

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, MAY 9, 1928

Number 2329

Endeavor

There's always a way, if you want to;
For where there's a will, there's a way.
The hills of the morning look lower at night,
If you've leveled them during the day.
There's always a smile in the tear drops,
There's ever a hope with a will;
And the crops in life worth the raising
Come from soil that is hardest to till.
There's ever a gain in the trying;
Contentment lies never in rest;
But gained from the fruits of endeavor
When we've worked and given our best.
There's always a road to the hill-top,
A goal we can reach if we would;
There's our work that lies here before us—
Let us do it and say it is good.

Edith Scott Magna

YOUR Selling Cost

is less when you stock goods of known value. Especially when the price has been established by the manufacturer and you realize your full profit as you do on

K C Baking Powder

Same Price
for over 35 years

25 ounces for 25c

A fair price to the consumer and good profit for you. Why ask your customers to pay War Prices?

It will pay you to feature K C

*Millions of Pounds Used by Our
Government*

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

WHITE HOUSE COFFEE

— And Hard Cash for You!

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

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

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

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



*The
Flavor is
Roasted In!*

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



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GRAND RAPIDS
PUBLIC LIBRARY

Forty-fifth Year

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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.

OPEN LETTER TO PRESIDENT CHEEK.

Grand Rapids, May 3—I send you under separate cover three copies of this week's issue of the Tradesman, containing five separate and distinct articles on the Maxwell House coffee controversy, which I think you will enjoy reading. Of course, you will not agree with me now, but sooner or later you will find your volume of business in the Middle West has greatly decreased unless you reverse your present business methods and decide to sell your goods to independent grocers at the same price you charge the chain stores or else restrict your sales to the jobber, so the chain stores cannot retain the advantage over the independents they have under your present nefarious system.

I consider it dishonest, disreputable, unethical and unbusinesslike for you to have two prices on your Maxwell House brand. E. A. Stowe.

Merchants Touch Elbows at Grand Haven.

Grand Haven, May 8—Interest in the Merchants' Service Bureau, which is conducted in connection with the Chamber of Commerce of Grand Haven, Spring Lake and Ferrysburg, was indicated last evening, when a large number of merchants of this community and their wives attended an organization dinner in the Presbyterian church house.

Merchants of the tri-cities were served an excellent menu at 6:30, and the program which followed was snappy and full of live interest. Community singing enlivened the event considerably. The attendance was most encouraging and the spirit which prevailed was excellent.

Organized to render credit and collection service to merchants of the Tri-Cities, and to promote a better understanding of the merchandising problems of these communities, the Merchants' Service Bureau appears from reports made last night to be functioning well. Besides the serious business of the occasion, an unusual program of entertainment was provided.

The program was opened by a brief statement of the work of the Bureau up to the present time by Arend Locke, its chairman. Dan Vriesman, secretary of the Merchants' Service Bureau, stated in his complete report of the work of the organization, that 12,000 names were on file in his record. He stated that the object of the bureau was not to compile a record of persons who did not pay accounts, but to obtain a file of those who did pay,

as well as those who were otherwise listed on the credit lists. The bureau which started with a membership of twenty-one now has forty-nine, he said.

Secretary-manager Oosterbaan of the Muskegon Merchants' Service Bureau, spoke briefly upon the work accomplished by his organization during the period of its existence.

O. T. Gylleck enlivened the program at this point by "A glimpse into the Realms of Mysticism." Mr. Gylleck's bag of tricks was packed with wonder stunts which fairly amazed and overwhelmed his audience. Some of his tricks were totally past all understanding and served to admirably divert the minds of the merchants present from the annoying problems of their trade.

The last speaker of the evening was C. W. Caslow, President of the Home Trade League of Grand Rapids. While not an eloquent orator, Mr. Caslow proved an enthusiastic speaker, well equipped to discuss his subject, "Modern Merchandising Problems." He discussed at length new problems of merchandising which have resulted from the injection of the chain store, the mail order house, the direct-from-factory sales, etc., into modern business. He cited experiences of the local merchants in other cities and discussed at length many of the methods which had been evolved for meeting and solving the problem. He said one of the causes of selling at a cut rate by chain stores was that manufacturers of different products very often had an over production, in which case they unloaded quantities of it to those who could buy in large quantities. He advocated educating the public to the fact that chain stores are not paying larger taxes; that managers are only temporary residents; that money received by chain stores was all sent out of town. Syndicate selling was represented in different ways—catalogue houses, direct factory selling, peddlers and mail order houses.

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 8—Navigation has been officially opened and several boats have been able to get through for the upper lakes. The ice is still heavy around Whitefish Bay and the boats are having a hard time getting through, so there is no particular rush and will not be for several days or possibly another week. The Pittsburgh Steamship Co. fleet is leaving the lower ports and expect to get under way next week.

Robert Purvis, chief engineer for the Michigan Northern Power Co., has just returned from Detroit via auto. He said the roads were in fine condition until he reached St. Ignace, where poor roads were encountered. The frost coming out and the rains for the past week have made some poor motoring. He also mentioned that coming through from Pickford to the Soo the roads were very poor in spots, but in spite of the poor roads he made the trip from Detroit in one day.

William Sebastian, former owner of the Ferry Dock Cigar store, and W. G. Trochaud, former owner of the Empire pool rooms, will open a pool room and soft drink parlor in the Breen block, 209 Portage avenue, West. Mr. Sebastian has sold his dock store to John Sterling, the well-known retired lock man, who will continue the business.

C. J. Brooks, who has been engaged in the insurance business here for a number of years, after having retired from the Government service, has sold his business to Harry Wilcox, formerly manager for the Grinnell Bros. music house until they moved from here. Mr. Wilcox has made many friends while in business here who wish him every success in his new venture.

R. G. Ferguson, president of the Soo Hardware Co., accompanied by his wife, returned last week from Florida, after having spent the winter there.

Ed. Crisp, our newly-elected Mayor, entered upon his new duties last Wednesday. He is one of our old reliable business men and manager of the Crisp laundry. He promises to give our city a businesslike administration and we are all satisfied that he will deliver the goods.

Many a man thinks he is leading his bride to the altar when, as a matter of fact, he is being towed there.

E. J. Barry, owner of the Barry dry cleaning shop, has opened a branch service station at St. Ignace. R. S. Welch will be in charge of the St. Ignace station. A truck will make two deliveries each week from the Soo shop.

James Ryan, one of our best known business men, died at his residence last Monday. He had been ailing for the past year, but kept attending to his business as usual until Saturday, when he had to give up. Jimmie, as he was known to his many friends, was a general favorite and took an active part in civic affairs. He was a base ball fan and at one time had charge of the Ryan hockey team that made a record for the Soo. He had been engaged in the cigar, musical instrument and toy business here for the past twenty-five years and will be missed by the community. William G. Tapert.

Incident of Early Days in Big Rapids.

Piedmont, Mo., May 5—In reading my Michigan History Magazine for April of this year among the historical facts it called to mind an incident that I thought might be of interest—an incident of the long ago, while I, as a boy, was making the territory North of Grand Rapids every sixty days—and did for many years. Big Rapids was one of my big towns in those days. I usually stopped at the Mason House, run at that time by Jed Rathbone, a one-time resident of Grand Rapids and the father of Mort Rathbone, who was so well-known later as clerk at the Morton House in Grand Rapids. Jed ran a livery stable in connection with the hotel and met the train with a bus. Andy Johnson ran the Pacific Hotel, just across the street from the Mason. Tom Stimpson and John Brown each had a sawmill, both located in the corporation, and they both were of the opinion the city fathers were putting it over on them in the matter of ordinances and city taxes and that all of this was costing them too much money, so they put their heads together and ran a city ticket with Dr. C. P. Bigelow, a druggist and a customer of mine, for mayor. Bigelow was elected on this occasion that I call to mind. He had been mayor nearly a year. On the evening in question I was sitting in the Mason House office. Tom and John came in and in a conversation between them, which all could hear, Tom asked John how he liked the way things had gone the past year and John said he

was not at all pleased and that Bigelow would not get it again. Tom, who seemed pleased with the administration, said he bet he would get it again. The upshot of the matter was that Tom said that he would bet \$1,000 he would be again elected and the next morning \$1,000 a side was bet and put up in the Northern National Bank. The election was only a few days off and I was sure there would be some fun, so the next morning I went North on my trip, fully intending that election day would see me back in Big Rapids and it did. I never saw so many lumbermen in one place in my life before or since. When the returns came in Bigelow was again elected. No one could find John Brown, but Tom was very much in evidence. The crowd halted in front of the hotel and shouted and called for Tom, who finally appeared on the balcony of the Mason House, hat in hand. Everybody called for a speech and Tom said, "I can't make a speech. You all know that, but this is the people's money. Come in and have a drink." And they did. The round cost Tom \$300 and knowing that Andy Johnson, at the Pacific Hotel, would complain, he went over and made the same speech there and put up another \$300. He then told Jed to get out the bus and drive to Hobart's store and get out the band. He mounted the seat with the driver and drove around to John Brown's residence and the band played "John Brown's Body." That was certainly a wild night in Big Rapids.

John H. Jewett.

Does Not Approve of Jobber's Chains

Kalamazoo, May 8—The plans now being worked out by wholesalers to create chains of retailers, to compete with the regular chains already in the field, do not seem to me to possess a single feature which will enable the grocer who joins these ironclad organizations to get anywhere. He simply becomes a cog in the wheel, the same as the regular chain store manager or clerk is, but his alliance with a jobber does not enable him to compete with the regular chains in prices, because he has to buy his goods of the jobber, who does not buy any cheaper than the regular chains (and sometimes not nearly so cheap) and has to make a profit or shut up shop. In signing contracts of this character the retailer ceases to be a free man, no longer poses as an independent merchant and is tied hand and foot to a single jobber whose only interest in his fief is to see how large a volume of business he can extract from him. Rather than hogtie myself in this manner I would rather sell my stock and rent my store to a regular chain system and get a job as manager of the business.

Retail Grocer.

Seven New Readers of the Tradesman.

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

Carl Lasher, Port Huron.
Mrs. John A. Hennigar, Port Huron.
Byron Center State Bank, Byron Center.
C. N. Willis, Grand Rapids.
Mast & Derks, Douglas.
Erwin's Drug Store, Harbor Springs.
Jerome C. Bentley, Marshall.

PLAIN TALK TO JOBBERS.

President Coode Arraigns Them For Their Shortcomings.

Pointing out that there is a new competition, a new method of doing business in the grocery industry with which many therein are unacquainted, President John Coode, of the National Association of Retail Grocers, told a meeting of wholesaler grocers recently that they must do their part in training the retailers who can survive the competition to make better merchants of themselves.

He declared that there are many retailers that are not, and never will be, merchants and that the greatest good the wholesalers could do for the others is to eliminate that element, which is a detriment to the community it serves. Holding that there is a place for the jobber in the distribution of food products, he told them that the manufacturers, the wholesalers and the retailers must form a trinity for the preservation of their mutual interests.

