece, 12 per cent.; cut, 20 per cent.; lard 12 per cent.; butter, milk, bread 10 per cent.; sugar, 8 per cent.; laundry soap 8 to 10 per cent.; tomatoes 10 per cent. account present high price and competition."

"Between 35 and 40 per cent. of the business will be in goods that carry less margin than necessary to cover average cost of operation. Remainder is figured to carry 16 to 21 per cent. with very few items at 25 per cent. I have checked all this against actual sales slips at both cost and selling prices to a total of \$476.10 of sales. Costs on such sales totalled \$395.76, showing difference in money of \$80.34 and percentage on sales of 16.8, which justifies my calculations."

"Assume that sales were \$16,000 a year or rather better than \$50 per day, gross earnings would be \$2,666.66.

Against this budget cost of operation, including living wage for owner. If this last seems high, consider that this is a one-man business, boss doing all the work, including management—buying, selling and accounting—and percentage will seem allowable:

Wages	-----	\$1,328.00	or	8.3	%
Advertising	-----	64.00	or	.4	%
Wrapping	-----	80.00	or	.5	%
Office supplies	---	32.00	or	.2	%
Rent	-----	360.00	or	2.25	%
Heat and light	---	80.00	or	.5	%
Taxes	-----	22.50	or	.15	%
Insurance	-----	37.80	or	.236	%
Interest	-----	80.00	or	.5	%
Miscellaneous	---	144.00	or	.9	%

Total Expenses ---\$2,228.30 or 13.936%

"Interest is figure at 8 per cent. on invested capital, insurance at current local rates, taxes same way. So we have

Gross Earnings	-----	\$2,666.66
Less Expenses	-----	2,228.30

Showing net of ----- 438.36
This is 2.724 per cent. on sales.

"Worked out this way, with stock of \$1,000 and sales of \$16,000, we would get rather better than thirteen turns a year, which would be slow enough and might well be bettered."

"Divide this net profit by number of turns: \$438.36 divided by 13.3, result, \$32.95 plus per turn. Suppose it were speeded up to six more turns, there might be added six times \$32.95 with practically no more expense, and this would result in a net addition of \$197.70."

"It should be added that if one listens to the advice of his friends and therefore accommodates a few good pay customers with credit, he will soon be broke; for cash margins will not stand credits."

There is much more in this man's letter. The remainder will be treated in the next article; for it is all as good stuff as what I have copied. The point is that this man has studied business in the light of his own rather hard experience and learned a lot therefrom. He has kept sweet under adversity and therefore is now in line to profit by past hardship; and I think anybody will agree that he has not fooled himself very much in making his present calculations. I have a few—very few indeed—comments to make on his statements.

First: Given \$1,000 cash capital, the first thing to do is set aside 10 per cent. as reserve fund. That is the rule in all lines of business; and it should be followed regardless of any other factor. In a region where interest runs eight per cent. such reserve can be made to earn 5 per cent. and be on demand at any time. That is what a reserve is for. It is set aside never to be touched, yet always available for the time that is never intended to come.

The remaining 90c on each dollar must do the work of 100c, and we must discount every bill—buying nothing for which we cannot pay spot cash.

Annual earnings of \$438.36 equal 43.836 per cent. on the invested capital of \$1,000; and that is a splendid ratio. Let my friend include in his calculation

(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

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Automatic 4451

WHOLESALE FIELD SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY
25-29 Campau Ave., N. W.
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Cake Candies

in
Transparent
10c
Packages

A
POPULAR
SELLER

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

Grand Rapids, Michigan

MEAT DEALER

What Is Meat Worth When Scarce?

When meat is scarce it takes on a new value in relation to other meats in the same class or in relation to other classes of meat. This is not new to men in the industry, but at times it is brought to their minds with considerable force. There is a natural demand for high quality merchandise that holds it in the upper price register and, conversely, the lack of demand for the poorer quality causes it to sell lower. One might think that a more or less definite relationship would be established between products of high and low grade and that prices for all grades of a certain class would move up and down the price scale together. This is not the case, however, and if one can conceive of lines run in a horizontal way representing the different grades of the classes of meat it will be found that those lines might run reasonably parallel for some time at certain seasons, only to find them bulging out like an over-inflated bicycle tube at other seasons. To illustrate this condition more clearly we may assume that with all four usual market grades of steer beef on the market; namely, choice, good, medium, and common, the full range of value is from nine cents a pound for common to nineteen cents a pound for choice. Here we have a spread of ten cents a pound between the best and the worst at wholesale. Gradually the quantity of common beef becomes lighter and lighter in supply and prices gradually increase showing the effect of the change on medium quality. With the scarcity of common beef, due to most cattle being on dry food, we may find more highly finished beef available, and a great deal of this falling in the choice and good grades, especially the part of the good grade bordering on choice. The increase in supply of this higher finished beef is apt to cause the market to become lower, and the result may be that choice steer beef will not sell above eighteen cents a pound, while common sells up to fifteen. This makes a price spread of only three cents a pound. When such conditions come about in wholesale meat markets it is not strange that people stop and wonder what is the real relationship between different grades, or if there is any that can be called such. When wholesalers can pay fifteen cents a pound for common steers beef when choice is worth only eighteen common might be considered cheap at nine when choice sells at nineteen.

Chilled or Fresh-Frozen Meats — Which?

This morning two men, both meat retailers, were discussing the merits of certain kinds of meat in the wholesale market. One man said the best chicken he could buy was a fresh-frozen one. The other retailer said a chilled bird is better. Others in the little crowd expressed opinions in favor of both sides of the argument. Here we find expression of honest opinion by experts. As usual with experts, there was a difference of opinion. The difference was in respect to what we may consider a technical point. The re-

tailer who favored the fresh-frozen chicken said that such chickens are chilled as soon as killed and handled properly until sold, and that there is no chance for deterioration. The time held in storage is understood to be only as long as necessary to hold them over a season rather than for pure speculation when they might be held a year or more and in which case the meat would lose flavor and food value. He said chilled chickens are not by any chance sold in better condition than the fresh frozen and often not in so good condition. The retailer who favored the chilled chicken said the flavor of an unfrozen chicken when in ideal condition cannot be improved upon, but conceded the properly handled fresh-frozen chicken good, too. You may say "of what interest is this argument, or difference of expressed opinion?" The interest and value of the discussion is that it is evident that these two expert retailers recognized only a slight difference, if any, between chilled and fresh-frozen meats. Neither of these retailers sells frozen meats generally, except poultry and a few other things such as livers, oxtails, and kidneys. In many cases they could buy lamb, veal, beef, and pork cheaper in a frozen state. They are willing to freely state these frozen meats are nearly if not entirely as good as chilled meats, but they realize that a prejudice exists among the consumers against any kind of meat that is frozen. Frozen poultry can be defrosted and sold with the skin on and if the job is done expertly few outside of trained poultry men can tell the difference. With other meats the skin is not present to protect the appearance and almost anyone can notice the difference. The eating qualities of the meat are the same in each case. If all meats that have been frozen were sold in a frozen state and then properly defrosted in the homes great economy and convenience to the industry would result.

Advertise By Wagon.

"If I were a dealer in a small town," an advertising man told us recently, "I would make it a practice about once a year to advertise a special sale or a demonstration by means of my delivery truck. Perhaps it would be even better to use a horse and wagon because they are less common than motor trucks.

"A good advertising wagon in a small town would attract almost as much attention as a circus parade."

"What would you put on your wagon?" we asked him.

"Such a wagon as I have in mind might carry signs only. These would direct attention to the store or to some unusual offering, or it might be possible to have the body of the wagon made up to represent some article of merchandise.

"I'd put a man aboard with a bugle, and I'd have a couple of boys running alongside to hand out advertisements and circular matter."

There is no doubt that such a scheme would attract attention. For a store that has a delivery truck, the cost of a scheme of this kind would be nominal.

4
FINE
POINTS
on which
to sell

WHOLESOME
DEPENDABLE
ECONOMICAL
PROFITABLE



RUMFORD
The Wholesome
BAKING POWDER

B98 RUMFORD CHEMICAL WORKS Providence, Rhode Island

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

WORDEN GROCER COMPANY

The Prompt Shippers

Let Your Customers Know That

Morton House
COFFEE

Can Be Bought At Your Store

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

THE MICHIGAN TRUST COMPANY, Receiver

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.

Some Suggestions In Regard To Spring Paint Sales.

By this time, the wide-awake hardware dealer will have his spring paint campaign well under way. The uncertain weather in many parts of the country may have an adverse effect on sales; but this condition is only a temporary one. The real painting season is still in the future; but by this time the dealer should have made a strong beginning with his selling campaign.

It should always be kept in mind that in paint selling, persistence is the key to success. If you don't sell a prospect to-day, you may sell him tomorrow; if you don't sell him in April, he may buy in May, or June, or next fall, or some time. Eventually, that painting job will be done — and the dealer who lands the business is the dealer who, through good report and ill, keeps persistently after the prospect.

No large paint business was ever built by the dealer who started his spring campaign with a rush, and, if the results were not immediate, quit cold. Results in the paint business are not quick, but they are cumulative. You may not get much business the first year; but if your paint is the right kind, and you keep pushing, the sales you make now will help you to bigger sales another season. But through it all you must do your part.

Attractiveness of goods in the paint department is a great aid in making paint sales.

Customers visiting the paint department are much more impressed with its importance if they find the goods neatly arranged and attractive. For neat arrangement of the paint stock shows that the dealer and his salespeople are alert to the importance of the department, and believe in the paint they are trying to sell.

Neat arrangement of the stock not only impresses the customer, but also aids the salesman in quickly securing wanted goods from the shelves. In this way long waits on the part of customers are avoided. There is nothing more annoying to a customer than to come in for a quart of paint, and stand waiting while the salesman moves rows of cans, and consults other salesmen as to where he can find just what he wants.

Customers do not enjoy such delays. They like efficient service. And efficient service can be given where the salesman can tell at a glance if he has the goods in stock; and he can do this if the paint stock is arranged as it should be.

It may seem strange, but it is true, that comparatively few paint orders are taken over the counter without first showing the prospect a can of the paint. Even though the color is not shown on the outside of the can, the customer in nearly all cases likes to see a can of the paint. If the sample can shown has a clean and attractive label, the customer will make the purchase much more readily than if the

label is torn, or discolored with oil, a condition often found in paint departments. Thus care of the stock is much more important than would appear on the surface.

In some progressive paint stores, an inventory of the paint stock is taken every week during the busy season. One firm carrying a \$2,000 stock of paint makes it a point to take stock every week. In this store two men can take stock of the full line in less than twenty minutes. This is possible owing to the orderly arrangement of the goods; whereby the "caller-off" can tell at a glance just how many cans there are in each row. The stock is taken every week in order to prevent loss of sales on account of shortage in any of the lines.

It is the aim of those in charge of the paint department to make as many sales as possible, and to always have on hand a good stock of each color. In many of the smaller stores the stock is not taken quite as often; but it is important, nevertheless, that the small dealer should also have a complete range of colors in stock, in order to meet the demands of customers.

In taking stock of the paints, some attention should be paid to condition. If for instance a number of labels have become soiled or torn, it is a matter of only a moment or two to make a note of the size of the cans and the numbers. At merely nominal cost, or possibly without cost at all, new labels can be secured from the manufacturer; the cans will look as good as new; and while this may seem a trifling matter, yet it has a considerable influence upon paint customers.

Dusting should also be a regular feature in the paint department. Dust accumulates very rapidly on top of the cans; and it is worth while to keep them clear. Dustless dust-cloths should be used, as these pick up the dust instead of scattering it.

It is often worth while to study the arrangement of your paint stock with a view to improvement. Quite frequently a relatively simple re-arrangement of the goods will make a wonderful change in the appearance of your paint department.

One dealer last year made such a change. Under the old arrangement, the large-sized paint cans, including gallons and half gallons, were placed on the top shelves, and he smaller sizes, such as half-pints, pints and quarts were on the bottom shelves. The whole display looked top-heavy.

The dealer entirely reversed the arrangement. The gallon cans were placed on the bottom shelves, and the rest of the cans were placed on the shelves above in order of size, the half and quarter pint sizes occupying the top shelf. The new arrangement looked much better, and the larger cans were much more easily handled on the lower shelf.