"The great trouble with the jobber is that he waited too long," the speaker asserted. "We were in the ditch four or five years ago and the jobber could not see it. But to-day, my friends, I am inclined to believe you are in the ditch with us and I am pretty nearly sure that the manufacturers who have created consumer demand also are in the ditch with us. And your salvation and our salvation is the salvation of the manufacturer, for he is going to be in a precarious condition when you and I are gone."

"The leading manufacturers creating consumer demand to-day will be eliminated by the chains. I do not believe the manufacturers want to get into that fix."

He asserted that the wholesalers and the retailers must become better merchants and the retailers must get their merchandise on the same basis as the chains. Private brands will not suffice, he said, if the independents have to pay more for them than the chains pay for the Nationally advertised brands.

Capital and combines should not be allowed to get merchandise at or below cost while the retailers are expected to pay list with the usual discounts, he said, adding: "I do not believe in legislation that is unfair to one system and beneficial to another. In taxation, the chain should pay neither more nor less than the independent."

"I am not tearing down the chain stores," he explained, "but the time has arrived when they have become monopolies, at least certain of them. I have no criticism of an individual who has built up his business, getting first one store and then another so that he may have perhaps as many as 100 stores, but when he and several others combine and become a menace to the public, when that community in which the combine operates is being destroyed, when they come in and rob that community of its individualism, it must be stopped."

Mr. Coode said he had faith that there are men in official life in Washington that will see to it that the rights of all are protected and he said all he asks is a square deal.

Speaking of the co-operative buying movement among the retailers in Michigan he can see no good reason for that, believing that the retailers can do better by sticking to their own end of the business and that the service jobber is a good thing. He defended specialty salesmen sent out by the manufacturers to push their own goods, adding that he believed them a necessity where the wholesalers handling particular lines act more in the capacity of warehousemen and wait for orders to come in rather than push the goods. He declared he did not believe they ever offered any special inducements on behalf of a wholesaler who was not willing for that to be done.

Past Events Should Be Considered at This Time.

In view of the disturbed and evidently confused state of mind of our bankers and brokers, I think it would be well for them to take their eyes off the ticker for a while and review some ancient history. An interesting and instructive book is Emerson Hough's "Mississippi Bubble," which tells how John Law, a Scotchman went to France and discovered that the country was suffering from a lack of bank credit. It is familiar history to most of us how he pledged the credit of the State in backing the land proposition, afterward known as the "Louisiana Purchase," and it appealed to the popular fancy and the French people stood

speculation continued during the reign of Louis XVI.

After the Swiss Guard was destroyed at Versailles and the mob took possession, that single bulb was not worth the price of a potato.

Then again, about 1840, a craze swept this country, known as the "Morus alba multicaulis," which was simply the same "Get-rich-quick" idea. In this case, of growing mulberry bushes to feed the silkworm for the production of silk. That too went the way of all such things. The most recent recurrence of this same idea was the Florida land boom. The present generation knows all about that.

I am not pessimistic. I believe in the future of this great country, with its enormous natural resources! I am simply raising a few red flags. It certainly behooves our bankers and the Federal Reserve Board to tighten their grip on the purse-strings, or we may yet see the dangerous bread-line in the large cities.

John Mulligan.

X-ray Treatment of Eggs Cuts Rooster Production.

What may prove of utmost importance to the poultry and egg trade of the country was contained in an announcement this week in which Dr. Wm. H. Dieffenbach, of Flower Hospital, New York, described for the first time how treatment of fertilized eggs by X-ray resulted in a production of all female chickens. Exposure to the X-ray caused much mutation and even deformity. The mutations were often for the better and tended to create an improved specie of chicken. This experiment promises to create bigger chicks, better eggs and more of them.

New Notions Offered.

Two articles intended for notion department selling have just been put on the market. One consists of hand-made rubberized slippers which are put up in small cases. The slippers are perforated and lined with a soft plaid material. They are designed for home or pullman use. The other item is an air, water and moisture proof silk pocket with a nickel frame and lift clasp. By means of a silk loop, it can be attached to a belt. It comes in twenty-five colors and will carry cigarettes, powder, lighter or matches and is priced at \$8.50 a dozen.

Select Fall Millinery Shades.

Twenty millinery colors for next Fall have been selected by the Color Conference Committee of the Eastern Millinery Association in co-operation with the Textile Color Card Association. The shades are taken from the advance Fall card now being issued by the latter organization. They comprise Afghan red, Mother Goose No. 2 and No. 4, Adamia, metallic green, Saona, Madeleine blue, silverwing, pigeon, claret red, Kaffa, chocolate brown, Monticello green, Mocha bisque, grape blue, manuverose, cashew nut, petunia, coconut and homage blue.

A man's lack of training shows most in his inability to adjust himself to new ways.



Right—John Coode, President National Retail Grocers' Association; center, E. E. Van Antwerp, President Lansing Retail Grocers' and Meat Dealers' Association; left, O. H. Bailey, ex-President Michigan Retail Grocers' and Meat Dealers' Association.

He insisted that the wholesalers should demand and turn over to the retailers the special discounts that are given the chains for this or that purpose and see to it that the purpose for which the discounts are paid is carried out. He asserted that the retailers cannot live under a high overhead cost and in competition with underhead cuts. He mentioned a particular manufacturer of crackers with a spread of 5 per cent. to 17½ per cent. as between chains and service grocers.

Mr. Coode suggested that the wholesalers could do a lot of good missionary work by permitting their representatives to assist the retailers on Saturdays.

Do we all look clean?

in line, sometimes all night long, to subscribe to the new shares, which doubled in value often in twenty-four hours.

John Law's ideas were all right, but, as in the present stock market, it got beyond him. The people took the speculative bit in their teeth and the inevitable crash followed.

Later on, in the time of Louis XVI, they began to plant in Versailles—that fairyland—the most beautiful and costly tulip bulbs. The prices naturally went up and a speculation ensued which involved the nobility, the tradespeople and, in fact, all France and Holland as well. The price paid at the height of the boom was equivalent to over \$10,000 for a single bulb. The

5000 Shares National Gas & Electric Corporation

\$6.50 Dividend Series Cumulative Preferred Stock (Without Par Value)

Fully paid and non-assessable. Preferred as to assets and earnings. Dividends cumulative at the rate of \$6.50 per share per annum and payable quarterly, as declared, January 1, April 1, July 1 and October 1. Redeemable as a whole or in part at the option of the corporation upon thirty days' notice, at \$110 per share and accrued dividends, and in the event of liquidation the holders have preference equally with other Series of Preferred Stock as to assets to the extent of \$100 per share, plus in case such liquidation shall be voluntary, a premium for this Series of \$10 per share together with accrued dividends. Dividends free of present normal Federal Income Tax.

TRANSFER AGENT:
ILLINOIS MERCHANTS TRUST COMPANY
Chicago, Illinois.

REGISTRAR
UNION TRUST COMPANY
Chicago, Illinois.

CAPITALIZATION (Upon completion of present financing)

	Authorized	Outstanding
First Mortgage Collateral Gold Bonds 25-Year 5½% Series of 1928	*	\$3,400,000
Three-Year 5½% Convertible Gold Notes	\$1,800,000	1,800,000
\$6.50 Dividend Series Cumulative Preferred Stock without par value	†25,000 shs.	\$7,000 shs.
Preferred Stock authorized but not designated as to series	5,000 shs.	
Common Stock without par value	20,000 shs.	18,000 shs.

*Issuance of additional bonds restricted by provisions of Trust Indenture.

†18,000 shares reserved for conversion of the corporation's outstanding Three-Year 5½% Convertible Gold Notes.

§Including 5,000 shares presently issued.

Mr. Fred W. Seymour, president of the Corporation, has summarized as follows his accompanying letter describing the corporation and this issue of Preferred Stock:

COMPANY: National Gas & Electric Corporation, organized under the laws of the State of Delaware, owns all of the Capital Stock except directors' qualifying shares, and all the Funded Indebtedness of the following companies: (a) National Utilities Company of Alabama; (b) Greeley Gas and Fuel Company, Greeley, Colo.; (c) National Utilities Company of Georgia; (d) National Utilities Company of Michigan; (e) National Utilities Company of Missouri; (f) National Utilities Company of North Carolina; (g) Gas Producing Company of Ohio; (h) Industrial Gas Company of Ohio; (i) National Utilities Company of South Carolina; and (j) over 99% of the Capital Stock and all of the Funded Indebtedness of Consumers Utilities Company of Virginia.

BUSINESS AND PROPERTY: The above named companies furnish electric light and power to communities centered around and including Manchester, Georgia; Marion, North Carolina, and Laurens, South Carolina; manufactured gas is furnished to communities centered around and including Grand Haven, Monroe, Coldwater and Hillsdale, Michigan; Brookfield and Kirksville, Missouri; Greeley, Colorado; Florence, Alabama; Winchester and Staunton, Virginia; and Statesville, North Carolina; natural gas is supplied to various industrial plants at Zanesville, Crooksville and Cambridge, Ohio. The communities served have a population in excess of 140,000, not including the territory served with natural gas.

Of the present depreciated value of the properties, 64% is represented by manufactured gas, 20% by electric light and power, and 16% by natural gas and miscellaneous.

EQUITY: As recently determined by independent engineers and auditors, and after giving effect to the proceeds of this financing, net assets of this company indicate a value of approximately \$225.00 per share for this preferred stock.

EARNINGS

For 12 Months Ended December 31, 1927, With the Exception of National Utilities Company
of Alabama Which Is Included for the Year Ended October 31, 1927
(As Prepared by Messrs. Lawrence Scudder & Company, Certified Public Accountants)

Consolidated gross revenues	\$1,160,805.00
Operating expenses including maintenance, general taxes and estimated Federal Income taxes	734,599.02
Net Income	\$ 426,206.98
Annual interest requirement on company's total funded debt	286,000.00
Net Income available for Preferred Stock Dividends, depreciation and amortization	\$ 140,206.98
Annual dividend requirements on \$6.50 Dividend Series Cumulative Preferred Stock	45,500.00

The net earnings as shown above are equivalent to more than 3 times the dividend requirements on 7,000 shares of \$6.50 Dividend Series Preferred Stock outstanding which includes this issue of 5,000 shares.

PURPOSE OF ISSUE: Proceeds from the sale of this stock will be used for additions and improvements to the present properties and for other corporate purposes.

This issue of \$6.50 Dividend Series Preferred Stock is offered, when as and if issued, and received by us subject to approval of Counsel. All legal details in connection with this issue of stock will be passed upon by Messrs. Cutting, Moore & Sidley, of Chicago, for the Bankers, and by Messrs. Dickinson & Smith, of Chicago, for the Corporation. The properties of the Corporation have been appraised by Messrs. Hagenah & Dorsey, Engineers, of Chicago, and the books and accounts of the Corporation have been audited by Messrs. Lawrence Scudder & Company, Certified Public Accountants of Chicago. This stock is offered subject to prior sale and change in price.

PRICE \$97 AND ACCRUED DIVIDEND YIELDING OVER 6.70%

Fenton Davis & Boyle

CHICAGO

GRAND RAPIDS

DETROIT

The statements contained herein are derived from sources we regard as reliable. We do not guarantee them, but believe them to be correct.

MOVEMENTS OF MERCHANTS.

Homer—Adams & Mickle succeed A. E. Adams in the hardware business.

Holland—The Scott Lugers Lumber Co. has increased its capital stock from \$50,000 to \$200,000.

Tustin—The hardware stock of Lynn Matteson is being closed out by the John L. Lynch Sales Co.

Cascade—C. G. Watterson has sold his stock of general merchandise, store building and residence to Louis Shadi.

Vernon—The elevator of the Vernon Milling Co. burned to the ground May 8, entailing an estimated loss of \$25,000.

Detroit—The Meyer Jewelry Co., 8015 Ferndale avenue, has changed its name to the Meyer Warren Avenue Jewelry Co.

Grand Ledge—L. Levisohn has purchased the clothing stock and fixtures of Archie Stabler and will conduct a closing out sale on the premises.

Escanaba—The National Biscuit Co. has opened a new branch, in the National Grocer Co. building, under the management of J. T. Schoonenburg.

Milan—The McGregor Hardware Co., which purchased the stock of Geddes & Norcross about six months ago, has re-sold it to the original owners.

Kalamazoo—Neil Zoerhof and C. R. Van Kuiken, recently of Grand Rapids, have engaged in the manufacture of made-to-order upholstered furniture in the Henderson-Ames building.

Detroit—The Roxie Cleaners & Dyers, 8900 Linwood avenue, has been incorporated with an authorized capital stock of \$18,000, \$7,200 of which has been subscribed and paid in in cash.

Ishpeming—K. Rosberg & Co. will open a cash and carry grocery store in the Peterson building, Third street and Cleveland avenue, May 15. This will give the company a chain of four grocery stores.

Alanson—John Casey, dealer in dry goods, groceries and meats, is remodeling and enlarging his store building, laying new floors and re-arranging the departments, thereby adding considerable floor space.

Detroit—The American Herring & Pickles Supply Co., 5405 Hastings street, has been incorporated with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in in cash.

Big Rapids—George R. Wood, experienced ice cream manufacturer of Port Huron, has purchased a substantial interest in the Liberty Ice Cream Co. and will devote his entire time to that organization.

Battle Creek—Schroder Bros. veteran dry goods dealers, have sold their 5-year lease to the Schultze United 5-cent to a Dollar Store, Inc., of New York City, effective July 1, and will retire from trade.

Hartford—The Hartford Milling Feed & Supply Co., has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed, \$3,000 paid in in cash and \$4,000 in property.

Halfway—The Halfway Plumbing & Heating Supply Co., has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000

has been subscribed and \$2,633.19 paid in in property.

Detroit—The Gorenfle Drug Stores, Inc., 409 Stroh building, has been incorporated with an authorized capital stock of \$16,000, \$2,010 of which has been subscribed and paid in, \$10 in cash and \$2,000 in property.

Jackson—Joseph I. Gumm has merged his jewelry and optical business into a stock company under the style of Jos. Gumm, Inc., 165 East Michigan avenue, with an authorized capital stock of \$34,000, \$18,000 of which has been subscribed and paid in in cash.

Sault Ste. Marie—Robert J. Wynn, dealer in automobiles, trucks, parts and supplies, has merged his business into a stock company under the style of Robert J. Wynn, Inc., with an authorized capital stock of 200 shares at \$10 per share, \$2,000 being subscribed and paid in in property.

Alma—Cushing & Benedict, dealers in dry goods, shoes, crockery and bazaar goods, have dissolved partnership and divided the stock, William Cushing taking the dry goods and shoe stock which he will conduct under his own name and Chadwick Benedict taking the crockery and bazaar goods, which he will continue under his own name.

Harbor Springs—A. G. Canada has sold his ice cream parlor, confectionery and tobacco stock, pool and lunch room, corner of State and Bay streets, to his brother, C. R. Canada and Wallace Todd, who have formed a co-partnership and will continue the business at the same location. A. G. Canada has leased a store in the new Stein block and will occupy it about June 15, with an ice cream parlor and confectionery stock.

Manufacturing Matters.

Bay City—The American Marvelle Co., manufacturer, has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Wolverine Iron Works, 6782 Goldsmith avenue, has increased its capital stock from \$60,000 to \$120,000.

Battle Creek—The Alsteel Manufacturing Co., 15 Carlyle street, has increased its capital stock from \$100,000 to \$150,000.

Bay City—The Associated Knitting Mills Outlet Co., 304 Crapo building, has increased its capital stock from \$150,000 to \$550,000.

Niles—The Dual Co., manufacturer of meat stools, has removed its plant to Sturgis and consolidated it with the plant of the Harter Rolled Metals Co., which manufactures metal tables, chairs and rolled metal goods.

Detroit—The Wise Chrome Products Co., 2480 Bellevue avenue, has been incorporated with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which amount \$82,500 has been subscribed and paid in in cash.

Adrian—Watkins Food Products Co., with business offices in Detroit, at 5457 Grand River avenue, has been incorporated to manufacture and sell at wholesale, pickles, table condiments and other food products, with an authorized capital stock of \$80,000 preferred and 20,000 shares at \$1 per share, of which amount \$21,500 has

been subscribed and paid in, \$21,000 in cash and \$500 in property.

Lansing—Rush chair seats will be manufactured here for the Grand Ledge Rush Seat Co., it was announced this week by William G. Powell, industrial commissioner of the Lansing Chamber of Commerce, partly through whose effort the new industry was obtained. Space has been rented in a building on Washtenaw street for the enterprise and it is estimated from seventy-five to 100 women will be employed.

Bay City—The Wolverine Knitting Mills, manufacturer of knitted wool and rayon garments, now occupying a three-story brick building at Eleventh and Jackson streets, announced that due to increased business a lease has been taken on the large two-story brick block at Midland and Litchfield streets, known as the Farmers Auto & Machinery Co. building. This new plant will be operated in addition to the present quarters.

Adrian—Within the last month equipment has been installed and the manufacture of battery separators now is well underway at the plant of the Evans-Miller Co. The Evans-Miller Co. through its parent organization, the Evans Auto Loading Co., purchased the plant of the Bond Steel Post Co. in February and since that time has been remodeling the plant for the production of battery separators and Venetian blinds.

Do Retail Grocers Expect Too Much?

The independent grocer makes a mistake if he expects that he can profitably hold trade without adopting the modern day merchandising tactics which are essential.

He expects that a manufacturer or jobber who is helping him with efficient service of all kinds, including credit, selling help and advertising, will keep it up while he buys his merchandise from others.

He is wrong, dangerously wrong.

Everywhere I go I see, with my consumer's viewpoint, spick and span chain stores, snapped up with fresh paint, clean as a whistle, with shelves arranged in orderly fashion, stock nicely faced, floor spotless, merchandise kept clean and appetizing in the most painstaking fashion.

And I see the stores of individual merchants, barring a few exceptions, with dirty floors, scattered paper and odds and ends of fruit, vegetables, wrappers lying around; old, out-of-date counters, showcases, display boxes and shelving, dirty corners, dirty windows. Antiquated store arrangement handed down from past generations.

I see dimly lighted stores, due either to faulty illumination or to economical ideas on the part of the owner, contrasting sadly with the brilliantly lighted, attractive stores of the chains. Did you ever think that people like to do business with a successful store, and a clean, brightly lighted store looks successful? The average individual store looks as if its owner was being hounded by his creditors.

I see stores without price appeal, without a price tag in sight, as if the owner was ashamed of the prices he was asking, compared with the urgent

price atmosphere and frankly appealing price tags of the chains.

I see protected brands, the salvation of the individual grocer, priced by him at exorbitant mark-ups that can not help but foster the belief in the minds of his customers that he is high priced. And I see the brands of the chains fairly priced—carrying a good full profit, as they must—but nevertheless fairly priced.

I see the individual retailer everywhere trying to sell the brands of cereals, coffee, canned goods, bottled goods, and what not, which the chains are featuring at prices that are inevitably priced 5 to 10 per cent higher than the chains advertise.

Everywhere I see the advertising of the chains, which feature special prices or loss-leaders, making the buying of food at their stores alluring to the housewife—and I rarely see any counteracting advertising by the individual retailer.

I see the individual retailer, instead of adopting a definite policy and sticking to it until proved wrong, trying first this scheme for a little while, then dropping it and going to another. When a retailer acts as if he didn't know his own mind his customers lose confidence in him.

The consumer sees what I see.

Do you wonder that one out of every five housewives doesn't trade steadily at any one store, but shops around, giving the individual grocer her high cost, small profit service trade, and the chains her serve-yourself cash trade?

It does no good to blame the housewife. If she trades at a chain store it is because the chain store attracts her and your store doesn't.

Is it her fault or your fault.

Gentlemen, you know what you should do in your stores as well as anybody else.

The remedies may seem radical—revolutionary. They may seem expensive. Perhaps they are. What of it? Doing business with outworn methods is the most expensive thing in industry.

It isn't necessary to pay anybody a big royalty for fixtures or for ideas. The brightest, cleanest store in the State can be created out of a paint pot, some pine lumber and some 200-watt light bulbs, at very small expense.

Craig Davidson.

M. C. Goossen, dealer in groceries, pastries and delicatessen goods at 119 E. Kalamazoo street, Lansing, renews his subscription to the Tradesman and writes: "The Tradesman is the paper that stands for the merchant's progress and protection, true merchandising, and honest profits; a fair deal to manufacturer, wholesaler, retailer and consumer; protecting one another for honest weights and measures throughout the trade."

F. W. Atkins, Vice-President of the Bay City branch of the National Grocer Co. renews its subscription to the Tradesman and writes: "Your magazine is a splendid help to the merchants of Michigan and it is entitled to the support of each and every one of them."

Essential Features of the Grocery Staples.

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

Tea—A fairly good routine business is reported by local tea dealers, who say that buyers continue to buy in small quantities but are generally making a fair enquiry. The entire market is in a more healthy state from the seller's point of view. The better tone can be attributed in part to the stronger London and other foreign auctions. The strengthening of these large tea centers has been reflected to some extent in the local market. It is creating a better interest among buyers and is causing dealers to be more independent. Some holders will still shade prices, but the market generally holds steady.

Coffee—There was nothing in this week's developments to indicate any important change in underlying conditions and the Brazilian markets continued to show firmness with no evidences of any weakening in that quarter. Opinions relative to the future of the market appeared to be a good deal divided. It is admitted on both sides that future developments will depend on the ability of the Committee for the Defense of Coffee in Brazil to maintain its position. Some think that having been able to hold prices throughout the present season so far in the face of tremendous world's supplies, including the big crops in Brazil, it should be able to carry it out to the end and into a new season, which promises a smaller yield. Others take the opposite view and declare that with stocks in the interior of Brazil still very large and a new crop almost ready to move it is at least an open question as to whether the limited marketing policy can be adhered to, especially as the requirements of consuming countries during the summer months are always smaller. The consumption of coffee so far this season, however, has been very encouraging to the producer and while deliveries have run well ahead of last year there is nothing to indicate that there has been any great accumulation of supplies in the hands of the distributing trade as there have been sufficient uncertain factors in the market throughout the year to discourage any great departure from the hand-to-mouth policy of buying which has now been in force for several seasons.