A small-town hardware firm some years ago introduced into its paint department the idea of figuring on the whole paint contract, including labor and even the selection of colors. Discussing their methods in this regard, the head of the firm states:

"People don't want to be bothered

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes
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Wholesalers of Shelf Hardware, Sporting
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Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

with overseeing a job and worrying about how it is going to come out. The man who starts to paint his house isn't generally a stickler over a couple of dollars, and is only too glad to have the responsibility of supervision taken off his shoulders. It is the old story of the man with the cash wanting everything handed to him ready-made so long as he has the money to pay for it. Thus an important end of our business has come to be figuring on entire jobs.

"In doing this, the aim, of course, is to secure a bulk price which will let us out with a fair margin of profit. True, the margin we can get is not as large as that in selling paint by the can, but we catch a great deal of business that otherwise we would not be able to get. We measure the whole house, figure on the amount of paint required to give the specified number of coats, and adding the cost of application, we charge at the rate of so much a square yard.

In many cases we are given practically a free hand as to selection of colors, of course, submitting our proposal before commencing to paint. Where we make a particularly successful job, it stands as the very best advertisement obtainable for the service we render; for after all, the public idea of what is necessary is controlled to a large extent by what they see other people doing and having."

In following out these methods, the firm found it quite essential to co-operate closely with the painters, and keep continuously in touch with them. Frequently when it comes to figuring on a job, the painter is sent to look it over before any estimate is given. Thus by placing work in the hands of the painter a mutually beneficial relationship is established.

The advantage of this method is, of course, that in a small community it brings in a lot of business the dealer would not secure in any other way.

"Paint should be given one side of the store at the very front," was the dictum expressed by a progressive retailer not long ago. His argument was that, although in reality a staple, paint, even now, was not fully recognized as one of the necessities of life. Some people considered it more or less of a decorative luxury. To educate these people to the true value of paint, it was necessary to keep the subject before them; and this the dealer accomplished by placing his stock at the very front of the store.

"This space," he explained, "was formerly occupied by goods which were staples or necessities in the real sense of the word. People couldn't get along without them. What, then, was the need of giving them a large part of the best space in the store, when I had other stock which badly needed that preferred position?"

It is not always possible, of course, to devote a large part of the front of the store to the paint stock. Lack of space is one of the problems most hardware dealers have to face; and as a result it frequently happens that paint cannot be so prominently housed. However, if a front seat in the orchestra is not available, there is no reason why

the end row in the top gallery should be selected. In other words, an honest effort should be made to give the paint stock a position as close to the front as possible.

"I have always contended," states one hardware dealer, "that the goods shown at the front of the store must show a more rapid turnover and a bigger profit than the goods placed further back, in order to pay for the valuable space occupied. Recently I moved the paint from a rear position to a prominent place in the front, and I decided that I would assess that department an extra margin of the overhead expense on that account. If the department did not pay the same profit as formerly, over and above this additional assessment, I was prepared to shunt it to the rear again. I need not have feared on that account. My paint profits, after allowing for the heavier expense, exceeded the old figure by a good sum."

Position is not the whole thing, of course. Cases are sometimes found where men who keep their paint stock to the rear sell more than those who display their paints prominently at the front. Prominence of position cannot overcome the effects of untidy arrangement and unkempt appearance. But good position, plus attractive arrangement, plus, always, good salesmanship, will secure the dealer maximum results in his paint business.

Victor Lauriston.

Plain and Fancy Selling.

Did you ever stop to think that there are other ways of selling to your customers besides handing the goods over to them and receiving their money?

Well, there are quite a great many ways of selling, and an expert has outlined some of them as follows:

To have the walk in front of the store well kept and swept—that is selling.

A nicely painted front, clean show windows—that is selling.

Artistic display of merchandise in season—that is selling.

A clean floor, polished counters and shelving—that is selling.

To show goods of a class together and well-displayed—that is selling.

To feature one line instead of half a dozen duplicating lines—that is selling.

To greet customers that enter your door with a pleasant smile and good morning—that is selling.

To go to the door with customers and invite the mto come again—that is selling.

To insure the customer all possible courtesies from your clerks—that is selling.

To give your customers goods that you can heartily and honestly recommend—that is selling.

When your delivery man takes an order to the customer, to place the goods in orderly fashion where directed, with politeness—that is selling.

When your delivery man calls attention of the customers to new items—that is selling.

In bad weather call the customer over the phone for her order—that is selling.

Anything less than this is business suicide.

Stonehouse Carting Co.

38 years of efficient service.
338 Wealthy St., S. W.
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GRAND RAPIDS, LANSING and
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Every Load Insured. Phone 55505

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Imported Canned Vegetables
Brussel Sprouts and French Beans

HARRY MEYER, Distributor
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Like Toast?

Then you'll like Dutch
Tea Rusk even better.
Serve with milk or cream,
with jams or marmalades.
Makes a wonderful
chicken a la King. Try it.

Dutch Tea Rusk Co.

Holland, Michigan



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A Variety for Every Taste

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Phone 9-3281

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INDUSTRIAL WORK

Only Bonafide and Legitimate Detective

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RUSKS and COOKIES

Grand Rapids, Mich.

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HOTEL DEPARTMENT

Holiday Visit To the Last Chance Canyon.

Los Angeles, April 20—The good Methodist ladies down in Virginia have organized for the purpose of supplying the sinews of war for the "dry" cause, and propose levying toll on the hen fruit product to help pay campaign expenses. In other words all eggs laid on Sunday will be so applied. Whereby the innocent hen is to be made the goat in polluting the Sabbath day.

Will Rogers says that all he knows is what he "sees in the newspapers," and I will have to admit that in the absence of first-hand information, during my California sojourn, I am depending much on the same source of knowledge, when I broadcast the statement that Hotel Kerns, at Lansing, is passing through a transformation stage, whereby the blue room, banquet and ballroom and three dining rooms are being redecorated. The banquet room has been done in lavender and gold, and the blue room with a special design of wall paper in black and gold, which gives a tapestry effect. New electric lighting effects have also been installed to harmonize with the new color details, as well as draperies. But this is no sudden departure by the Kerns' operators. Each recurring season has seen changes of this character in that establishment. Mr. Richardson has always been firm in advocating a division of profits with patrons, by adding to their comfort and enjoyment under his roof.

Ray Dean, of Lansing, will build a new fifty to sixty room hotel in the capital city, at a cost in excess of \$100,000. It will be five-stories, centrally located and of fire-proof type. Each room will be provided with bath and outside exposure. The ground floor will be of white tile construction and the upper floors of brick. It is intended that the hotel will be ready for occupancy early in the summer.

Last Chance Canyon, in the heart of California's petrified forest is a trip of upwards of 125 miles from Los Angeles and is well worth while. Every visitor to the Golden State, and particularly this section of it, should make it. Its name was probably based on the incident that it was the last stand of the placer miners in the early days, after they had washed out all the soil in the reputed gold sections farther North. In its day it rendered up many millions of the yellow metal and even to-day, with a lack of water, "dry washing" produces day wages and possibly a little more, but evidences of much activity are lacking.

But there are here other attractions which appeal to the tourist. For instance, it is one of the few areas near the haunts of civilization where may be found evidences of forests of cedar, pine, redwood and fir, once luxurious, but now, by the ceaseless changes of time, turned into stone, but passing away from the effects of erosion.

Before starting our charioter made the assertion that he would have no trouble in encompassing the trip in a day. For over a hundred miles we journeyed over a paved highway, and the remainder of the trip on one constructed of decomposed granite, which, like the crushed lava of Hawaii, makes an excellent and nearly permanent roadway.

Again we pass through the desolated valley of Santa Clara, which bore the brunt of the deluge caused by the breaking away of St. Francis dam, through Saugus and Mint Canyon, over the picturesque hills and down the long, straight shoot to Mojave, through the Joshua forest, just now coming into bloom.

From Mojave the Owens Valley road, with its sixty foot surface, won-

derfully planned and constructed, is followed to the mouth of Red Rock Canyon. Here the Last Chance Canyon road turns off and skirts the foot hills for several miles and you look across the Mojave Desert and see snow-capped Old Baldy, seventy miles away. In the foreground is an immense dry lake, glittering with salt deposits. Midway in the desert rises Black Butte, a great dome of lava thrust up during the period of planetary construction, and to the right on the horizon, standing alone, is Fremont Peak, named after the famous pioneer and explorer.

Here we reach the entrance to Last Chance Canyon, which is, like the most of the gorge, narrow, but provided with ample auto trail, the canyon averaging 200 feet from wall to wall, and for a distance of three miles we follow it, with its sheer sides of beautifully colored rocks, where we find a sudden opening into a valley possibly a quarter of a mile in width, with a wall of limestone on one side and rolling foothills on the other.

On the North wall, several hundred feet above the floor of the canyon, is a ledge of varying width reached by a gradual trail. It is here that the petrified trees are found, as well as the standing stumps. It is claimed these trees were buried for ages in limestone and have been uncovered by the ravages of time with the assistance of the geologists who have shown marked interest in the discoveries here. It is said the trees are not as numerous as in the Petrified Forest of Arizona and lack the coloring of same, but they are more flint like and take on a much higher polish. Grays and blacks predominate in coloring, the latter being in great demand for jewelry settings. While the Arizona showing may be on a more extensive scale than that of Last Chance, it has not the variety of original woods to be found here. It is further claimed that remains of camels and other prehistoric mammals have been unearthed here in the canyon, the evidence of which, however, is lacking or circumstantial, but the facts easily imaginable by the uncanny surroundings.

The early miners, taking out millions in gold, were only vanguards to those who have and are taking out other millions in the form of silica and borax, endless deposits of which are developing, approaching the borax production of Death Valley, all of which is being hauled out daily by trucks. The walls of the canyon are pitted and tunnelled in man's hunt for gold, some occupied transiently by hikers, and are really tenantable, but not for long periods for the reason that there is no water directly available, the only supply being eight miles distant, as we were well advised by the last gasoline purveyor we ran across.

The canyon floor is at an elevation of 2,400 feet. The climate is very balmy at present, but is subject to temperatures of 120 and up later on in the season, and, unlike Los Angeles, the nights do not offer much relief.

Our return trip to the City of the Angels was uneventful, but traffic was much congested after reaching the flood district and we almost wished we had selected other than a holiday to make the journey. Many of the motorists had been out to the desert to see the wild flower spectacle, the exhibit consisting of white and yellow daisies, scarlet paint-brushes, purple star flowers, lupins and cloth of gold.

One of the Los Angeles hotels, a short time since, broadcasted to the public the information that every room was supplied with a complete radio service. Now they are as vociferously advertising the fact that this service has been discontinued, and soliciting a return of their old patrons.

I listened to a very heated discussion over this innovation at a meeting of apartment house and hotel oper-

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

PANTLIND HOTEL

"An entire city block of Hospitality"

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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

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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.

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MORTON HOTEL

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400 Rooms -:- 400 Baths

RATES
\$2.50 and up per day.



HOTEL BROWNING

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To

CODY HOTEL

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RATES—\$1.50 up without bath.
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Rates \$1.50 and up

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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.
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LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

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

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50 Rooms—150 Rooms with Private Bath.

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Under the Direction of the
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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.

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200 Rooms with Lavatory \$1.50, \$1.75, \$2.00

100 Rooms with Lavatory and Toilet \$2.25

100 Rooms with Private Bath \$2.50, \$3.00

Rates by the Week or Month

"A HOME AWAY FROM HOME"

ators and it was the opinion of a majority of those present, that such a service was bound to prove a nuisance, the public generally not being anxious to have programs supplied to them without selective privileges, at least, and others deemed it a disturbance. Of course, the idea was a generous one, but like every other form of entertainment it may be a passing fancy.

Last Monday I was among the thousands who made a pilgrimage to Point Firmin, to witness the departure of the entire Pacific naval fleet for Honolulu, for summer maneuvers. Point Firmin overlooks the channel entrance to San Pedro harbor and also the bay by that name.

Characterized as the greatest series of war activities in the history of the Navy, the cruise will simulate operations against an imaginary enemy force with ultimate invasion of California as its objective, defense of the Hawaiian Islands and other American outposts in the Pacific will be considered.

In all, there are 125 surface vessels in this armada, including the airplane carriers, Lexington and Langley, and several hundred airplanes, all of which are to take part in this campaign. Its equipment will include, as soon as it reaches San Francisco, eighty-nine fighting vessels as well as destroyers, submarines and auxiliary ships. The maximum mobilization will occur at Pearl Harbor, Honolulu, early in May when the Hawaiian contingent of twenty-two ships will be added to the fleet.

The flagship of this fleet is the cruiser Texas, Admiral Wiley, a companion ship to the California.