Canned Fruits—Fruits are in strictly routine demand, with buyers supplying only their current needs. Throughout the list quotations are unchanged.

Canned Vegetables — California asparagus, stringless beans and peas received the most interest from the trade. Asparagus bookings at opening prices announced two weeks ago have been somewhat disappointing as the distributors have shown little desire to take care of their future needs just now. Southern canners of string beans in the course of the week announced their withdrawal from the market temporarily pending estimates of the damage done to the crop by unseasonable weather. Wisconsin pea growers have also been hit by the weather and the trade is watching developments closely in the belief that a

delay in planting may throw the canning season into hot weather and make some of the better grades scarce later on.

Canned Fish—In the fish packs the weather also seems to be the dominant factor. On both the East and West coasts fishermen have been delayed in getting out to their work and those who have gone out have found their catches extremely light. Maine sardines are reported in larger demand than supply and the quotations on such goods as can be obtained are held firmly. Salmon is moving into consumption slowly although the dealers are cheered by the arrival of warm weather, which ordinarily increases the demand. Quotations continue below replacement costs.

Dried Fruits—Our advise this week is to buy Oregon prunes at once. More accurate estimates of the damage done in Oregon seem to indicate that the injury to the blossoms is, if anything, greater than had been thought at first. One broker announces that the estimate he received from nine separate packers said that the crop will be from 10 to 35 per cent. of normal. New price lists being sent out this week are marking prices up to levels from 1/2@1c above their positions ten days ago, and some of the sellers are saying they expect to go up another cent before the present week closes. California prunes have not responded to the advance in the Oregon product, but the California statistical position is strong, and the market rules firm. Perhaps the two strongest other items are apricots and peaches. Apricots have been virtually cleaned out at first hands for some time, and desirable grades are hard to get on any terms, so that quotations are maintained firmly. Peaches are also said to be cleaned out of first hands, a fact which lends strength to the market, but the supply is large enough to keep prices from going up as yet. Raisins have been in a little more demand because of the increase last week by Sun-Maid, and the prices are firm. Currants are in fair demand and the market is firm, as surplus stocks are light.

Salt Fish—This is the off-season for salt fish, so that there is little movement of goods into distribution, the demand being restricted to moderate-sized parcels required by all branches of the trade to meet current needs. Fresh mackerel has begun to come into the market, but the price is much too high as yet to interest the salt fish packers who do not expect to begin accumulating supplies until June or possibly July.

Nuts—In accordance with the season, trading in both nut meats and nuts in the shell is extremely quiet. There is some day-to-day demand to be met by the distributors, of course, and this brings them in for replacement goods; but there is no apparent desire to build up the stocks on the shelves at this time of year. Prices are somewhat irregular, but there is little change from week to week. Such trade news as was to be had this week, with the exception of an increase in prices announced by the California Almond Growers, came from overseas.

More reliable estimates received during the week said that the damage occasioned by unseasonable weather to the Sicily and Bari almond crops was larger than had been announced previously and that both will be from 25 to 50 per cent. short. The primary markets have marked up prices on last year's crop 2 1/2@3c per pound, while quotations for new crop shipments in September and October are even higher. No price changes have been made here as yet, but stocks in hand are light and continued firmness overseas will be sure to have some effect before very long. Bordeaux shippers have denied previously circulated reports that large stocks of walnuts are being held in that country. Some goods are being held by the farmers, who are unwilling to sell at present low figures, but the total is said to be small. Filberts are a little weaker overseas in spite of an extremely short crop, as world demands has proved sluggish.

Syrup and Molasses—The market for sugar syrup continues steady, with a good demand. Production is only moderate. Compound syrup has advanced again during the week and this has for the present put a crimp in the demand. Molasses is steady, without change in price.

Beans and Peas—The demand for dried beans during the week has been poor, but prices have been about steady during the past week. This includes California limas, marrows, pea beans and red kidneys. Blackeye peas are steady to firm, with a light demand.

Cheese — Cheese has had another steady week, with offerings comparatively light and only a fair demand.

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—35c per bunch for Georgia; Illinois, \$3 per crate of 2 doz.

Bagas—Canadian, \$2.40 per 100 lb. sack.

Bananas—5 1/2@6c per lb.

Butter—There has been no change in price during the past week, but the market is strong and a higher range of values may occur before the end of the week. Jobbers hold fresh packed at 42c and prints at 44c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—New from Texas has declined 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—75@1 per bunch according to size; Florida, \$6 per crate.

Celery Cabbage—\$1.75 per doz.

Cocoanuts—\$1 doz. or \$7.50 a bag.

Cucumbers—Indiana hot house, \$2.25 per crate.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$9.75
Light Red Kidney	 9.65
Dark Red Kidney	 9.75

Eggs—There has been a good demand for fine fresh eggs during the entire week, with slight fractional ad-

vances about a week ago. Altogether the market for fine fresh eggs rules 1/2c higher than last week. Receipts are not abundant and the demand being excellent, the situation is cleaning up every day. Local handlers pay 28c for strictly fresh.

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

Green Onions—Chalotts, 65c per doz.

Lemons—The upward movement has started. Prices have advanced \$1 per box during the past week. Quotations are now as follows:

360 Sunkist	\$8.00
360 Red Ball	 7.50
300 Red Ball	 7.50

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.	 16c

New Potatoes—\$3 per bu. for Florida

Onions—Texas Bermudas, \$3 per bu. crate for white and \$2.75 for yellow.

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

100	\$6.25
126	 7.00
150	 7.25
176	 8.00
200	 8.00
216	 8.00
252	 8.00
288	 7.25

Red Ball 50c cheaper.

Valencias are selling 50c below the price of Navels.

Peppers—Green, 65c per doz.

Pieplant—Illinois outdoor grown commands \$3.50 per 40 lb. box.

Potatoes—The market is steady on the basis of \$1 per 100 lbs., generally over the State.

Poultry—Wilson & Company pay as follows:

Heavy fowls	 24c
Light fowls	 20c
Heavy Broilers	 26c
Light W. L. Broilers	 18c

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

Strawberries—\$4 for 24 pint crate from Louisiana, \$6 for 24 qt. crate

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

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

Veal Calves — Wilson & Company pay as follows:

Fancy	 17c
Good	 15c
Medium	 13c
Poor	 10c

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 8—William Muller has retired from the position of President and General Manager of the Muller Bakeries, Inc. He is succeeded by David B. Chindblom, who has been Vice-President for the past year or so.

John L. Lynch has returned from Toledo where he devoted four weeks to closing out the large dry goods stock of Milner & Co. for the Toledo Trust Co. The sales the first day aggregated \$65,000. The total receipts were a little short of \$500,000. Mr. Lynch secured 83 per cent. of the inventory value of the stock. The best offer the custodian received for sale in bulk was 52 per cent.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The United States is full of schemers traveling about working a scheme which has been phenomenally successful considering that in many cases it is pure fraud. The scheme is like this: the salesman of some "manufacturer" will call on a merchant, usually a retailer, and offer to appoint him "agent" for a line of merchandise different from his regular line. The argument for side lines is used for all it is worth, and the statement is also made that the merchant isn't asked to buy anything—he is merely asked to give up a little space in his store to display the new line. If they sell, all well and good. If they don't they can be returned. Invariably the merchant is asked to sign a contract, which he almost never reads and also a series of notes which, it is explained, are given merely as security for the return of the merchandise.

Sometimes this merchandise is jewelry, sometimes talking machines or radios, sometimes perfumery and toilet soaps, and so on. The scheme seems to work no matter what the goods are.

Usually, though not always, the "manufacturer" at once transfers the notes to a third party and the latter can collect them and usually does collect them regardless of the agreement and understanding between the original parties. Even where the notes are not transferred to a third party, the "manufacturer" often is able to collect them, as witness a case just decided. In this case the merchandise was talking machines, and the agent went to a Pittsburgh baker and succeeded in appointing him "agent." The usual contract was signed—the baker didn't read it—and a part of the contract consisted of four notes of \$45 each. The contract was one for the sale of certain talking machines, and provided that the notes were given in payment for them. The baker, however, told a very different story. He said he told the salesman he didn't want to sign any notes, and the salesman said that was all right—they were only given as security for the return of the merchandise if unsold. And the baker produced a witness who had heard that, or most of it, although his testimony wasn't as clear as it might be.

The question arose because the baker wanted to go out of business and asked to send the machines back. The manufacturer confronted him with the contract and notes he had signed and sued on them when the baker refused to pay.

Here, in spite of the fact that the notes were still in the hands of the original holder, thereby allowing the baker to make his full defense, the manufacturer got a verdict in full. The court said here on one side are four written contracts to pay money. On the other side is some indefinite verbal testimony to the effect that the notes aren't contracts to pay money, but merely given as security. It is elementary that a written contract cannot be altered by verbal testimony, therefore the notes must stand. I quote from the decision:

Written evidence of indebtedness or of other contract obligations would be little more than scraps of paper if their prima facie integrity is to be overcome by evidence whose weight only exists in inferences or implications. In our judgment, the evidence of the defendant (baker) is not corroborated by relevant evidence or circumstances and the allegation of a contemporaneous parole agreement modifying the written contracts is not supported by an adequate weight of evidence. The plaintiff was entitled therefore to an affirmation of the point set forth in the first assignment of error in effect requesting binding instructions for the plaintiff.

The judgment is reversed and it is now entered in favor of the plaintiff.

For a long time I have not seen a case in which one of those schemers continue to hold notes. In order to get the benefit of the third party rule they practically always transfer them to some third party. And they almost always get a verdict. But here is a case in which the holder continued to hold the notes and still got his money because the notes and the contract to pay were definite and in writing while the evidence as to not paying was verbal.

Would the baker have caught all this if he had read the contract? If he had normal intelligence he would of course.

The moral is outlined against the sky in gold letters a mile high.

Detroit business men are being solicited to take advertising space at \$500 a page in the "Book of the National Republican Convention." They are told that funds thus contributed will go to pay the expenses in Kansas City in the entertainment of the delegates to that convention.

When the convention was awarded to Kansas City by the Republican National Committee, it was declared that Kansas City offered more money for the convention than any other city, and that it was prepared to take care of all expenses incidental to the convention. Had Detroit been awarded the convention, it is declared, no corporation or individual would have been solicited for funds beyond the original subscriptions.

The solicitors for the "Book of the National Republican Convention," receive 20 per cent. of the gross "advertising" revenues. It is printed on contract by a New York advertising man. It is understood that the firm that handled a similar book for the Cleveland convention took a profit of \$40,000.