The airplane carrier Lexington, which only reached Los Angeles harbor Sunday morning last, from the East, was the subject of much interest during the few hours she was stationed here. En route she dropped in at San Diego, for a few hours and discharged thirty-five planes, giving one an idea of the wonderful capacity. The Lexington, which cost Uncle Sam the tidy little sum of \$45,000,000, is 880 feet long, 106 feet wide with a depth of 75 feet. It is the largest and fastest ship in the United States Navy, carries a complement of 1,904 men, of which 172 are commissioned officers.

These practice cruises serve the twofold purpose of developing the latest ideas in naval procedure and keeping Uncle Sam's sailors free from monotony during peace time. They are, therefore, of much importance to the navy and to the country which is protected by these great gray ships.

Point Firmin is adjacent to the comprehensive fortifications of Fort McArthur, which is equipped with disappearing guns of the largest and most modern type. It is the Mecca for most tourists who come to Los Angeles, where every courtesy is shown to visitors. This evidence of hospitality is also shown in naval affairs, small boats, or launches, during certain hours of the day, are devoted to the duty of showing the Nation's taxpayers just how their money is being disbursed.

Walter Hodges and family, of Hotel Burdick, Kalamazoo, have been vacationing in Florida, on on their return trip, followed the Atlantic coast, stopping in Washington en route. Whether to settle the Tapot Dome imbroglio or back up Will Rogers' services as a traveling ambassador I am unadvised, but I do know that I am glad Walter is assuming a view of life which will give him and his much joy and an opportunity of familiarizing himself with the possibilities of our great Nation. He is a keen observer and will have a store of knowledge, the recital of which will give his many friends a maximum of joy also.

Robert Weaver, former operator of the Cooper-Carlton Hotel, in the Hyde Park district of Chicago, has taken

over the management of the Belcrest Hotel, on Cass avenue, in Detroit. Mr. Weaver was appointed manager of the Belcrest by its owners. It is one of the finest residential propositions in Detroit and Mr. Weaver's reputation is such that it will prove a guarantee of successful operation.

T. F. Marston, secretary and treasurer of the East Michigan Tourist and Resort Association, announces that J. H. Brooks, proprietor of the Brooks restaurant, in the charming little city of Rogers City, has purchased a frame building which he will raze and immediately start the construction of a small, but modern hotel, which will meet the requirements of his town.

F. S. Harrison, formerly of Marshfield, Wisconsin, has purchased the Kimbark Hotel, at Bay City, from H. F. Heldenbrand and son, who have been successfully operating it for several years, which will give the latter an opportunity of giving their undivided attention to the operation of the new Hotel Heldenbrand, at Pontiac. The Kimbark is a strictly modern hotel, with fifty rooms, and the younger Heldenbrand distinguished himself by adopting various innovations which made him extremely popular with the traveling public, especially commercial men. Mr. Harrison is known to many Michigan travelers through his connection with Hotel Blodgett, Marshfield, which is easily one of the most successful hostleries in the Badger State. With his experience and the "Hildy and Son" prestige he is bound to find easy sailing in Bay City.

As a personal bereavement comes the knowledge of the passing of that wonderful man, Ellsworth M. Statler, the greatest and most efficient hotel operator the world has ever known, the pioneer of everything worth while in universal purveying of hospitality.

A bell-boy in a Wheeling hotel, without a single advantage over his contemporaries, his accomplishments were prodigious and his rewards manifold. Everything we see or hear of in service, in the supplying of creature comforts to the masses, had its incipency in the brain of this talented and virile individual.

Others will no doubt take up his work where he left off, but there was only one Statler. Hotel men in particular and the traveling public generally owe much to his magnificent initiative.

One of my most treasured possessions is a personal communication I received from Mr. Statler, several years ago, which closes with the suggestion: "Wherever there is a Statler Hotel, you will ever be an honored guest." Maybe I will be pardoned if as a souvenir, I, at this time, give it an added value.

Dr. Frank W. Holmes, who for several years has owned and managed the Gull Lake Hotel, at Gull Lake, is floating a bond issue for the purpose of refunding other indebtedness, and making further improvements on his very desirable holdings. They will prove a good investment. I have watched the outstanding career of this long-headed individual for several years. In spite of many vicissitudes—not the least of which was the loss of his hotel by fire, three years ago—he has surmounted every difficulty and created a perpetual income paying proposition. Frank S. Verbeck.

Hays Mercantile Co., dealers in dry goods and groceries at Ithaca, renew their subscription to the Tradesman and write: "It is a great trade journal for all kinds of merchants, a solace for the dying, and an inspiration for the living."

Must Make It Interesting For the Tourist.

Reed City, April 18—In your last week's Tradesman I read the article what tourist means to Michigan by Roy H. Randall. I agree with him very much and feel that we should do all we can to keep Michigan before the public as a great tourist state and also do all we can to better conditions. We know a lot of money is spent in Michigan yearly by tourists, but there is another side to the story, and that is, will we be able to keep this tourist business and for how long if we continue to close up all the beauty spots along our rivers and lakes?

It is getting more and more so every year that all camping places to which we used to send tourists are closed up and owned by or leased by some one person who permits only a few of his friends to enjoy the rights of our most favorable fishing and camping spots.

The old pine stump land for miles along the Pine river is now leased for fishing rights and no trespassing is allowed. The land is worthless, but the trespasser setting foot on this ground is fined or kept off. Now how long are the good people going to come to Michigan if we allow this thing to go on? Wisconsin is inviting the tourists and gives them certain rights along the shores of their streams and lakes. So are other states. It seems to me that we ought to look into this matter at once and not wait until we have lost what we now highly value and welcome. The writer has for years directed sportsmen and tourists to camping places, but the last year or so it has been a great problem where to direct these good people because of fear of getting them in trouble. I beg to ask of you, Mr. Stowe, what you think of the matter? Our highways are cut right through the farmer's best fields and he has to take it, regardless of whether he likes it or not. Now tell me, if we can pay the price it costs to go through the best farms, why can we not afford to keep at least a few feet along the water's edge for our tourists? This waste stump land ought not to cost a great deal and how about opening up the section lines? This would give the tourist and camper a chance to get to the streams every mile and would be helpful in case of forest fires, of which we hear so much. Please tell me why this is not done. The fact is that folks are not coming to Michigan to look at the sky, for they can do that where they are. We have to give them that for which they come and if we do they spend their money freely and without regret. By allowing a few wealthy men to lease or buy all the fishing rights and beauty spots we are killing our tourist business in Michigan.

I would be very pleased to get your view of the matter. If you are not a fisherman or hunter, you are at least a good thinker and I am certain you are a booster for good old Michigan, my Michigan. Fred Hemund.

As the above letter was based on statements originally made by Roy H. Randall, of this city, a copy of Mr. Hemund's letter was immediately forwarded to Mr. Randall, with the request that he make reply thereto. Mr. Randall's reply is as follows:

Grand Rapids, April 21—I received your letter of April 19 which came to my home and also a copy of the letter written by Fred Hemund, of Reed City, in regard to the communication which you published in your paper a couple of weeks ago, signed by me.

You know I am not a very good newspaper correspondent and the only reason why I wrote that letter which you published in your issue of April 18 was because I thought the information contained in that would be valuable to some of your readers in Northern and Western Michigan.

However, after receiving a copy of this letter which you received from Mr.

Hemund, I have written to the Conservation Department at Lansing, as I understand a certain amount of activities have already been started to conserve just such lands as Mr. Hemund describes in his letter and as soon as I get a reply to this letter I sure will pass this information on to you, that you, in turn, can communicate with Mr. Hemund.

I am personally glad that Mr. Hemund wrote the letter he did and I wish that a great many others in that vicinity would take this matter up, because this is just the kind of publicity we need for the conservation of the land for future tourists of Michigan.

Roy H. Randall.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 24—With the favorable weather for the past few days it looks as if it would not be long now before the opening of navigation. The steamer Charles Hutchinson, loaded with grain, cleared through the customs office Friday afternoon and cast off her winter mooring at the Union Carbide dock to make her way up the river to Brady Pier, waiting to proceed down the river. The Hutchinson was the first steamer to turn a wheel in the river since last winter.

The Pittsburg Steamship Co. expects to start its fleet within the next week. This will liven up business here again and give employment to many seamen who are waiting for the opening.

The Oldsmobile agency has opened a salesroom at 724 Ashmun street with four of the models on display. The formal opening will take place this afternoon and evening. H. R. Ziebell, of Milwaukee, will conduct the visitors through the salesroom and explain the features of the new car. The salesroom will be decorated with flowers and music will be provided for the visitors. A. H. Passmore has the agency for the Oldsmobile and Harry Van Dyke is the city salesman. The location is one of the best on the South side and both Mr. Passmore and Mr. Van Dyke are well known throughout the city and county and will get a big share of the automobile business.

Anyone who has steged a business through the seas of the last seven years has done something.

John Fehner, the well-known merchant of Raber, was a business caller here last week, taking back a load of supplies. He reports some improvement of the roads and expects to make weekly calls during the summer.

The D., S. S. & A. Ry. has discontinued its service from Humbolt to Republic by authority of the Interstate Commerce Commission. The nine miles has been serving the mining operations.

Ten years ago we were in the midst of the third Liberty loan drive. About all we have to show for our investment is the word "drive."

Al. Sparling and Simon McKee, for the past year with the Taylor garage here, have resigned to engage in business for themselves. They are erecting a garage on Portage avenue, on the old site of the Hotel Iroquois. They will also conduct an automobile laundry in connection. They are both well known energetic young men and hustlers and should make a success in their new venture.

I. Hansen, for the past year bookkeeper for Swift & Co. here, has resigned and accepted a similar position with the Hewett Grocery Co. He is succeeded by C. Dalinger, formerly with Swift & Co. at Green Bay.

Compromise may be cowardly, but it is better than driving head-on and wrecking yourself against a stone wall. William G. Tapert.

Pfeil & Hahn, grocers at Niles, renew their subscription to the Tradesman and write: "We can spare the \$3 better than to be without the paper."

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.

Chain Store Merchandising.

Two years ago Liggett stores discontinued their policy of renting windows to manufacturers once a month which netted them \$600,000 a year. Now it is planned to put this practice into effect again. A store selling "convenience" items such as drugs can sell a considerable number of "shopping" items such as coffee, tea, foodstuffs, electric appliances, rubber goods, domestic goods, by using their windows to advantage.

The secret of drug chain merchandising lies in grouping a number of Nationally known products on which they establish a low price in order to work in their own private brands at substantially higher margins. The salesmen are trained to push private brands and get commissions ranging from 2 to 10 per cent. on these items. Each package on the shelves has a small card which the clerk may tear off as he makes the sale and in this way tabulate his commission. For instance, on a bottle of Peptone tonic the salesman gets 10 per cent. commission. However, the best means of increasing sales is by the well-known 1 cent sale which has been found to increase business from 50 to 100 per cent. Whereas the package price of a standard article is 50c it sells for 36c everyday, and it is offered at 2 for 51c during the 1 cent sale. These sales serve a twofold purpose; they introduce the company's private brands to new customers and bind the old customers closer to the company's articles. It is noticeable that the Walgreen Co. is following the practice of the Woolworth stores in using its basement and is devoting as high as 50 per cent. of the floor space to a soda and luncheonette department on the first floor.

Soda. One of the first steps in a chain drug store is to manufacture most of the products used at the soda

and luncheonette counter. There are many advantages for a chain in making its own ice creams, and syrups, and other fountain requisites. For example, the Walgreen chain bakes its own bread, prepares sandwich ingredients in its own commissary, besides owning and operating two dairies at Holgate, Ohio, and Shelbyville, Ill., which supply all cream, milk and butter needs. Walgreen also maintains ice cream plants at Chicago, Milwaukee and St. Louis, which ship to all points except New York. The Liggett Co. also has a factory manufacturing fountain supplies.

Patent Medicine. This department is the one in which the chains have the greatest advantage in developing their own private brands and is therefore the one in which the independent manufacturers will feel the competition most. The Puretest medicine line of Liggett has been successful in such cases as witchhazel, aspirin tablets, boric acid, castor oil, lye lotion, corn solvent, disinfectant, bicarbonate of soda, epsom salts, milk of magnesia, hair tonic, foot powder, peroxide, etc. Walgreen, too are developing this line—an example being their Phospho-Cod Tonic. Other products being developed by chains are cough syrups, mineral oils, suppositories. Cleansing fluids, are also being manufactured, Walgreen producing Justrite spot remover, etc. Health tonics are also a potent factor.