The only information contained in the book will be a list of delegates and alternates, which could be printed and given to every person at the convention at an estimated cost of \$500.

The book is a "one time" publication.

A considerable part of the general public, reading about sheik bandits and boys of school age who have been involved in crimes, has gained the impression that prisons are filled with young men between the ages of 18 and 24.

This popular impression resulted in records of the Michigan prisons being searched by the Michigan State Police

bureau of criminal identification and the office of the state commissioner of paroles and pardons with a view of ascertaining just how correct such an impression might be.

A report recently prepared shows the average age of the 3,804 committed to Michigan prisons during 1927 was 30 years. While no figures are available, it appears that the crime wave is on a downward course in Michigan at the present time.

If that is the case it can be attributed to two things—the serving of the minimum sentence before a prisoner can be paroled and the harshness of the new criminal code dealing with habitual offenders.

When crime fails to be gainful occupation, when criminals learn that a prison sentence means they are going to remain behind the bars until the end of their minimum term, and longer,

they are either going to reform of their own volition or are going to other parts of the country where the laws are less severe. One thing is certain—there is no cry of easy pardons in Michigan at the present time. True, prison population is gaining, but it is easier and better to provide accommodations for the added ones than to turn hardened criminals back into society.

A postoffice and store robbery at Ensign is believed to have been cleared up by the arrest of David McLeod and Frank Lamb by state police in the Upper Peninsula of Michigan. McLeod named Lamb as his accomplice in the job and within a few hours Lamb was picked up at his home in St. Ignace by Sergeant Keune of the state police.

The arrest came as a result of the

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

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A standard of quality for over 60 years

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You believe in Life and Fire Insurance. Why not diversify your investments with a few *insured bonds*?

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on homes and small business buildings, supported by a guarantee of interest and principal, constitutes a sound basis for investment.

THE UNION MORTGAGE COMPANY BONDS

are guaranteed, principal and interest, by the Metropolitan Casualty Insurance Company, whose assets are over \$15,000,000.

10-11-12 Year Maturities.

To Yield 6%

HOWE SNOW & CO.

Incorporated

GRAND RAPIDS

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

MINNEAPOLIS

PHILADELPHIA

Newberry post of the state police being asked to be on the lookout for Lamb, who is said to have a long police record and is at present under probation, following his conviction last year on a forgery charge in Mackinaw county circuit court.

In 1926, Lamb was arrested on a charge of robbing a Mackinaw county man after he had beaten him to insensibility and set fire to the house. The jury disagreed in this case and Lamb was released.

In the Ensign robbery, a small amount of currency was taken from the postoffice and several items of wearing apparel from the Magnusson store. McLeod was arrested several months ago on a charge of robbing the Henry Doloria warehouse at Garden, and while in jail confessed being implicated in the Ensign robbery with Lamb.

McLeod is awaiting trial in the circuit court on the two charges.

During the past month Sergt. Keune also made another arrest of a notoriously bad man of the Northern county when he took Ernest Dennis in connection with the Ensign postoffice job. Dennis has been arrested by St. Ignace and Mackinaw county officers on several occasions for breaches of the law and once for attempted murder.

Dennis was implicated in the postoffice job by statements made by the others held in connection with the job. Dennis was taken before the United States circuit court commissioner for examination.

Some months ago we published the history of a transaction between a Virginia subscriber and J. W. Pearson & Co., of Boston, which appears to be a member of the notorious "Boston Curb." The Department of Public Utilities of the Commonwealth of Massachusetts, has become interested in the operations of this concern. The difficulties of curbing the operations of this class of brokers is apparent from the following statement issued by the department:

We have been unable to get evidence sufficient against Pearson & Co. to take action, but we had succeeded in making a fraud order against three of the securities that they were selling, in which we had received complaints relative to their methods and the securities sold.

The methods used by Pearson & Co. are sending out tipster sheets, for which the broker received pay, advising the purchase of certain securities in which the broker had an interest or an option to purchase said securities, the long distance telephone conversations by the broker or his agents with customers, in which the customers complained of misleading or false statements, the confirmations received by the customers which confirmed larger orders than were agreed to over the telephone, etc.

From our investigation of the complaints, all of which were from persons outside of this Commonwealth and from distant states beyond the jurisdiction of a summons issued from this State, the securities sold by this broker by the so-called "strong arm" methods were (1) Summit Oil & Refining Corporation, (2) Gibson Oil Corporation, (3) Intermountain Water & Power Company, that Pearson & Co. had an option to purchase stock of the three securities, that from my investigation of the securities of the Summit

Oil and Gibson Oil and the failure of these securities to furnish material required information within a stated time the commission has made a finding of fraud against two of the securities, which effectually stopped further sales by Pearson & Co.

Relative to the Intermountain Water & Power Co. this being a public utility, it was exempt by the Stock Sales Act, and was a more difficult matter to contend with.

Membership in Organizations Cannot Fulfill All Obligations.

In looking for a copy of the Tradesman containing Mr. Charles W. Garfield's portrait, I picked up the issue of Aug. 23, 1923, and on page 110 I found Mr. Garfield's article entitled: "The Uplift of the World; It Must Come Through Individual Effort."

When we hear so much about group activity—about drives and campaigns and aims of this or that organization—and are so often told that it is our duty to ally ourselves with one or many of such and so fulfill our obligations to society, it is a real encouragement to be told by Mr. Garfield that the greatest good can be accomplished by individual effort. As we understand it, individual effort cannot be eliminated, even in the work of organizations. It is the personal touch, the influence exerted by the individual upon one or many with whom he comes in contact.

And so the organization must operate only as a director, a guide, a planner, a co-ordinator. But all too often we see group activity unwisely directed, accomplishing little or no good, while absorbing all the energies of a goodly number of persons. Time, effort and expense seem mostly devoted to maintaining the organization, and the result is much like running an empty machine at an exposition.

If we work in any line of humanitarian effort only because we are pressed into it and are in fact only a cog in a wheel, then, perhaps, group activity is best for us. But if we see things which ought to be done and are eager to do what we can, it were best to study the situation carefully and decide where and how we can do most. Can we fulfill our obligations to those we associate with in work or business through any organization? That is first. Will an organization train or guide or instruct us how to fulfill our personal obligations or will it divert our interest and energy away from these duties? If the latter, choose your own way.

If you believe that you can do most as a member of an organization, well and good; but let no one persuade you to join many such; for dividing one's energies may result in failure.

E. E. Whitney.

Novelty Underwear Sought.

In summer underwear lines popular-price merchandise is selling best in novelty items. Staples are moving slowly. Black undergarments usually selling best in the better grades, are now selling well in the cheaper lines on the Coast and in Fifth Avenue stores. Coolie coats and novelty pajamas for either beach or home use are wanted in "flapper" styles to retail from \$5 to \$8. Bridal sets are asked for in satin, flat crepe and georgette in medium and higher price merchandise.



OUR moderate fee . . . which is regulated by law . . . is extremely cheap insurance against loss and mismanagement of your Estate.

THE
MICHIGAN TRUST
COMPANY
GRAND RAPIDS

Faster Turnover on Fruits and Vegetables

GROCERS who know the value of effective merchandising, are everywhere arranging attractive displays of Best Foods Salad Dressings in combination with fruits and vegetables.

They remind the housewife of the many salads her home folks enjoy. Being reminded, she buys and speeds up the turnover of perishable green groceries.

In Best Foods Salad Dressings, she is getting a pure product made under the most sanitary conditions.



The Best Foods Inc.

New York

Chicago

San Francisco

SILLIEST KIND OF SLUSH.

The Tradesman hopes every reader will peruse with care and thoroughness the article entitled *Worse Than Wasted*, published elsewhere in this week's paper. It is valuable as showing what artful dodgers the organized wholesale grocers of the United States can be when they undertake to "assist" the retail merchant in a matter where he does not require assistance.

What the retailer wants at this time is that the present discrimination between the prices paid by the independent merchant and the chain store be abolished; that the two classes of merchants be placed on the same basis. Even under this condition the chain store will be able to sell staples on slightly lower margins, because the regular merchant usually delivers purchases made at his store and sometimes gives credit, and chain stores do neither. People who want service are usually willing to pay for it.

If both wholesalers and retailers will agree not to handle any brands sold to the chains at a less price than to the independents, they can bring the greedy and dishonest manufacturers who are guilty of this disreputable practice to time inside of thirty days.

What the retailer asks of the jobber is prices—not so-called secrets which are not secrets at all, but the silliest kind of slush. The retailers ask for bread and the jobbers hand them a stone.

SHARP DROP IN SILK.

Despite the fact that wholesalers and apparel manufacturers have been more or less marking time upon trade results, there was quite a fair amount of activity in textile markets during the week. The rise in cotton early in the week firmed up cotton goods and led to some active trading. Later on, however, the decline caused a reaction in demand. The buying that was done seemed to be more confident.

When the figures on raw silk consumption last month were issued they caused some surprise. The total of 41,258 bales was the lowest since last July, 11,000 bales under the March deliveries and some 6,000 bales below the consumption in April, 1927. Apparently, the manufacturers grew more cautious and also, no doubt, were unwilling to follow the advance in the raw material.

Further increases were named on clothing fabrics during the week. Fall lines of fine dress goods and coatings were opened and the response was pronounced good. The wool market has found only a moderate demand and the trade awaits the prices to be set at the London sales this week.

IS THE WHALE DOOMED?

Two generations ago, when the Yankee and Portuguese sailors of New Bedford were being celebrated in song and story for their whaling exploits and "Moby Dick" was a best seller, there was deep concern lest the whale might become extinct. Much speculation would be indulged in as to what the women would substitute for the whalebone used in their stays and householders for the sperm oil needed

for their lamps. But the stays didn't stay and kerosene triumphed over sperm oil. In consequence the wharves of New Bedford became deserted and the fate of the whale became an academic question.

With the advance of science, however, came not only new uses for whale oil but also greatly increased means for killing these monsters of the deep. The whaleboat of the fearless Yankee with his harpoon gave way to the power boat of the modern Viking (for most of the whaling of the world is now done by Norwegians) and his bomb-gun, until to-day there are said to be five times as many whales captured and turned into oil as there were in the middle of the last century.

The use of steamers in place of the old square-riggers has greatly extended the field of operations and the whale is again threatened with extinction. The American Society of Mammalogists has interested itself in the matter, recommending the setting up of a commission to control and conserve the industry. The whale will hardly rejoice at the way in which history is repeating itself in this instance.

SPREAD IN ACTIVITY.

Early in the year, as the so-called key industries expanded operations after the reaction last fall, it was hoped and also predicted that activity would spread to other lines of industry that had become rather dormant. The record, however, has continued to emphasize spottiness as the main feature of the situation. The spread of activity has been slower than anticipated.