Rubber and Electrical Goods. The chain drug stores are certain to give increasing competition to department stores and hardware stores on electrical lines. The Liggett stores carry "Electrex" curling irons, toasters, hair-dressing sets and coffee percolators. Taking New York City only, the Liggett stores last year sold 16,000 electric fans, 15,000 electric heaters and they expect to raise these quantities to 20,000 this year. The Liggett Co. controls the Seamless Rubber Co. which manufactures such items as fountain syringes, rubber gloves, pocket combs, adhesive plaster, hot-water bottles. Chain manufacture in this department is a later development only possible with volume distribution of Nationwide proportion.

Candy and Cigars. These two departments average 5.7 per cent. and have been successful in the case of those chains who stress particular lines with a regular concentrated sales ef-

fort through its windows. The number of loose candy items is usually limited to a few popular items such as nougates, Jordan almonds, wafers, cough drops, wrapped caramels, gumdrops, chocolate drops. Private brands in cigars have been quite successful. The Liggett Co. controls a chocolate refinery and a cigarette company.

Stationery. This is one of the first items in which a chain develops as its own private brand. A few of the brands manufactured by Liggett in their own controlled factory are Lord Baltimore and Hallcroft writing paper.

Pharmaceuticals. The first drug line developed privately by the chain is usually the pharmaceutical. All companies of fifteen stores or over maintain a central factory laboratory.

Toilet Goods. Like pharmaceuticals, the toilet goods line is early developed as a private brand by the leading chain store organizations. Cold creams, perfumeries, face lotions, and the general cosmetic line are the most successful private brands. Walgreen's are at present developing a line of this merchandise.

The table which follows shows an accurate index of the costs of doing business in chain stores to-day:

Wages of sales force	10.0
Advertising	1.5
Administration expenses	6.0
Rent	7.0
Heat, light, services, purchased	1.0
Breakage, insurance, taxes, etc.	4.0

Total expense	29.5
Gross margin	32.5

Net profit	3.0
------------	-----

Stock-turn (times a year)	5.9
Departmentalized Volumes.	

The editor of a prominent drug trade publication stated recently: "My first experience in business was clerking in a drug store, and at that time 90 per cent. of the store's revenue was obtained from the filling of prescriptions and 10 per cent. from toilet goods and other articles. To-day, the percentages could be reversed." Let us see how the volume of drug chain systems is divided at present into its various departments.

The most successful chain drug systems seem to be those who combine transient trade with community or residential patronage, thus striking a happy

medium between convenience and shopping items. Such stores generally show the following percentages of gross in various store departments:

	Per Cent. of Gross
Soda fountain and luncheonette	35
Toilet goods and proprietaries	20
(subdivided as follows):	

	per cent
Creams and Rouges	4.8
Dentifrices	3.4
Talcum and toilet powders	2.8
Perfumeries and toilet wat.	2.8
Hair Tonics	1.4
Hair dyes	1.2
Miscellaneous	3.6
Prescriptions	15
Patent medicines	13
Rubber goods, sundries, etc.	10
Cigars, candy, cigarettes, stationery	5
Novelties and miscellaneous	2

One of the large drug chains shows the following departmentalized percentages of gross:

	Per Cent. of Gross
Medicines—patents, raws, prescriptions, etc.	33
Toilet goods	25
Soda fountains	15
Cigars, cigarettes, pipes, etc.	14
Candy	7
Sick-room supplies and rub. goods	6
Margin of Profit by Commodities.	

	Per Cent.
General margin	45.7
Soda fountain	49.2
Patent medicines	20.5
Rubber Goods	91.2
Toiletries and perfumeries	38.6
Stationery	55.0
Fancy goods	45.0
Drugs (raws, prescript's, patents)	36.6
Prescriptions	237.1
Cigars, cigarettes, candy, station'y	22.5
Proprietaries	25.0
Sundries	66.6
Biologicals	100.0
Pharmaceuticals	50.0
Cosmetics	33.3

We believe that chain drug expansion will continue at a greatly accelerated rate during 1928 and that such companies as People's Drug, Owl Drug and Walgreen will enter several new states. We also believe that chain grocery stores and variety stores will become increasingly important as distributors of the Nationally known staple drug products.

With the merger of Sterling Prod-



GRAND RAPIDS STORE EQUIPMENT CORPORATION

GRAND RAPIDS STORE EQUIPMENT CORPORATION

GRAND RAPIDS - MICHIGAN

**DRUG
STORE
PLANNING**

Recommendations to fit individual conditions.

**DRUG STORE
FIXTURES**

Planned to make every foot of store into sales space.

Succeeding

**GRAND RAPIDS
SHOWCASE CO.**



**WELCH-WILMARTH
CORPORATION**

ucts with the United Drug, this organization plans to take over two chains in Ohio and Indiana and gradually build up a chain of 1,000 stores. Later, it is planned to take over the 9,000 Rexall agencies which would give the United Drug Co. one-fifth of the chain store outlets. There are several plans now to combine independent drug stores into chains in New York, Chicago and other cities. These plans call for absorption eventually of most of the independent drug stores doing \$160 per day and over, in the large cities.

The day of the independent druggist has passed in the metropolitan areas and as store systems develop expansion in neighborhood sections appears to be inevitable.

Bad Smash For Armour & Co.

The United States District Court sitting at Buffalo, N. Y., ruled during the week that reputed presence of glass in sausage is sufficient ground for negligence action. The ruling sustained an action filed by James Neupert, of Wellsville, against Armour & Co., Chicago packers, for \$30,650 damages and medical fees in the death of his wife, Mrs. Sarah Neupert. Harold S. Brown, New York attorney and counsel for the packers, had moved to strike from the bill of complaint an allegation that Armour & Co., as alleged manufacturers of the sausage, had implied a warranty of the product to the retail purchaser. Neupert alleges that his wife died after a piece of sharp-edged glass lodged in her throat while eating Armour sausage on Dec. 11, 1925.

Clean Up the Cat.

If the grocery store needs a cat, then by all means she must be clean and well kept. Nothing will drive away the trade of a particular woman more quickly than a badly-kept cat. For

there is nothing in a house that tells the story of neglected housekeeping so quickly. The customer will picture dirty storerooms and basements. But if the cat be clean, she brings confidence.

Pussy needs food not supplied by mice, augmented by salmon. Milk is often out of the question, but evaporated milk, half water, will be found acceptable to most cats, and nothing puts a gloss on their coats like a well beaten egg several times a week.

Some women, like successful gamblers, have winning ways.

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.

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		Belladonna	
Boric (Powd.)	12 1/2 @ 20	Cubebs	1 35 @ 1 50	Benzoin	@ 1 44
Boric (Xtal)	15 @ 25	Eigerson	6 00 @ 6 25	Benzoin Comp'd	@ 2 28
Carbonic	38 @ 44	Eucalyptus	1 25 @ 1 50	Buchu	@ 2 16
Citric	53 @ 70	Hemlock, pure	2 00 @ 2 25	Cantharides	@ 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 Gar'n.	6 00 @ 6 25	Cubebs	@ 2 76
Ammonia		Lemon	85 @ 1 20	Digitalis	@ 2 04
Water, 26 deg.	05 @ 16	Linseed, raw, bbl.	4 25 @ 4 50	Gentian	@ 1 35
Water, 18 deg.	05 1/2 @ 13	Linseed, boiled, bbl.	@ 80	Gualac	@ 2 28
Water, 14 deg.	04 1/2 @ 11	Linseed, bld less	87 @ 1 00	Gualac, Ammon.	@ 2 04
Carbonate	20 @ 25	Linseed, raw, less	84 @ 97	Iodine	@ 1 25
Chloride (Gran. 09)	@ 20	Mustard, artifi. oz.	@ 35	Iodine, Colorless	@ 1 50
Balsams		Neatsfoot	1 25 @ 1 35	Iron, Clo.	@ 1 56
Copaiba	1 00 @ 1 25	Olive, pure	4 00 @ 5 00	Kino	@ 1 44
Flr (Canada)	2 75 @ 3 00	Olive, Malaga,	2 85 @ 3 25	Myrrh	@ 2 52
Flr (Oregon)	65 @ 1 00	green	2 85 @ 3 25	Nux Vomica	@ 1 80
Peru	3 00 @ 3 25	Orange, Sweet	5 00 @ 5 25	Opium	@ 5 40
Tolu	2 00 @ 2 25	Organum, pure	@ 25	Opium, Camp.	@ 1 44
Barks		Organum, com'l	1 00 @ 1 20	Opium, Deodorz'd	@ 5 40
Cassia (ordinary)	25 @ 30	Pennyroyal	3 25 @ 3 50	Rhubarb	@ 1 92
Cassia (Saigon)	50 @ 60	Peppermint	5 50 @ 5 70	Paints	
Sassafras (pw. 60c)	@ 50	Rose, pure	13 50 @ 14 00	Lead, red dry	13 1/2 @ 13 3/4
Soap Cut (powd.)	20 @ 30	Rosemary Flows	1 25 @ 1 50	Lead, white dry	13 1/2 @ 13 3/4
35c		Sandelwood, E.		Lead, white oil	13 1/2 @ 13 3/4
Berries		Sassafras, true	1 50 @ 1 75	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@ 1 00	Sassafras, arti'l	75 @ 1 00	Ochre, yellow less	3 @ 6
Fish	@ 25	Spearment	8 00 @ 8 25	Red Venet'n Am.	3 1/2 @ 7
Juniper	10 @ 20	Sperm	1 50 @ 1 75	Red Venet'n Eng.	@ 8
Prickly Ash	@ 75	Tany	7 00 @ 7 25	Putty	5 @ 8
Extracts		Tar USP	65 @ 75	Whiting, bbl.	@ 4 1/2
Licorice	60 @ 65	Turpentine, bbl.	@ 61	Whiting	5 1/2 @ 6
Licorice, powd.	60 @ 70	Turpentine, less	68 @ 81	L. H. P. Prep.	2 90 @ 3 1
Flowers		Wintergreen,		Rogers Prep.	2 90 @ 3 1
Arnica	1 75 @ 1 85	leaf	6 00 @ 6 25	Miscellaneous	
Chamomile (Ged.)	@ 40	Wintergreen, sweet		Acetanilid	57 @ 75
Chamomile Rom.	@ 60	birch	3 00 @ 3 25	Alum	08 @ 12
Gums		Wintergreen, art	75 @ 1 00	Alum, powd. and	
Acacia, 1st	50 @ 55	Worm Seed	5 50 @ 5 75	ground	09 @ 15
Acacia, 2nd	45 @ 50	Wormwood	16 50 @ 16 75	Bismuth, Subni-	
Acacia, Sorts	20 @ 25	Potassium		trate	3 15 @ 3 40
Acacia, Powdered	35 @ 40	Bicarbonate	35 @ 40	Borax xtal or	
Aloes (Barb Pow)	25 @ 35	Bichromate	15 @ 25	powdered	6 1/2 @ 15
Aloes (Cape Pow)	25 @ 35	Bromide	69 @ 85	Cantharides, po.	1 50 @ 2 00
Aloes (Soc. Pow.)	75 @ 80	Bromide	54 @ 71	Calomel	2 72 @ 2 82
Asafoetida	50 @ 60	Chlorate, gran'd	23 @ 30	Capsicum, powd	50 @ 60
Pow.	75 @ 1 00	Chlorate, powd.		Carmine	7 00 @ 7 50
Camphor	85 @ 90	or Xtal	16 @ 25	Cassia Buds	35 @ 40
Guaiaac	@ 80	Cyanide	30 @ 90	Cloves	50 @ 55
Guaiaac, pow'd	@ 90	Iodide	4 36 @ 4 55	Chalk Prepared	14 @ 16
Kino	@ 1 25	Permanganate	20 @ 30	Chloroform	53 @ 60
Kino, powdered	@ 1 20	Prussiate, yellow	40 @ 50	Chloral Hydrate	1 20 @ 1 50
Myrrh	@ 75	Prussiate, red	@ 70	Cocaine	12 85 @ 13 50
Myrrh, powdered	@ 1 00	Sulphate	35 @ 40	Cocoa Butter	65 @ 90
Opium, powd.	19 65 @ 19 92	Roots		Corks, list, less	40 % - 50 %
Opium, gran.	19 65 @ 19 92	Alkanet	30 @ 35	Copperas	2 1/2 @ 10
Shellac	65 @ 80	Blood, powdered	35 @ 40	Copperas, Powd.	4 @ 10
Shellac	75 @ 90	Calamus	35 @ 75	Corrosive Sublim	2 25 @ 2 30
Tragacanth, pow.	@ 1 75	Elecampane, pwd.	25 @ 30	Cream Tartar	35 @ 45
Tragacanth	2 00 @ 2 35	Gentian, powd.	20 @ 30	Cuttle bone	40 @ 50
Turpentine	@ 30	Ginger, African,		Dextrine	6 @ 15
Insecticides		powdered	30 @ 35	Dover's Powder	4 00 @ 4 50
Arsenic	08 @ 20	Ginger, Jamaica.	60 @ 65	Emery, All Nos.	10 @ 15
Blue Vitriol, bbl.	@ 07 1/2	powdered	45 @ 50	Emery, Powdered	@ 15
Blue Vitriol, less	09 @ 16	Golden seal, pow.	7 50 @ 8 00	Epsom Salts, bbls.	@ 03
Bordea. Mix Dry	12 @ 26	Ipecac, powd.	@ 6 00	Epsom Salts, less 3 1/2	@ 10
Hellebore, White		Licorice	35 @ 40	Ergot, powdered	@ 4 10
powdered	18 @ 30	Licorice, powd.	20 @ 30	Flake, White	15 @ 20
Insect Powder 42 1/2	@ 50	Orris, powdered	30 @ 40	Formaldehyde, lb.	11 1/2 @ 30
Lead Arsenate Po.	13 1/2 @ 30	Poke, powdered	35 @ 40	Gelatine	80 @ 90
Lime and Sulphur		Rhubarb, powd.	@ 1 00	Glassware, less 55 %	
Dry	08 @ 23	Rosinwood, powd.	@ 40	Glassware, full case 60 %	
Paris Green	24 @ 42	Sarsaparilla, Hond.		Glauber Salts, bbl.	@ 02 1/2
Leaves		ground	@ 1 10	Glauber Salts less 04 @	10
Buchu	@ 1 05	Sarsaparilla, Mexic.	@ 60	Glue, Brown	20 @ 30
Buchu, powdered	@ 1 10	Squills	35 @ 40	Glue, Brown Grd	16 @ 22
Sage, Bulk	25 @ 30	Squills, powdered	70 @ 80	Glue, White	27 1/2 @ 35
Sage, 1/2 loose	@ 40	Tumeric, powd.	20 @ 25	Glue, white grd.	25 @ 35
Sage, powdered	@ 35	Valerian, powd.	@ 1 00	Glycerine	20 @ 45
Senna, Alex.	50 @ 75	Seeds		Hops	75 @ 95
Senna, Tinn. pow.	30 @ 35	Anise	@ 35	Iodine	6 45 @ 7 00
Uva Ursi	20 @ 25	Anise, powdered	35 @ 40	Iodoform	8 00 @ 8 30
Oil		Bird, ls	13 @ 17	Lead Acetate	20 @ 20
Almonds, Bitter,		Canary	10 @ 16	Mace	@ 1 50
true	7 50 @ 7 75	Caraway, Po.	30 @ 30	Mace, powdered	@ 1 60
Almonds, Bitter,		Cardamon	3 25 @ 3 50	Menthol	7 50 @ 8 00
artificial	3 00 @ 3 25	Coriander pow.	30 @ 30	Morphine	12 83 @ 13 98
Almonds, Sweet,		Dill	15 @ 20	Nux Vomica	@ 30
true	1 50 @ 1 80	Fennel	35 @ 50	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Flax	7 @ 15	Pepper, black, pow	50 @ 60
imitation	1 00 @ 1 25	Flax, ground	7 @ 15	Pepper, White, pw.	45 @ 75
Amber, crude	1 25 @ 1 50	Poenugreek, pwd.	15 @ 25	Pitch, Burgudry	20 @ 25
Amber, rectified	1 50 @ 1 75	Hemp	8 @ 15	Quassia	12 @ 15
Anise	1 25 @ 1 50	Lobelia, powd.	@ 1 60	Quinine, 5 oz. cans	@ 50
Bergamont	9 00 @ 9 25	Mustard, yellow	17 @ 25	Rochelle Salts	31 @ 40
Cajuput	2 00 @ 2 25	Mustard, black	20 @ 25	Sacharine	2 60 @ 2 75
Cassia	3 00 @ 3 25	Poppy	15 @ 30	Salt Peter	11 @ 22
Castor	1 45 @ 1 70	Quince	1 25 @ 1 50	Selditz Mixture	30 @ 40
Cedar Leaf	2 00 @ 2 25	Sabadilla	45 @ 50	Soap, green	15 @ 30
Citronella	1 25 @ 1 50	Sunflower	11 1/2 @ 13	Soap, mott cast.	@ 25
Cloves	2 50 @ 2 75	Worm, American	30 @ 40	Soap, white castile	@ 15 00
Cocanut	27 1/2 @ 35	Worm, Levant	6 00 @ 6 50	Soap, white castile	
Cod Liver	2 00 @ 2 45	Tinctures		less, per bar	@ 1 00
Croton	2 00 @ 2 25	Aconite	@ 1 80	Soda Ash	3 @ 10
		Aloes	@ 1 54	Soda Bicarbonate	3 1/2 @ 10
		Arnica	@ 1 50	Soda, Sal	02 1/2 @ 08
		Asafoetida	@ 2 28	Spirits Camphor	@ 1 20

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

Salted Peanuts
Rolled Oats—Sacks
Salt—Med. No. 1
Baked Beans—Van Camp

DECLINED

Roquefort and Longhorn Cheese
Nuts
Olives

AMMONIA

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



AXLE GREASE

48, 1 lb. ----- 4 35
24, 3 lb. ----- 6 00
10 lb. pails, per doz. 8 50
15 lb. pails, per doz. 11 95
25 lb. pails, per doz. 19.15

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. ----- 95
Royal, 6 oz., 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
Brn Flakes, No. 624 2 25
Brn Flakes, No. 602 1 50

Post's Brands.

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

BROOMS

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

BRUSHES

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

Stove

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

Shoe

No. 4-0 ----- 2 25
No. 20 ----- 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 ----- 3 75
Peaches, No. 2 1/2 Mich 3 20
Peaches, 2 1/2 Cal. 2 25@2 60
Peaches, 10 ----- 3 50
Pineapple, 1 sli. ----- 2 45
Pineapple, 2 sli. ----- 2 45
P'apple, 2 br. sl. ----- 2 25
P'apple, 2 br. sl. ----- 2 40
P'apple, 2 1/2, all. ----- 3 00
P'apple, 2, cru. ----- 2 40
Pineapple, 10 cru. ----- 3 50
Pears, No. 2 ----- 3 50
Pears, No. 2 1/2 ----- 3 50
Raspberries, No. 2 blk 3 25
Raspb's. Red, No. 10 11 50
Raspb's. Black, No. 10 ----- 15 00
Rhubarb, No. 10 ----- 6 00
Strawb's. No. 2 3 25@4 75

CANNED FISH

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

CANNED MEAT

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

Flaked Beans

Campbells ----- 1 15
Quaker, 18 oz. ----- 1.00
Fremont, No. 2 ----- 1.25
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 25
Van Camp, small ----- 90
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 60
Green Beans, 2s 1 65@2 25
Green Beans, 10s ----- 7 60
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 ----- 1 25
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut 1 10@1 25
Beets, No. 3, cut ----- 1 60
Corn, No. 2, stan. ----- 1 10
Corn, Ex. stan. No. 2 1 35
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 ----- 8 00@10 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole ----- 2 15
Okra, No. 2, cut ----- 1 75
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ----- 33
Mushrooms, Choice, 8 oz. 40
Mushrooms, Sur Extra 50
Peas, No. 2, E. J. ----- 1 65
Peas, No. 2, Sift. ----- 1 85
June ----- 2 25
Peas, No. 2, Ex. Sift. ----- 2 25
E. J. ----- 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 25@1 60
Pumpkin, No. 10 4 00@4 75
Pimientos, 1/4, each 12@14
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 25@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 50
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 2 25@2 50
Spinach, No. 10 ----- 6 50@7 00
Tomatoes, No. 2 1 20@1 30
Tomatoes, No. 3, 1 00@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 85
Kraft, American ----- 1 65
Chili, small tins ----- 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Longhorn ----- 26
Wisconsin Daisy ----- 26
Sap Sago ----- 40
Brick ----- 40

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. ----- 65
Chocolate Apples ----- 4 50
Pastelles, No. 1 ----- 12 60
Pastelles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles ----- 2 15
1 lb. Rose Tin Bon ----- 10 00
Bons ----- 10 00
7 oz. Rose Tin Bon ----- 9 00
Bons ----- 9 00
13 oz. Creme De Cara-que ----- 13 20
12 oz. Rosaces ----- 10 80
1/2 lb. Rosaces ----- 7 80
1/4 lb. Pastelles ----- 3 40
Langues De Chats ----- 4 80

CHOCOLATE.

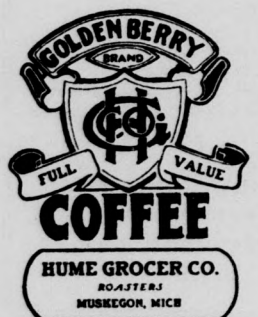
Baker, Caracas, 1/2s ----- 37
Baker, Caracas, 1/4s ----- 35

COCOANUT

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

CLOTHES LINE.

Hemp, 50 ft. ----- 2 00@2 25
Twisted Cotton, 50 ft. ----- 3 50@4 00
Bralded, 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, 3 do. ----- 4 40
Carolene, Tall, 4 doz. 3 80
Carolene, Baby ----- 3 50

EVAPORATED MILK

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

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c ----- 75 00
Worden Grocer Co. Brands
Airedale ----- 35 00
Havana Sweeties ----- 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 ----- 95 00
Webster Knickerbocker 95 00
Webster Belmont ----- 110 00
Webster St. Reges 125 00
Bering Apollos ----- 95 00
Bering Palmitas ----- 115 00
Bering Diplomatica ----- 115 00
Bering Dellosos ----- 120 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc. Marshmallow Dp 1 70
Milk Chocolate A A 1 80
Nibble Sticks ----- 1 85
No. 12, Choc., Light ----- 1 65
Chocolate Nut Rolls ----- 1 85
Magnolia Choc ----- 1 25

Gum Drops Pails

Anise ----- 16
Champion Gums ----- 16
Challenge Gums ----- 14
Favorite ----- 19
Superior, Boxes ----- 22

Lozenges Pails

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

Hard Goods Pails

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

Cough Drops Bxs

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

Package Goods

Creamery Marshmallows
4 oz. pkg., 12s, cart. 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 3 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50

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

CREAM OF TARTAR

6 lb. boxes ----- 42

DRIED FRUITS

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

Apricots

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

Citron

10 lb. box ----- 40

Currants

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

Dates

Dromedary, 36s ----- 6 75

Peaches

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

Peel

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

Raisins

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

California Prunes

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

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. ----- 04 1/2

Hominy

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

Macaroni

Mueller's Brands
9 oz. package, per doz. 1 20
9 oz. package, per case 2 60

Bulk Goods

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

Pearl Barley

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

Peas

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

Sage

East India ----- 10

Taploca

Pearl, 100 lb. sacks ----- 00
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant ----- 3 50

FLAVORING EXTRACTS
55 Years Standard Quality.

JENNINGS PURE FLAVORING EXTRACT

Vanilla and Lemon

Same Price

1/2 oz. 1 25

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

JELLY GLASSES

8 oz., per doz.	35
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb.	21
Nucoa, 2 and 5 lb.	20 1/2

Willson & Co.'s Brands
Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

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

Safety Matches

Quaker, 5 gro. case	4 50
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MOLASSES

Molasses in Cans

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

NUTS—Whole

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

Salted Peanuts

Fancy, No. 1	15
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Shelled

Almonds	60
Peanuts, Spanish,	12
125 lb. bags	12
Filberts	32
Pecans Salted	89
Walnuts	55

MINCE MEAT

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

OLIVES

Bulk, 5 gal. keg	7 50
Quart Jars, dozen	5 25
Bulk, 2 gal. keg	3 25
Pint Jars, dozen	2 90
4 oz. Jar, plain, doz.	1 35
5 1/2 oz. Jar, pl., doz.	1 60
8 1/2 oz. Jar, plain, doz.	2 35
20 oz. Jar, Pl. doz.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuff'd, doz.	2 25
9 oz. Jar, stuff'd, doz.	3 50
12 oz. Jar, Stuff'd, doz.	4 50@4 75
10 oz. Jar, stuff'd ds.	7 00

PARIS GREEN

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

PEANUT BUTTER



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

PETROLEUM PRODUCTS.