In the latest carloading figures, however, there is finally evidence of some pick-up. The total has drawn much closer to a year ago, and in the important groups of merchandise and miscellaneous freight the volume has passed the figures of 1927. It is not at all certain that the general business movement will smooth out in the near future, but, at any rate, there seems reason to believe that industrial activity has become somewhat better distributed.

The key lines continue to keep very busy. Building during April may have set a record and the high rate of automobile production was sustained. Price weakness is a little more pronounced in the steel market, but it remains to be seen if this reflects an important let-down in the consuming industries.

Despite the spottiness that has prevailed in business, the failure report for April did not make an unsatisfactory showing. In number, one agency reported a drop of 7.6 per cent. under April, 1927, and liabilities were reduced 34 per cent. There was, however, a rather sharp rise last week.

MEETING AN EMERGENCY.

An interesting glimpse of what happens when a philanthropic organization is suddenly called upon to assist whole communities which have suffered from some extraordinary calamity is given in the latest report of the Rockefeller Foundation.

Faced with the threat of disease which menaced the 700,000 persons who had been driven from their homes by the Mississippi flood last summer,

the foundation soon discovered that money alone was insufficient to provide for the requirement of the situation. "The pressing need was for physicians who could act as health officers, for nurses who understood public health work, for sanitary inspectors familiar with their special duties."

And so there was the striking development of a field training station in which the foundation, co-operating with the Mississippi State Department of Health gave a short, intensive training to volunteers who proceeded to make the multitude of local health organizations which sprang up in the flooded district much more effective than they could have been by any other process.

Not the least important part of the preparation for an emergency is preparation for the creation of emergency methods.

FACTS AND FIGURES?

Backward trade this season has presented its usual problem of how stocks may be cleared most effectively. And it has also brought the usual complaint that retail merchandise managers exercise too rigid a control in the matter of appropriations. Thus, while money is tied up in stocks there are no funds with which to purchase new goods which may serve to stimulate customer interest one way or another.

Buyers point out that when it comes time to clear stocks there should be an additional appropriation with which to pick up additional merchandise at lower prices so that by cost averaging the store is able to fix attractive sale prices or else to add new styles which also serve to encourage purchasing.

No doubt there have been many cases where an additional expenditure was justified for the purposes mentioned, but a central control of some kind is also necessary. However, the unwise course, as well-grounded merchandisers see it, lies in letting figures tell the whole story. Very often a different story is told by actual merchandise conditions.

In short, the statistical control should not be so tight that it ignores real merchandising circumstances and the highly probable advantages which may come from making exceptions to the fast rule from time to time.

ANOTHER BILLION OFF.

Announcement by the Treasury Department that another billion dollars will have been lopped off the public debt by the end of the present fiscal year on June 30 adds one more chapter to the most remarkable story in the history of public finance. The National debt of the United States reached a peak of \$26,000,000,000 in 1919. Nine years later it will have been reduced below \$17,500,000,000. Such is the record.

It may also be the last chapter for some time to come in this amazing interlude. For the largest proportion of this retirement has been through the annual Treasury surpluses, and the zeal of the surplus spenders in Washington has caused most observers to conclude that the period of huge excesses of revenues over expenditures

is about over. This source has accounted for almost 40 per cent. of the debt reduction.

But even so, depending only on the sinking fund and foreign payments, the entire war debt of the United States is scheduled to be wiped out by 1947. No other major nation can come within speaking distance of such an expectation. Winston Churchill, the British Chancellor of the Exchequer, announced the other day that he had a plan for liquidating the British debt within fifty years. The United States is fortunate in resources and in financial vision, both of which are contributing to its unparalleled achievement.

THE DRY GOODS TRADE.

More favorable weather brought a quick response in retail trade toward the end of the week. Clearance sales are under way to a good start, and the retailers expect to make up for some of the ground they have lost in recent weeks. Considerable interest is reported in new offerings for summer and stocks have been "sweetened" with these numbers in order to obtain a quicker clearance.

As was suspected, April does not furnish very satisfactory reports on trade volume. There were, of course, several special circumstances that held down the showing. For one thing, Easter came earlier and some of the holiday shopping was done in March. Then there was one less business day last month and also a Saturday less than in the same month last year.

Is there anything which cannot in some way be coupled with the name of Lindbergh? What is the connection, for instance, between the flight to Paris and the movement for preventing blindness? The answer is simple: "The achievements of Colonel Lindbergh would never have been possible if he did not have excellent eyesight." From which it follows that parents should provide proper light for their children, teach them to be careful and obtain medical treatment at the first sign of eye trouble. This would be true even if Lindbergh had not emerged from obscurity, but it becomes doubly or trebly impressive when enforced by his triumph. In using Lindbergh's feat to emphasize its humanitarian work, the National Society for the Prevention of Blindness shows that it has a good eye for publicity.

The almost unfailingly degrading political influence of Mayor Thompson is again shown by his choice of a Negro as candidate to succeed the late Congressman Madden. He has not chosen any of the Negro leaders who have made real contributions to the position of their race in Chicago. Nor has he thrown his strength to any of the younger/colored men who showed themselves in the recent primaries. He has simply handed the organization's indorsement to Oscar de Priest, the alderman during whose terms the alliance between crime and wide open "black-and-tanism" has been strongest in the district. It is too bad that the Negroes will have to see themselves disgraced by such a representative in Congress.

THE ROAD TO SUCCESS.

Graphic Description of Some of the Essentials.

In my twenty-five years' experience in the retail grocery and meat business, I have seen many changes in the line of merchants in our State and, as I have served in the capacity of President of our State Association and been over the State in that capacity a great deal, as well as numerous trips each year, I have made some study of the types of merchants who succeed and, perhaps, can give you some idea why they have stayed and been listed in the columns of successful merchants. As you understand, the retail grocery business is, and always has been, a hazardous occupation. Its list of failures or those who make no financial headway in the business and ultimately quit exceed ninety per cent. of the number who engage in it. The average bank looks upon the papers of the average retail groceryman and meat dealer as the poorest papers offered for credit. The average retail dealer is in debt to either the wholesaler or to



John A. Lake.

private parties or both, even after long years of business experience. Those who enjoy the distinction of being successful are so limited in numbers that we may well consider the reasons for this success, and it is those subjects that I intend to discuss with you as I see them.

The grocery and meat business differs from no other business in many respects. If it is successful it must be built around the man who conducts the business. Other things may contribute to this success, but the most important by far is the ability, the vision, the training, the purpose and the love of the business that a man is engaged in. If a man has not those abilities he stands little chance of success, perhaps much less in the grocery business than in most others.

The man who is engaged in any business and does not see something of value in it to his community, his fellowmen and himself, reminds me very much of the fellow who strayed into an art gallery when a great picture was being shown and carelessly remarked he "could see nothing in that picture." A little hunch back looked up at him astonished and said, "But

don't you wish you could, Mr.?" That is exactly as I feel toward men who cannot see beauty and value in their occupation.

Perhaps after the man, comes location, store building, etc. A good location where the majority of the buying public passes and a neat modern store with an attractive front, well arranged so as to command attention and permit rapidity for efficiency in business with the least effort, have a tremendous advantage over a location and building not so favorably located. Yet this handicap has been met, and met successfully by thousands of business men who succeed by sterling business qualities and hustle, combined with service and agreeability to the trading public. And perhaps this handicap has been an impetus to such business man's success. A successful business merchant in one city or one location should not be too rapid in changing to another, for, perhaps, the qualities that made him a success in that particular locality or city might not succeed in a new location.

The selection of goods is very important. Every merchant should strive to select only those of value for his customers. A transaction in business, whereby both parties to the transaction are not benefited, is never successful. In our selection of goods I wish to say here that I am a strong believer in the rule of manufacturer, wholesaler and retailer to the consuming public and believe it to be the best that time has yet devised, as well as the most economical. They have all been asleep and conducted their business for to-day only, forgetting that to-morrow had to be reckoned with. Perhaps the opportunities offered by such shortsightedness have made the inroad of the chain store that so threatens the general prosperity of our small community possible. But I believe those four divisions of distribution are here to stay and, whatever the fears of the past might have been, they will awaken to the opportunities as presented in years to come and survive the trying ordeal through which they now seem to be passing.

The average person on entering the store to buy naturally turns to the right. Therefore, the right hand side of the store is at least twice as valuable sales space as the left. Goods should be so arranged that customers can approach them easily and make their selections, either with or without the aid of the clerk, and with the least possible overhead to the business institution. Goods should be arranged as temptingly as possible, so that they may show to the best possible advantage, and marked with a cost mark and a selling price, the latter in plain figures so as to inspire confidence in your force of help and the buying public alike.

Profit on your goods is absolutely necessary. No institution can run without a profit. It has neither the respect of your community, your help or the institutions with whom you transact your business. Whatever the profits of that business are is influenced by the community in which we do business or by our turnover, but we should aim to turn our stock as many

times as we can without starving our business.

The competition of to-day is the subject of most merchant's complaints and perhaps it is harder than at any time in the history of our country. This is caused by the rapid changes which are taking place in our service during the last quarter of a century. The means of transportation—the automobile—and the tendency of people to market has made this competition very marked. The successful merchant runs his own business, buys his own goods, arranges his own stock and sells them on their own merits. He pays little attention to competition. Good competition keeps him awake and alert and makes a better merchant out of him. The man who attempts to sell goods at cost or below soon pays the penalty for his foolishness and passes into the column of the ninety odd per cent. who are reckoned with as failures. The chain store might be mentioned here as an extremely hard competition to meet, and I wish to criticize our folly in helping many manufacturers who are making prices to the chains which are so far below those made to the general trade that competition is impossible. We, as merchants, should never push the goods of such manufacturers. I wish also to offer some criticism of our jobbers who to me seem to have been asleep, even more than the retailer himself, in not awakening to the danger of this earlier and demanding fair treatment from manufacturers. The community would benefit by this also. Goods could be sold to the retailer on a basis where he could be more able to meet this competition. Both the retailers and the jobbers and the community, from which these profits are drawn, have too much at stake to trifle longer and should demand an equal chance of any manufacturer who attempts to do business through any unfair system of merchandising. Some laws could well be put into effect on the subject.

The kind of clerks we have is important. The public likes to trade with a good, clean, honest, manly, young man or woman. People will go out of their way to do so. We should employ no persons about our store who are not gentlemen and ladies on every occasion, and after employing such, we should remember that those people are entrusted to our care. Let us teach them honesty, faithfulness and service to ourselves and our community, and help to build men and women from them of whom our community may be proud. Let us remember that we are training the future business men of our country and our aim in this respect cannot be too high. We have no right to ask them to do a thing which will not stand the light of day, and we should help them all we can to be honest and truthful, both to us and to our customers. The man who trains his clerks otherwise reminds me of the fellow who had imbibed too freely and went down to the pasture to feed his sheep one winter morning. As he crossed a field and climbed a fence he happened to look back at the crooked track that he had made in crossing the field and was amused

thereby. In a moment his son climbed the fence and started after him, and step by step he was following that crooked path made by his father. Then the father realized the kind of path he was setting in life for his son and resolved never again to make a path that was to be followed by someone else in life that was not a path straight to the goal.