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

ISO-VIS MOTOR OILS

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



Iron Barrels

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



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 St's & H's	15 1/2@19
Med. Steers & Heif.	18
Com. Steers & Heif.	15@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@28 00
Short Cut	26 00@29 00
Dry Salt Meats	
D S Bellies	18-20@18-19

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@20
Veal	19
Tongue, Jellied	35
Headcheese	16

Smoked Meats

Hams, Cer. 14-16 lb.	@23
Hams, Cer., Skinned	@22
16-18 lb.	@22
Ham, dried beef	@40
Knuckles	@17 1/2
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @22
Boiled Hams	@32
Mixed Hams	@18
Bacon 4/6 Cert.	24 @30

Beef

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

Liver

Beef	20
Calf	65
Pork	8

RICE

Fancy Blue Rose	06
Fancy Head	07 1/2
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	4 00

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
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SAL SODA

Granulated, bbls.	1 80
Granulated, 60 lbs. cs.	1 60
Granulated, 36 2 1/2 lb. packages	2 40

COD FISH

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

HERRING

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

Lake Herring

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

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

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

STOVE POLISH

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

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 85
Med. No. 1, 100 lb. bk.	95
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 Napha, 100 box	5 50
Flake White, 10 box	3 90
Grma 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, 98	50
Williams Mug, per doz.	48

CLEANSERS



50 can cases, \$4.80 per case

WASHING POWDERS

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

SPICES

Whole

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 11.—In the matter of Fred Marks, Bankrupt No. 3399, a sale of the assets of the estate at auction in the State Theater Building, in the city of Kalamazoo, has been called for April 26. The property is of the approximate value of \$1,500 and consists of barber tools, chairs, lotions, etc., for the conduct of a barber shop. All interested should be present at the date and time of sale.

In the matter of Gladys Miller, Bankrupt No. 3398, a sale of the assets at auction has been called to be held on April 27, at Eaton Rapids, in the premises formerly occupied by the bankrupt. The property for sale consists of a complete stock of furniture and attendant and kindred lines for the conduct of such a retail business. All interested should be present at the date and time of sale. Information as to the sale may be had by application to A. Dembinsky, auctioneer, 114 Cherry street, Saginaw.

In the matter of Frank S. Schlicht, doing business as Frank S. Schlicht Motor Co., Bankrupt No. 3157, the adjourned final meeting has been adjourned to April 18.

In the matter of Fairview General Store, etc., Bankrupt No. 3106, the adjourned final meeting of creditors has been adjourned to April 20.

April 11. On this day was held the first meeting of creditors in the matter of Leon Bitley, Erl Bitley and Bitley Bros., Bankrupt No. 3359. The bankrupts were present in person and by C. W. Benton, attorney. Creditors were represented by attorneys H. H. Adams and Jackson, Fitzgerald & Dalm and by Kalamazoo Association of Credit Men. Claims were proved and allowed. The bankrupts were sworn and examined with a reporter present. M. N. Kennedy was named trustee and his bond placed at \$2,000. The first meeting then adjourned without date.

April 13. We have to-day received the schedules, reference and adjudication in the matter of J. W. Brenton Cress, Bankrupt No. 3409. The bankrupt is a resident of Belding, and his occupation is that of a laborer. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of none with liabilities of \$453.44. The court has written for funds and upon receipt of the same the first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

Dr. C. Smith, Lansing	\$ 77.00
F. A. Rouse, Lansing	109.83
Cahill Coal Co., Lansing	12.50
Rudy Westmeyer, Toledo	20.00
Caroline C. Amberlin Est., Lansing	14.11
Briggs Coal Co., Lansing	5.50
North Lansing Coal Co., Lansing	20.50
Lansing Dairy Co., Lansing	9.00
Dr. Fred L. Seger, Lansing	5.00

April 13. We have to-day received the schedules, reference and adjudication in the matter of Gysbertus John Diekema, Bankrupt No. 3410. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation was that of a dry goods merchant, and now a salesman. The schedules show assets of \$2,104.59 of which \$1,240 is claimed as exempt, with liabilities of \$2,567.59. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, and note of the same will be made herein. The list of creditors of said bankrupt is as follows:

Kalamazoo Loan Co., Kalamazoo	\$ 95.82
Grinnell Bros., Kalamazoo	320.01
Carson, Pirie, Scott & Co., Chica.	1,547.92
Johnson Paper & Supply Co., Kalamazoo	11.14
Arend Woltereson, Kalamazoo	129.31
Dr. Benj. Nibbelin, Kalamazoo	60.50
R. J. Schmidt, Kalamazoo	33.23
Union Coal Co., Kalamazoo	21.50
Dewey A. Hincley, Kalamazoo	60.00
Albert Carr, Kalamazoo	30.60
Fred Ransier, Kalamazoo	17.00
South Side Lumber & Fuel Co., Kalamazoo	8.50
Mrs. Cornelius Smith, Kalamazoo	12.00
James Wilson, Kalamazoo	8.80
Don E. Moe, Kalamazoo	7.15
Chambers & Lowe Co., Kalamazoo	13.61
John Feindt, Kalamazoo	55.00
Schust Biscuit Co., Saginaw	136.00

April 13. We have to-day received the schedules, reference and adjudication in the matter of Edward J. Hervey, Bankrupt No. 3411. 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 jeweler. The schedules show assets of \$3.4 of which \$250 is claimed as exempt, with liabilities of \$145.77. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, and note of the same will be made herein. The list of creditors of said bankrupt is as follows:

Henry T. Heald, Grand Rapids	140.00
Klingman Estate, Grand Rapids	50.00
K. K. Crystal Co., New York	97.40
Swart Child & Co., Chicago	55.83
American Optical Co., Chicago	1.05
Newall Mfg. Co., Chicago	30.69

M. J. Lampert & Sons, New York	98.72
C. H. Knight, Chicago	12.41
L. H. Keller Co., New York	88.22
Franz & Bailey, Grand Rapids	24.60
Herald Pub. Co., Grand Rapids	7.50
Dr. Ralph Allen, Grand Rapids	6.00
E. Stahr, Grand Rapids	3.65
Mich. Bell Tel. Co., Grand Rapids	4.02
G. R. Dis. Co., Grand Rapids	4.68

April 2 (delayed). On this day was held the final meeting of creditors in the matter of Clarence Clark, Bankrupt No. 3122. The bankrupt was not present or represented. No creditors were present. The trustee was not present. Claims were proved and allowed. The final report and account of the trustee was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand will permit. No dividends can be paid. No objections were made to the discharge of the bankrupt. The final meeting of creditors then adjourned without date, and the case will be closed and returned to the district court as a case without assets over and above expenses.

On this day also was held the final meeting of creditors in the matter of John L. Oom, Bankrupt No. 3244. The bankrupt was not present or represented. The trustee was present in person. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand permitted. No dividends were declared. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course. No objections were made to the discharge of the bankrupt.

In the matter of South Haven Produce Co. and Franklin De Cook and Willis De Cook and De Cook Bros., Bankrupt No. 3403, the funds for the first meeting have been received and such meeting has been called for May 2.

In the matter of Gysbertus John Diekema, Bankrupt No. 3410, the funds for the first meeting have been received and such meeting has been called for April 30.

In the matter of Charles W. Carr, Bankrupt No. 3401, the funds for the first meeting have been received and such meeting has been called for April 30.

In the matter of Sam Ray, Bankrupt No. 3406, the funds for the first meeting have been received and such meeting has been called for April 30.

In the matter of Edward J. Hervey, Bankrupt No. 3411, the funds for the first meeting have been received and such meeting has been called for April 30.

In the matter of William Rudolph, Bankrupt No. 3391, the funds for the first meeting have been received and such meeting has been called for April 30.

March 22 (delayed). On this day was held the sale of assets of the matter of Harry C. Knight, Bankrupt No. 3353. The bankrupt was not present or represented. The trustee was present in person. The stock, fixtures, furniture, truck and equity only in the cash register was sold to H. H. Bruner, of Baroda, for \$255. The sale was confirmed and the meeting adjourned without date.

April 16. We have to-day received the reference and adjudication in the matter of Louis Tucker, doing business as The Leader Store, Bankrupt No. 3400. This is an involuntary case, and the schedules have been ordered filed. Upon receipt of same, list of assets and liabilities as well as list of creditors will be made herein. The bankrupt is a resident of Dowagiac.

April 14. We have to-day received the schedules, reference and adjudication in the matter of Frank C. Wagner, individually and as copartners with Lester Raymer, formerly doing business as Wagner & Raymer, Bankrupt No. 3412. The bankrupt is a resident of the township of Portage, Kalamazoo county, and his occupation is that of a laborer. The schedules show assets of \$310 of which the full interest is claimed as exempt, with liabilities of \$925.52. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, and note of same made herein. The list of creditors of said bankrupt is as follows:

Kalamazoo Citizens Loan & Investment Co., Kalamazoo	\$245.24
Joe Moerman, Kalamazoo	245.00
Syndicate Advertising Co., New Y.	73.08
Viscosity Oil Co., Chicago	50.00
Tide Water Oil Sales Co., Toledo	90.00
American Oil Co., Jackson	24.00
Gazette, Kalamazoo	38.00
Alemite Lubricator Co., Grand R.	62.70
Warren Refining & Chemical Co., Cleveland	9.50
S. A. Hopson Co., Detroit	18.00
Paper City Press, Kalamazoo	5.00
Hathaway Tire Co., Kalamazoo	25.00
Michigan Music Co., Kalamazoo	40.00

April 17. We have to-day received the schedules, reference and adjudication in the matter of Ernest S. Losey, Bankrupt No. 3413. 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 factory employee. The schedules show assets of \$225 of which the full interest is claimed as exempt, with liabilities of \$1,924.13. The court has written

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

Chaffee Bros., Grand Rapids	\$589.25
Rom Dilley, Grand Rapids	214.00
Baxter & Hunt Hdwe. Co., G. R.	12.25
Donaldson Motor Sales Co., Gd. R.	163.25
Matilda Hilarides, Grand Rapids	45.18
Jacob C. Rapaport, Grand Rapids	35.75
Louis Landauer, Grand Rapids	39.77
Ethel W. Smith, North Park	19.88
Wm. D. Braber, Grand Rapids	165.00
Peoples Credit Clothing Co., G. R.	30.40
Himes Coal Co., Grand Rapids	30.00
F. M. Bell, Grand Rapids	8.50
Dr. Leon E. Sevey, Grand Rapids	25.00
Dr. John M. Whalen, Grand Rapids	8.50
Spielmaker & Sons, Grand Rapids	8.00
Creston Battery Service, Grand R.	12.00
S. H. Metcalf & Co., Grand Rapids	76.75
Robert Kunselman, Cleveland	16.45
Bargain Tire Exchange, Grand R.	39.00
Ideal Coal Co., Grand Rapids	18.70
J. Maxim, Grand Rapids	73.25
William Thomas, Grand Rapids	25.00
Dinkels Garage & Bat. Shop, G. R.	16.00
Ray Howard, Grand Rapids	70.00
William Bellamy, Grand Rapids	52.00
Heyman Furn. Co., Grand Rapids	20.25
Benjamin F. Earl, Grand Rapids	60.00
Boltwood & Boltwood, Grand Rap.	50.00

April 17. We have to-day received the schedules, reference and adjudication in the matter of Leonard A. Welling, Bankrupt No. 3414. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$75 of which the full amount is claimed as exempt, with liabilities of \$86.77. The court has written for funds and upon receipt of same, first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

A. R. Bloxam, Grand Rapids	\$ 10.00
Henry Pyle, Grand Rapids	60.75
Cass Johnson, Rockford	30.23
Rockford Co-operative Co., Rockford	9.75
Riverside Fuel Co., Grand Rapids	20.90
Dr. J. R. Cardwell, Winter Park, Florida	90.00
Hermitage Garage, Grand Rapids	31.50
Federal Produce Co., Cincinnati	36.45
Stanfield Pharmacy, Rockford	5.65
Sherwood Hall, Grand Rapids	9.87
Franklin Fuel Co., Grand Rapids	10.00
C. F. Sears Dry Goods, Rockford	3.27
Prang Cr. Dept. Store, Grand Rap.	54.45
F. C. Clapp, Grand Rapids	30.00
National Clo. Co., Grand Rapids	11.00
Creston Battery Shop, Grand Rap.	3.00
Finch Bros., Rockford	12.50
Peake-VanderSchoor, Grand Rapids	20.00
Alemite Lubricating Co., Grand R.	33.34
Specialty Candy Co., Grand Rapids	6.11
R. B. Squares, Rockford	12.60
G. R. Overland Co., Grand Rapids	72.00
Christiansen Ice & Coal Co., Grand Rapids	43.00
Shipman Coal Co., Grand Rapids	35.40
Shipman Coal Co., Grand Rapids	35.00