Trade papers are an absolute necessity in business. These should be studied carefully, the remarks by the citizens and the articles from our best editors and business men are worthy of thought and consideration. The retail merchants of Michigan are particularly fortunate in this respect for no trade paper equals in value the Michigan Tradesman which has not only pointed the way but has helped to fight our battles for us.

Advertising is a necessity. To do otherwise in this day of competition is suicide. A man may exist for a time, but his business cannot continue to grow unless the competition of to-day is met through sane advertising.

Credit is a necessity, not only for the merchant, but from the merchant. Most of the world's business to-day is done on credit. Yet that credit should not be abused. We should meet our bills promptly and pay our wholesaler. There is no just reason why he should carry us beyond the time limit of our bills. If you haven't got the money, go to the banks and borrow it. Their business is to loan money. And if you can't borrow it, the quicker you realize that you are a failure as a merchant and get out of business the better it will be for you as a man and the community in which you transact your business. You should extend credit on the same businesslike basis to your customers.

Cleanliness is a necessity in a successful store to-day. It is part of our daily life. The old order of failure and extravagance has gone forever. Merchandise must be clean and neat and tasty or the people are not tempted to-day. See to it that every corner of your institution is kept as spotlessly clean as possible. Your telephone is important. A large percentage of your business is taken over the telephone to-day and the public likes to deal with a person of pleasant personality, who knows stock and is obliging and exercises some degree of salesmanship, as well as ability to take orders. When conversing with customers, select some one clerk to take most of your phone orders when possible, and see that she is pleasant and efficient. The merchant of to-day who does business for profits alone is a failure. A man may make money and yet not be successful. The merchant who is successful does something back for the community in which he lives. He has an influence that is equaled by no other class of citizens. He should maintain a home that is neat and well kept and see to it that his family is among the most respected in his community. He should support his schools and churches, his local organizations, and become a leader in their welfare, for without these, institutions your community can no longer thrive. He owes a duty to his city, his state, and

his life, that can only be paid in service as a citizen. The merchants of Michigan can well be proud.

A year ago now I saw in the National Museum at Washington an oak tree, eighteen inches in diameter which was cut in two by the musket balls which struck it. It would seem that no human being could pass through such a fire, yet the boys from Michigan went through. The same story can be written on the battlefields of Gettysburg, Shiloh, and in thousands of other places in our late war, and yet, we merchants in days of peace, flinch from the light tasks of doing our duty in every day life. A story comes to me from the Russian lore of a princess who had had every wish in life gratified and, when she died and went to the beyond she complained bitterly at the allotment given her, as she had never done anything wrong on earth and she was entitled to better treatment. She was told to await the result of an inquest in her case. She was asked to name one good thing she had done while on earth and finally, she remembered giving a poor beggar a carrot at her gate one day. Finally, over the top of the bias in which she was passing her time, came a string and on the end of it a carrot. She was told to take hold of it and hang on. She did so, they pulled on the string and the string held and she held as they pulled. But when near the top she happened to glance down at her skirts and all the people of Hades were hanging to her garments. She commenced to kick them off, and when the last fell from her clothing the string broke and she dropped back into the fiery furnace.

We are, in a sense, in the position of this lady. We cannot raise ourselves in this world unless we raise the community in which we live up with us, and as merchants interested in the welfare of ourselves and our fellow-men, let us not only make a profit from our business but make another profit by proving our true value to the community in which we live.

He Was Sharp.

An old man heard of a famous surgeon who could restore youth by performing a gland operation.

Going to the physician, the old man said:

"Could you make me seventeen years old?"

"Certainly I can," the surgeon responded, and the operation was performed.

Several months later the doctor sent a bill.

"Nothing doing," the patient responded. "I am under age and you cannot sue me, and if you say I am not under age, I'll sue you for fraud."

Price Cutting

Never did anyone any good.

Is an admission that the first price was too high, anyway.

Is unnecessary if your customers are getting a square deal.

Is a poor way to establish public confidence in your business.

Easy to start and hard to stop.

Is inefficiency's last resort.

Is a step toward a receivership.

Food Craft Shops Serve Luncheons in Eight Cities.

The Food Craft Shops form a chain, but not the kind of a chain that causes arguments in the grocery business. They do not actually sell goods to anyone. They have come into existence only for the purposes of demonstrating foods under the best possible auspices.

We have made these shops charming. We make the luncheons served in them memorable occasions. But there is a real selling purpose, one which has worked so successfully that manufacturers have called our shop luncheons super-demonstrations. The idea is perfectly simple. It is to prepare grocery specialties properly and to permit clubwomen not only to sample these products, but also to give them at the same time a substantial, well-balanced meal.

Our idea goes even further: it gives each one of these women literature about the products which have been served, and recipe books; it gives them a brief talk about each of the products, explaining its place in the home.

To-day the Food Craft Shops are serving meals to approximately one hundred women every week-day at noon in the following cities: New York, Boston, Buffalo, Cleveland, Detroit, Chicago, Milwaukee and Minneapolis. Manufacturers furnish us with the food products and we prepare meals accordingly; they also, of course, pay us a fee for our services in their behalf.

I think every person in the food industry will be interested in knowing just how the method works, and the easiest way to explain that is to quote a letter which we send out to clubwomen, suggesting that they arrange luncheon parties. I am choosing the letter which goes out on behalf of our New York shops:

Dear Madam—We serve luncheons without charge to organizations such as yours, in our beautiful shop at 2 West 46th street, just off Fifth avenue.

We first arrange a date with you for your organization. Then we supply you with 110 tickets for the luncheon, which you sell at any price you wish, retaining the proceeds for your organization.

We are able to provide attractive quarters and to serve a fine three-course luncheon, without charge, through the co-operation of a group of the best-known food manufacturers.

In setting a date for you, we ask you to bring at least eighty-five women to the luncheon. After the luncheon, we give a short talk with reference to the foods served, which our experience shows, the women enjoy.

While the tables are being cleared, we ask that your guests circulate for about fifteen minutes and see the equipment and other exhibits which the manufacturers have on display.

The rooms are then yours for the remainder of the afternoon for a card party, program or other entertainment.

This year, by our method, over 200,000 housewives will be served at meals demonstrating these products, as well as the products of other manufacturers. And we have many, many proofs that this is one of the most successful forms of advertising ever undertaken. Remember that each housewife is representative of four or five human beings in whom she is interested and to whom she will almost undoubtedly serve such products. Therefore, a mil-

lion people are affected by this method. This is real circulation of the most effective possible kind of advertising.

Andrew Ross,

To the Procter & Gamble Co.

Please enlighten us benighted retailers. We understand fully that it is impossible for you to control the selling price of the chain organizations.

If they buy a carload of your goods, that after they pay for it, it is theirs; they can throw it away, give it away or burn it up, for they bought and paid for it.

Thus under the present list, if they buy a car at \$3.55 less 3 per cent. carload allowance, a net of \$3.44½, the goods are theirs. Although it cost them 15 per cent. to handle it, making a gross cost of about \$3.95 a case, that it is perfectly all right for them to sell it at 3½c a cake, or \$3.50 a case.

You have nothing to do with this as the goods are no longer yours.

Yet, when you have sold these goods to a wholesaler, and after said wholesaler has paid for them, you are so sympathetic with the problems confronting the wholesaler that you refuse to allow him to sell it at any price he may see fit, but under penalty of refusing to fill his orders you force him to charge the retailer \$3.73 for a single case.

That is, you demand that the wholesaler charge a retailer \$3.73 a case. The retailer has to add a profit to this and attempt to sell the consumer.

But at the same time it is perfectly all right for the chain store to sell a consumer a single bar at 3½c, or on a basis of \$3.50 per case.

A retailer must pay his distributor \$3.73.

Under date of March 17 you mailed out a return postal card quoting five box lots at \$370 per case.

On March 23 a chain store advertised to the consumer this soap at 3½c per bar, or \$3.50 per case.

In five box lots, your price is 3 7/10c per bar; in single box lots your price is 3½c per bar.

Really, gentlemen, this is too deep water for us to use as a swimming pool.

If anyone else other than your great company did such a thing, we would say it was discrimination.

Just what view officials in Washington would take of it if they knew about it we don't know.

Of course, if you say it's fair play, that ends it. We'll say it's fair play, too.

The only thing is this: if you are strong enough (and you have proven that you are) to force the wholesaler to charge \$3.73 for a hundred cakes of your soap, what happens to this great exhibition of strength when a consumer can buy a single cake for 3½c?

Tried By Proxy.

During the heat wave last Friday Judge Dunham was discussing with a few club friends the question of summer drinks and he admitted that he did not know of a good thirst quencher.

"Have you tried gin and ginger-beer?" asked one of the group.

"No; but I've tried many people who have!" was the witty response.

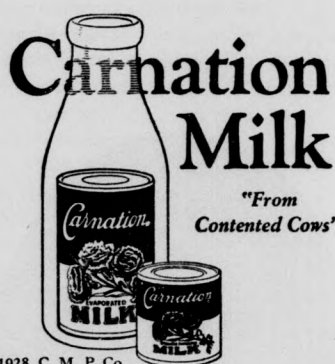
Those Carnation Advertisements

We mean the beautiful *new-process, natural-color* photographs in the magazines. You've seen them—or you've sure been missing something!

Anyway, all the evidence shows that these are the most talked of advertisements of the present time. Consumers are praising them—writing us stacks of letters.

Just another reason, perhaps, why you oughtn't to be without Carnation Milk.

Carnation Milk Products Company
Carnation Bldg., Oconomowoc, Wis.



© 1928, C. M. P. Co.

ASK FOR

KRAFT CHEESE

A Variety for Every Taste



A delicious, more nourishing toast, baked with fresh eggs and whole milk. Try it with cream for breakfast, with creamed meats for luncheon, as a shortcake for dinner. You'll like it!

Dutch Tea Rusk Co.
Holland, Michigan

DUTCH TEA RUSK

THE TOAST SUPREME

TALKING FOR EFFECT.

Campbell Soup Co. Indulges in Flub Dub.

The Campbell Soup people have at last been driven to take some notice of the fact that their soup is one of the worst cut products in the United States. It has been so for years. The Campbell concern has permitted cutters to make a football of its products until the readers hereof know how many grocers are to-day making any money on them. I have commented on this considerably and the hue and cry is now becoming so loud that even the Campbell Company, which up to recently has been utterly indifferent, has thought it polite to pay some attention. In the last issue of its house organ, the Optimist, the following appeared:

To have one's products singled out day after day and week after week as "specials" and sales leaders is in some respects pleasant—and certainly very complimentary—but it has its drawbacks.

Every now, then and again some ambitious dealer maneuvers to steal a march on his fellows in the trade by exploiting Campbell's Tomato Soup or Campbell's Beans as a sacrifice play for publicity. Then a lot of his friends and neighbors feel impelled to follow suit—and the profit and pleasure goes out of the distribution of this or the other product in that locality until everybody gets back in line once more.