April 19. We have to-day received the

schedules, reference and adjudication in the matter of Herman M. Timmerman, Bankrupt No. 3415. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Eureka township, Montcalm county, and his occupation is that of a mail digger. The schedules show assets of \$475 of which the full interest is claimed as exempt, with liabilities of \$9,880.70. The court has written for funds and upon receipt of same, first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

County Treasurer, Montcalm Co.	\$ 70.00
Greenville State Bank, Greenville	2,250.00
Fed. Land Bank, St. Paul, Minn.	930.10
Ole Anderson, Greenville	30.00
Charles Riley, Greenville	150.00
Meyer Bros., Greenville	50.00
Commercial Bank, Greenville	250.00
Frank Woodward, Dorr	1,000.00
C. G. Anderson, Stanton	1,000.00
C. Stine, Ionia	250.00
Roy Siple, Carson City	300.00
Sandel Bank, Belding	265.00
Swift & Co., Greenville	300.00
Mrs. Jennie Hoffman, Holand	288.00
Mrs. A. J. N'kerk, Holland	144.00
Mrs. Mary Etterbeek, Hamilton	144.00
George Timm, Hamilton	244.00
Mrs. Howe, Orleans	400.00
Elgin Condon, Smyrna	75.00
F. F. Staines, Ionia	250.00
Root & Walker, Fenwick	75.00
Belding Mercantile Co., Belding	37.46
Manufacture Oil & Grease Co., Cleveland	59.40

Bank of Orleans, Orleans	34.11
J. Callaghan & Sons, Greenville	52.25
Chittick Oil Co., Greenville	65.97
Church Plumbing Shop, Greenville	22.83
Greenville Lumber Co., Greenville	247.16
Consumers Oil & Gas Co., Greenville	93.00
Johnson Oil Co., Greenville	35.00
Henry Jacobson, Greenville	43.27
Leroy Taylor, Belding	33.34
Dr. John R. Hanson, Greenville	75.00
Dr. Johnson, Greenville	53.00
Greenville Tool Co., Greenville	16.00
Patrons Mutual Fire Insurance Co., Lansing	66.46
Dr. Root, Greenville	14.00
Unitel Memorial Hosp., Greenville	44.00
Dr. Savage estate, Greenville	9.50
Wilber Garage, Greenville	8.85

April 19. We have to-day received the schedules, reference and adjudication in the matter of John Edward Shaw, Bankrupt No. 3416. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Ledge, and his occupation is that of a farmer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$4,953.18. 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:

William C. McGowan, Lansing	\$725.00
Fisher Bros., Ft. Wayne	64.75
E. J. Brooks & Sons, Chicago	96.00
Berdan Co., Toledo	69.00

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Swift & Co., Kalamazoo	43.70
Verden Broom Co., Davenport, Ia.	39.40
Dudley Paper Co., Cleveland	24.37
Weidler Coffee Co., Cleveland	95.13
Chop, Stevens, Detroit	29.26
Winchell Flour Co., Saginaw	26.40
Otto Ziegler, Lansing	23.03
Kent Grocery Co., Grand Rapids	398.30
Steele Wedeles Co., Chicago	47.97
Michigan Fruit Co., Lansing	41.71
Heckman Biscuit Co., Lansing	36.52
William Yerks, Grand Ledge	1,025.00
G. L. State Bank, Grand Ledge	20.00
Industrial Bank, Lansing	374.50
Houshold Finance Co., Lansing	75.00
Chas. Ewing, Grand Ledge	75.00
G. L. Implement Co., Grand Ledge	67.50
Wm. Schavey & Son, Grand Ledge	140.00
Knickerbacker Hdwe. Co., Grand L.	10.50
Grist Mill Co., Grand Ledge	10.50
Massey Harris Implement Co., Grand Ledge	9.50
Mich. Telephone Co., Grand Ledge	25.00
F. N. Monroe, East Lansing	24.90
Lewis Bros., Lansing	17.00
Leon O'Neil, Grand Ledge	173.00
Abney & Walters, Lansing	20.00
Chas. Spaulding, Perry	144.00
Oldsmobile Co., Lansing	77.63
Barradale Garage, Grand Ledge	70.40
Williamston Elevator Co., Williamston	25.00
R. A. Lumber Co., Williamston	87.00
Producers Elev. Co., Williamston	136.21
Croel Elevator Co., Pottersville	35.00
Lloyd Fuller, Williamston	375.00
Bert LaDu, Lansing	60.00
Earl Ridenour, Lansing	90.00
Claude Jacobs, Lansing	25.00
April 19. We have to-day received the schedules, reference and adjudication in the matter of Glenn W. Searl, doing business as Super Auto Service, Bankrupt No. 3417. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedules show assets of \$922.82 of which \$575 is claimed as exempt, with liabilities of \$1,617.85. The court has written for funds and upon receipt of same, first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:	
Jack Larson, Muskegon	\$284.80
Edward Schimke, Muskegon	153.00
Paul Wiese, Muskegon	168.00
Motor Rebuilding & Parts Co., Muskegon	282.20
Reliable Tire & Accessories Co., Muskegon	13.75
Dr. Wolford, Grand Rapids	10.00
Donelson Bros., Muskegon	46.00
Musk. Mach. & Pat. Co., Muskegon	282.00
Reliable Tire & Access., Muskegon	13.75
Dr. Wolford, Grand Rapids	10.00
Donelson Bros., Muskegon	46.00
Muskegon Machine & Pattern Co., Muskegon	43.74
Bishop Radio Shop, Muskegon	20.00
Standard Oil Co., Muskegon	10.53
DeVette Oakland Co., Muskegon	7.40
Midway Garage, Muskegon	31.00
Body Auto Sales Co., Muskegon H.	44.63
udB's Jewelry, Muskegon	33.00
Muskegon Citizens' Loan & Investment Co., Muskegon	470.00
April 19. We have to-day received the schedules, reference and adjudication in the matter of Desera L. Charon, Bankrupt No. 3418. 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 restaurant keeper. The schedules show assets of \$3,050 of which \$1,050 is claimed as exempt, with liabilities of \$3,469.20. The first meeting will be called promptly and note of the same made herein. The list of creditors of said bankrupt is as follows:	
George Barendse, Grand Rapids	\$ 4.00
Commonwealth Loan Co., Grand R.	200.00
Personal Finance Co., Grand Rap.	270.00
Ray Watkins, Grand Rapids	32.95
G. R. Kolatona Co., Grand Rapids	13.00
National Grocer Co., Grand Rapids	317.00
Black Family Shoe Store, Grand R.	6.70
G. R. Awning Co., Grand Rapids	19.27
Post & Brady Co., Grand Rapids	23.60
G. R. Fixture Co., Grand Rapids	9.50
Opaline Sign Co., Battle Creek	15.00
L. & L. Jenison Co., Jenison	59.25
Woodhouse Co., Grand Rapids	41.28
J. K. Hilton, Grand Rapids	10.80
Plaats Shoe Shop, Grand Rapids	12.50
Anderson Shoe Co., Grand Rapids	7.90
Dr. O. H. Gillett, Grand Rapids	10.00
Burton Fuel Co., Grand Rapids	25.50
Elenbaas Bros., Grand Rapids	45.50
Drieborg & Apple, Grand Rapids	55.00
Wilson & Co., Grand Rapids	25.00
Young & Chaffee Furn. Co., G. R.	7.50
Stanley Strong, Grand Rapids	22.00
Mrs. Geo. Ford, Grand Rapids	300.00
Kent State Bank, Grand Rapids	825.00
G. R. Savings Bank, Grand Rapids	436.00
Woodka Bros., Grand Rapids	128.00
X Cigar Co., Grand Rapids	15.00
G. H. P. Cigar Co., Detroit	3.75
G. R. Gas Co., Grand Rapids	72.00
Consumers Power Co., Grand Rap.	32.00
H. Schneider Co., Grand Rapids	21.43
Carrick Coffee Market, Grand Rap.	6.80
Lee & Cady, Grand Rapids	25.95
Consumers Ice Co., Grand Rapids	19.05
Harry Weiner, Grand Rapids	26.85
Houseman & Jones, Grand Rapids	32.50
E. J. Smither, Grand Rapids	11.99
Hobart Co., Inc., Grand Rapids	26.63
VandenBerge Cigar Co., Grand R.	150.00

Baxter & Hunt, Grand Rapids	55.40
Nus Baum Motor Supply Co., Kalamazoo	13.60
April 17. On this day was held the first meeting of creditors in the matter of Charles O. Peters, Bankrupt No. 3294. The bankrupt was present and represented by attorney Elmer N. Peters. No creditors were present or represented. One claim was 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 Harold A. Tanis, Bankrupt No. 3369. The bankrupt was present in person and represented by attorney Theodore H. Elferdink. The creditors were represented by Boltwood & Boltwood, attorneys. 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.	
April 20. We have to-day received the schedules, reference and adjudication in the matter of Harry E. Brown, Bankrupt No. 3419. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Breedsville, and his occupation is that of a farmer. The schedules show assets of \$850 of which \$500 is claimed as exempt, with liabilities of \$4,126.49. The court has written for funds and upon receipt of same, first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:	
Sherrol & Son, Bangor	3 39.00
Bangor Produce Co., Bangor	183.50
Arthur W. Wakeman, Bangor	172.00
Bangor Co-operative Assn., Bangor	169.17
Car Getz, Bangor	31.00
Bangor Fruit Exchange, Bangor	151.12
Sam Witz, Los Angeles	5.45
Dr. J. A. Schaffee, Bangor	125.50
Crover H. Page, Breedsville	150.00
Elta B'ers, Breedsville	375.00
L. H. Waber, Kendall	700.00
Chas. Giddings, Chicago	531.00
People's State Bank, Bloomingdale	280.10
Effie Smith, Breedsville	140.00
John Smith, Breedsville	35.00
Mary Mitchell, Bloomingdale	46.50
M. D. Trim Co., Bangor	54.00
D. C. Austin, Dixon, Ill.	250.00
S. H. Chemical Co., South Haven	21.50
Albert D. Hoppin, Bangor	175.00
West Bend Equipment Co., West Bend, Wis.	29.65
April 21. We have to-day received the schedules, reference and adjudication in the matter of Gerald B. Hoffmaster, Bankrupt No. 3420. 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 \$545 of which the full interest is claimed as exempt, with liabilities of \$1,106.63. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:	
Ross DeBow, Kalamazoo	\$185.00
Music Shop, Kalamazoo	21.75
Sam Foltz Co., Kalamazoo	20.00
Lucas Coal Co., Kalamazoo	26.00
G. R. & I. Restaurant Kalamazoo	15.00
M. D. Ellis, Kalamazoo	16.00
G. Broekema, Kalamazoo	246.47
Miss N. Somers, Kalamazoo	310.00
Frank Moss, Kalamazoo	8.15
G. Morrison, Kalamazoo	10.00
Dr. E. Ames, Kalamazoo	37.00
C. K. Blain, Kalamazoo	15.00
Wise Hardware Co., Kalamazoo	13.85
Parchment Coal Co., Kalamazoo	20.00
Hoekstra Sales Co., Kalamazoo	9.10
Hayes & De France, Kalamazoo	4.00
Ralston's Grocery, Kalamazoo	65.90
J. E. Welborn, Kalamazoo	15.78
Coffee Shop, Kalamazoo	32.60
April 21. We have to-day received the schedules, reference and adjudication in the matter of Chauncery C. Billman, Bankrupt No. 3421. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$166 of which the full interest is claimed as exempt, with liabilities of \$1,148.10. The court has written for funds and upon receipt of same, first meeting will be called, note of the same will be made herein. The list of creditors of said bankrupt is as follows:	
Don Farrant, Grand Rapids	\$230.00
Chaffee Bros., Grand Rapids	513.00
Lillian Anderson, Grand Rapids	400.10
James Holladay, Grand Rapids	5.00
In the matter of Floyd H. Taylor, doing business as Taylor Beverage Co., Bankrupt No. 3407, the funds for the first meeting have been received and such meeting has been called for May 8.	
In the matter of T. S. Sebring, doing business as Sebring Tire & Battery Shop, Bankrupt No. 3351, the funds for the first meeting have been received and such meeting has been called for May 8.	

Another Example of "Try, Try Again."
(Continued from page 20)
tions a fund to be built up for himself out of such earnings.

At the end of his first month, let him pay into a special fund \$20. Add another \$20 next month. If he makes right arrangements with a banker who knows what his aim is, he can get 6 per cent., compounded semi-annually. Let him make his reserve \$25 per month the second year. Compounded the same way, the fund will be \$576 at the end of second year; yet he will have retained plenty of capital for expansion in his business.

The way to make a business grow sturdily is like the way we make a shrub grow strong. We clip the buds, letting the strength go into the trunk and limbs. We keep a business poor, scratching for every penny it seems to need—and it gets strong rapidly.

Let a young man realize that \$25 per month set aside at 6 per cent. compounded semi-annually will grow to \$25,000 in thirty years, during which time his \$25 monthly contributions will have totalled only \$9,000—to which others have added \$16,000, handing it to him on a silver platter.

That's how to get money out of your business. Paul Findlay.

Business Wants Department

DO YOU WANT TO SELL OR TRADE your stock of goods, store building, or other real estate? Write or see me at once. John G. Emery, 43 Pearl St., Grand Rapids, Mich. 831

FOR SALE—On account of illness of six months, I will sacrifice my cash and carry market. Located in town of 50,000 population. Any reasonable offer accepted. I must sell. Here is a bargain for someone. Write me for full particulars. Address No. 832, c/o Michigan Tradesman. 832

Wanted—Position in grocery or general store where there would later be a chance of buying interest in store. Small, hustling town preferred. At present manager of grocery store. Would be interested in store for sale. State terms, etc., in letter. G. W. Watson, 52 Grove, Grand Rapids, Mich. 833

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

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 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

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 LEVINSOHN, Saginaw, Mich.

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

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

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.

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.

TRUST MORTGAGE SALE.

By order of the Trustee I will sell at Public Auction to the highest bidder on **Friday April 27th, at 10 a. m.**, Eastern Standard time, all the stock and fixtures of

WM. K. BROERSMA,
866 Grandville Ave.
Grand Rapids, Mich.

Stock consists of ladies' and children's suits, coats, dresses, sweaters, etc. Fixtures consists of show cases, cash register, safe and very high grade office equipment, tables, etc.

Sales are for cash and subject to confirmation by the Trustee.

ABE DEMBINSKY,
Commercial Auctioneer.
Saginaw—Phone Riverside 3667W.
EDW. DE GROOT, Trustee,
Grand Rapids Credit Men's Assn.
Grand Rapids, Mich.
Friday April 27th, 1928, at 10 a. m.

RECEIVERS SALE.

MICHIGAN TRUST CO., Receivers
By order of the Receivers, I shall sell at Public Auction on

Saturday, April 28th, 1928, at 10:30 a. m., Eastern Standard time, all the stock of **UNIQUE FURNITURE CO.** (Manufacturer)

1020 Hovey St., Grand Rapids, Mich.
Inventory at approximately \$14,000.00. The stock consists of Bed Room Suites of the highest type, solid walnut, solid mahogany interiors, fiddle back, maple front, walnut backs, dust proof drawers.

Sales are for cash and subject to confirmation by the Receiver. Stock will be sold in bulk and small lots to suit buyers.

For further information inquire of
ABE DEMBINSKY,
Commercial Auctioneer,
Saginaw, Michigan.
THE MICHIGAN TRUST CO.
Receivers
Grand Rapids, Michigan

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.

JOHN COODE AT LANSING.

Summary of His Talk Before the Retail Grocers.

At the retail grocers and meat dealers convention, held in Lansing last week, National President Coode appeared on the programme for the retailers and, as is his usual custom, he delivered an address which was straight and to the point.

Among the things which Mr. Coode emphasized was the need for a square deal for the retail grocer, and excerpts of his talk are herewith published:

I am a service grocer and I have been in the chain store business, and I give them credit for being good merchants in many ways, but there never will come a time when the chain store organization can take away from the retail service grocer his place in the community if he will only make himself a merchant. I believe there is a field and a place for both of us, but the retail grocer has gone along in an even channel and has let lots of things get away from him by his carelessness and thoughtlessness. But the day and time has arrived when the people want to know and have got to know, and the method of distribution is so different to-day from what it was ten years ago or twenty years ago that it is almost marvelous. I can hardly appreciate it myself when I go back twenty-five years and see the great change in the distribution of food that has taken place and what the housewife wants to-day that she did not think of yesterday.

Should the individual grocer become a part of a chain store system? As long as the consuming public want to pay cash and buy cheaper, there will be chain stores. There are a number of so-called systems being offered to the retailers by the jobbing houses which are supposed to be a cure-all for the troubles of the retail grocer. But first the retailer must agree to buy all of his goods from one house for a definite length of time. He must paint his store certain colors. He must permit inspection of his books by a supervisor and must conform the conduct of his business according to certain prescribed lines as outlined in his contract.

It takes more than colored paint to make a successful store. A store which is a success does not need to join a chain store system, and one that is not successful otherwise will not obtain success from this plan. No stereotyped form of business will fit every community. The necessary thing is profit in successful retailing. Personality is the thing which governs. Success must come from within your own store and not from without. A merchant is either a success or a failure by reason of himself. No one can force himself to succeed if he would otherwise fail.

Now I have another word I want to say here. People should not be started in business who cannot buy their opening stock for cash and have enough capital to finance their business properly. Credit should not be overextended to the retailer. It is the merchandise that should be sold and not the credit. Business should be run on a

standard of ethics which is good for the buyer and seller alike.

Another mistake the jobber has made in the past is financing too many retail grocers. A jobber should figure whether the retail grocer is a good moral risk; whether he is honest and intelligent and capable of making a success of his business. When a jobber sets a man up in business in close proximity to a man who is successful and doing a profitable business, he immediately commences to break down the successful merchant, and he should look carefully into the matter of credit.

I believe that the average jobber has sufficient intelligence to know that when a retail grocer is out of business he has lost a most valuable asset, and I am one of those who are thoroughly convinced that the jobber does appreciate the retail store if the retailer is just a merchant who can show and perform his function like he should do.

Last and not least and most important of all, is a reasonable profit. Profit is the life blood of business, the thing which gives impulse to the worker. We should always work for profit and not for volume. Profit denotes the quality of your work and volume the quantity.

All we want is a square deal. No man should try to get more than he is entitled to. My friends, that is all the individual retail grocer wants, a square deal, and I say to you, we must have that, for the consuming public have got to have their merchandise at a right and fair price, and, my friends, that is the way we must go, and the way we have to go.

I am not fighting any organization in the world; I am fighting for the consuming public, that they shall be served economically, properly and right; and I believe that the jobber will have to see the light of day, that he has to serve that service grocer—that is the independent merchant—on the same basis as he does the chain store, and that has got to be done and it must be done, and it is up to us retail grocers to know that we have to be merchants and we have got to deserve that close distributing system that the jobber gives us. We have to pay our bills promptly. We must have clean, inviting, attractive grocery stores, and do our business in the right way.

When You Buy Goods on Consignment.

The buying of goods on consignment or with the right of return in case they are not sold, is a common practice in the retail world. In this manner, a retail merchant may be able to carry a larger and more diversified stock, than he otherwise could carry if compelled to buy outright.

On the other hand, by consigning goods the wholesaler may be able to get his stock in trade more quickly before the buying public than if he relied solely on out and out sales. The practice then has much to commend it, and in many instances may be followed to advantage by all concerned. However, a retail merchant should not overlook certain legal phases of the subject, because contracts of this kind are peculiarly subject to after disputes.

In the first place, where a merchant agrees to accept goods on consignment, or with the right to return what he does not sell, the terms of the contract should be clearly understood between the parties. And, to guard against after controversy over this point, it is usually prudent to reduce the terms to writing.

In the second place, the merchant should keep each account of this kind separate, and in such a manner that he can comply with the terms of the agreement, in respect to returning the unsold goods. If this is not done, and the goods are commingled with other stock, in such a manner as to prevent an accounting, the merchant may place himself in a position to be held liable for the goods received whether he wants them or not. The ease with which a situation of this kind may develop into a costly dispute may be illustrated by the following:

A traveling salesman called upon a merchant, and the latter selected merchandise from the samples displayed to the value of about \$3,000. No payment was made at this time. Thereafter the salesman again called upon the merchant, took back part of the goods, and received a payment of \$500 on what remained. The merchant put the goods in stock, sold what he could, and kept no particular account of the order. Payment was not made for the goods, and the wholesale firm brought an action to recover the balance claimed to be due.

Upon the trial of the cause there was a conflict in the evidence as to whether the merchant had bought the goods, or whether he had the right to return what he did not sell. But under either theory the merchant had treated the account in such a manner as to render himself liable. He testified as follows:

"When you ask me if the goods are now mine or Croft's [the seller] I may say that they are in my possession, and it is undecided who owns them. I have been selling them from time to time. I don't know how much I now have left without taking an inventory. I can't say whether I have \$100 worth or \$50 worth, or how much, without taking an inventory and pick out these goods from among other goods.

"These goods are commingled with our stock, and have been ever since the goods were put in our cases, and they have been displayed in our show cases and shelves and shown to customers and sold whenever we could sell them."

So there we are. The merchant had failed to pay for the goods. And by his own testimony he had failed to keep an account of the goods, or tender back what he had not sold. On this state of facts the court in deciding the case said:

"If defendant [the merchant] had the option to return the goods received by him, or any part of them, it was his duty to exercise such option within a reasonable time. It is apparent from his testimony that he did not do so.

"If he retained them after asking Croft to take them back and sold what he could thereafter, and was unable on the trial to state positively what he

then had on hand, he was in no position to insist that he should not be required to pay for what he had received."

The court thereupon affirmed a judgment for \$1,155.44, the amount shown to be due upon the account. Holding, that under the evidence of record he was clearly liable for the unpaid and unaccounted for balance of the goods received by him.

The foregoing case aptly illustrates the importance of reasonable care on the part of a merchant in accepting goods on consignment. He may carry stock in this manner with profit to both himself and the seller, but, in doing so, he should for his own protection clearly understand the terms of the contract, and then comply with its provisions in a businesslike manner. Otherwise, as illustrated, arrangements of this kind may easily prove a fruitful source of costly after contention and dispute. Leslie Childs.

One Tradesman Gives Pleasure to Three People.

Muskegon, April 24—I suppose you know what a fine periodical you edit and that you receive so many complimentary letters that one more will not make much difference. However, I thought you might be interested in knowing how very much you are appreciated by at least three more readers. My father, now a man of 77 years, was in the drug business in Portland for almost fifty years. He is one of the three living men who registered in pharmacy in Michigan when the pharmacy law went into effect. He advises me as long as I live to be a subscriber to your paper. He admires your fearlessness and honesty and feels you are of untold value to the commonwealth and wherever else your paper goes. We save all our old numbers and take them to a Grand Haven patient of mine, a former postmistress at Ravenna, where she always read your copies as they came through the mail. Since leaving there, being ill and mostly confined to the house, she had missed the glowing columns of the Tradesman so, since I found this out, I have saved our copies and taken them to her once or twice a year, for which she is very grateful.

L. I. Powers, M. D.

Re-Union of Old Timers an Assured Success.

George W. McKay, Chairman, has received eighty acceptances to the second annual re-union of the Old Timers Saturday evening of this week. He hopes to have 160 before the end of the week. The reception will be held on the mezzanine floor of the Rowe Hotel from 3 to 6 p. m. The banquet will be served at 6:30 p. m. and the toastmaster promises to close the festivities at 10 o'clock sharp. The programme for the post prandial exercises is as follows:

Music—Crescent Trio.

George W. McKay—Chairman.

America—Audience.

Leo A. Caro—Toastmaster.

Rev. C. W. Merriam—Address.

B. F. Girdler—Vocal Solo.

Mrs. Pearl Girdler—Pianist.

Charles G. Graham—Readings.

Reminiscences—By Old Timers, limited to three minutes each.

Howard City—The Jennings Hardware Co. has purchased the stock of the Larry Hardware Co. and will consolidate it with its own.