Old line grocers blame the independent cash and carry stores and both of them blame the chains. The chains behave themselves for a bit—and then keen-nosed independent retailers think they scent an opportunity to show their independence—and so it goes. But the great mass of distributors turn to the manufacturer to help them check their rapacious strife before confusion becomes worse confounded.

Complaints of one type of distributor against another type, as such, make no appeal to us. No limited class or classes of dealers hold any monopoly on price cutting. Before the chains were ever thought of, the individual price cutter was a factor to be reckoned with. But we want to see excessive price cutting brought under control, and in that behalf we propose to use our good offices and influence.

Under date of November 14, Campbell Sales Co. took occasion to issue a general letter to the following effect:

It has become the almost universal practice of cash and carry retail grocers to periodically advertise Campbell's Tomato Soup and Pork and Beans at three cans for 25 cents. Cut prices when quoted without profit become costly to the advertiser and are harmful to the product advertised.

The continued use of the price of three cans for 25 cents, regardless of cost, indicates its advertising value. The net cost for Campbell's Tomato Soup and Pork and Beans (Nov. 14, 1927) permits retail distributors to sell with profit at 10 cents per can, and to use an occasional advertising price of three cans for 25 cents. We strongly urge that dealers do not advertise nor offer for sale at lower prices.

We are convinced that nine out of ten dealers who feature extremely low prices on nationally advertised products do so because they feel it to be expedient rather than because they regard it as either good merchandising or clever advertising—thus we are encouraged to believe that our efforts will hasten the adoption of a more moderate policy.

This in my judgment is face talk—flub dub. The Campbell Company can't completely stop the cutting of its product by refusing to sell those who will not promise not to cut, but it can stop a lot of it. Has it got the courage to do that? Has it ever done it? Will it do it?

No, to all three. What good does it do to say to the chains, "Please don't cut our soups," meanwhile giving the chains clearly to understand that if they do cut nothing will happen to them? Do you think any cutter is going to stop cutting on account of a feeble gesture like that?

I will tell you this: these manufacturers who sit indifferently by and see cutters slash the soul out of their products, as the Maxwell House coffee people have done with Maxwell House coffee, the Campbell Company has done with its soups, and other manufacturers have done with other products, are facing a bad time. The grocery trade has never been so aroused over this thing as it is now, because it is bound in with the fight for preservation against chain stores. In fact, the president of the American Grocery Specialty Manufacturers' Association, in an address to the Tri-State Wholesale Grocers' Association week before last said that "price cutting was one of the most, if not the most, serious problem in the grocery trade to-day." He blamed it on distributors rather than the manufacturers, but the distributors do only what they are allowed to do by the manufacturers. Sooner or later, and I believe sooner, these manufacturers will have to take a stand in the matter or see a widespread boycott against their products. — Grocery World.

We Have This Quality Steak Every Day Now.

Thackeray, the novelist, lived at a time when the quality of beef was not so good as it is to-day. But once, while living in Paris, he seems to have run across some American meat. His appreciation of it he put in the following words:

"After the soup we had what I do not hesitate to call the very best beef-steak I ever ate in my life. As I write about it now, a week after I have eaten it, the old, rich, sweet, piquant, juicy taste comes smacking on my lips again, and I feel something of the piquant, juicy taste sensation I then had. I am ashamed of the delight which the eating of that piece of meat caused me.

"G. and I quarreled about the soup, but when we began on the steak we looked at each other and loved each other. We did not speak; our hearts were too full for that. But we had a bite, laid down our forks, looked at each other, and understood each other. There were no two individuals on this wide earth, no two lovers billing in the shade, no mother clasping her baby to her heart, more extremely happy than we.

"As you may fancy, we did not leave a single morsel of the steak, but when it was done we put bits of bread into the silver dish and wistfully sopped up the gravy. I suppose that I shall never in this world taste anything so good again."

Short.

She: "When I was born, my father agreed to give me \$10 each birthday, and now I have \$230."

He: "How much does he still owe you?"



"The Nation's Milkman"

3 generations of good grocery customers know Borden's milk products. It will pay you to display these old friends—

Borden's Eagle Brand Sweetened Condensed Milk

Other Borden Brands Sweetened Condensed Milk

Borden's Evaporated Milk

Borden's Malted Milk

Borden's Sweet Chocolate Flavor Malted Milk

None Such Mince Meat

Klim

Borden's

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

FINANCIAL

Some Dangers of a Penalty Tax.

Unless important alterations are effected in the proposed revision of the Federal tax law, considerable confusion is likely to develop, in the opinion of experts who have studied the suggested changes.

One of the new proposals is aimed to eliminate, as far as possible, the possibility that a personal holding company may be used to accumulate income on a tax-free basis. In seeking to impose a penalty for this practice certain definitions have been adopted to describe personal holding companies. Yet the bill in formulating definitions does not consider the purpose or intent for which the corporation was formed.

In the opinion of Clinton Davidson, president of the Estate Planning Corporation, one provision of the bill may be construed to apply directly to investment trust corporations and many public utility holding companies in imposing a 25 per cent. additional tax on income.

"The so-called investment trust corporations are not included in the definition of a personal holding company in Section 104," said Mr. Davidson, "as 80 per cent of the stock is not held by ten or fewer stockholders." This refers to proposed 25 per cent. additional tax.

In another part, however, a provision is cited which is regarded as embracing investment trusts. It says:

"The following shall be prima facie evidence that a corporation (other than a personal holding company as hereinbefore defined) is formed or availed of for the purpose of preventing the imposition of surtax upon any of its shareholders: (A) That the corporation is a mere holding or investment company" or, etc.

This provision, according to attorneys, could be used to impose a penalty tax on investment trusts.

Small corporations owned by ten or fewer stockholders might fall into penalized group under certain circumstances, according to Mr. Davidson. He pointed out that many companies accumulate a surplus invested in high-grade securities to take care of sinking fund operations or indebtedness maturing in the future.

In the event the corporation operated at a loss in some year or earned only a small profit, it might be found the income from investments comprised more than 80 per cent. of net income. Under this circumstance, the profits would be subject to an additional 25 per cent. tax.

This Mr. Davidson considers an unwarranted penalty, as it would come at a time when the company could least afford the payment.

William Russell White.
[Copyrighted, 1928.]

Pace of Credit Growth Faster.

Largely through the bull market's increased pace bank credit in this country has been swelled almost as much in the last two months as during the ordinary full year.

In the most illuminating discussion on credit expansion yet given out by

Federal Reserve officials in connection with the present situation, the Federal Reserve agents at New York, in the May bulletin, forcibly call attention to the renewed growth of credits in recent weeks. Specifically what the bank finds is that since February 21 the earning assets of weekly reporting banks have jumped \$800,000,000, or nearly 4 per cent. Such an increase means that in two months bank credits have risen about three-quarters as much as the average annual increase during the last five years.

Going back to 1927 the bank reports that the total loans and investments of all banks, including commercial banks and trust companies, private banks and savings institutions, rose 7 per cent. in that year. This increase represented an addition of three and one-half billion dollars, raising the total earning assets to nearly fifty-six billions. The rate of increase in reporting member bank earning assets for leading cities was even more rapid—it reached almost 9 per cent. The bank reckons that this growth in credit compares with an estimated gain in the total volume of production and trade for the country of only 2½ per cent. during the year, and an average annual growth of 4 per cent. during the last thirty years.

While the striking figures on the expansion of bank credit for the last two months portray partly an increased seasonal demand for commercial funds the bank states that "during the last month a renewed increase in security loans has been the principal factor."

In issuing so frank a statement of the credit situation the Reserve Bank at New York is not out to "get" the stock market, but it does seek plainly to set forth the facts on credit expansion in order that its motive in tightening money will not be misunderstood. Directly the Reserve institutions have no concern with the stock market. Indirectly their moves as guardians of business, and as regulators of the flow of bank credit, very often affect speculation. The feature of the recent trend most distasteful to Reserve officials in connection with credit expansion perhaps has been the rapid absorption of Reserve funds.

Commenting on this very point the bank says: "The increase in loans and investments of member banks during 1927 was accompanied by an expansion of deposits, which increased the reserve requirements of these banks by approximately 180 million dollars, as compared with an average annual increase during the last five years of 110 million. A renewed increase in reserve requirements of member banks during recent weeks has accompanied the expansion of loans, and has been a factor in the continued tightening of the money market."

Paul Willard Garrett.
[Copyrighted, 1928.]

Does a complaining wife create a forbearing husband, or are such marriages arranged in heaven?

If we could be convicted for our thoughts, we'd all be in the penitentiary.

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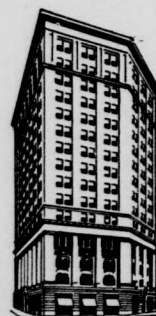
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Fear of Big Loan Total Ebbs.

The public's increased interest in the bull market last month swelled Stock Exchange loans to a new peak within about ninety million dollars of the five billion dollar mark, but the expansion, nevertheless, was more modest than Wall Street had been led to expect.

Stock Exchange loans during the month of April rose \$267,608,000 as against a jump during March of \$317,000,000. Basing its calculations of the April growth on what had been done in March the financial district would not have been greatly surprised late yesterday afternoon to learn that the loan total at last had reached five billion dollars for the first time. Time was when authorities in Wall Street said openly that growth in loans could continue without danger until the total reached five billion dollars. But with that mark now near these same authorities, in many cases, seem as confident as ever that the loan position is safe.

In measuring the growth of speculative credit certain advantages are offered by the Stock Exchange loan figures over those prepared weekly by the Reserve banks. The brokers' loans given out each Thursday cover only funds obtained through member banks. Those obtained through other channels are not shown by the weekly compilations so that the monthly figure given out at the Stock Exchange must be awaited for the complete report.

These Stock Exchange records show that in the last two months loans have been expanded by \$585,000,000. That call money this week in the face of that tremendous expansion should have become easier is explained in part by the seasonal forces for ease ordinarily present at this time of year. Most important of these has been the relaxation in the demand for funds from industry.

At no time in recent years have the spring demands for money for commercial uses been so large as in the period from the end of January until late in April. The Reserve reports, however, show that the peak of these demands has passed, which means, of course, that from now on the market will not meet such severe competition for money from business. This week's somewhat unexpected jump of \$137,271,000 in brokers' loans as against a \$15,385,000 rise a week ago reflects primarily an increase in loans made by member banks for their own account. Another drop in loans for the account of out-of-town banks indicates that the rediscount rate increases have been effective.

Paul Willard Garrett.

[Copyrighted, 1928.]

Fifth of Retail Sales Goes to Drug Groups.

The rapid increase in chain store merchandising, notably in the drug field, emphasized by the fact that one-fifth of the business volume in the trade is handled by chain units, not only indicates the trend in retailing but has disturbed the independent store owners.

The number of chain drug stores operating in this country has almost

doubled in the last seven or eight years, according to a survey by the Drug-gists Circular, which shows 2,725 now in business, compared with 1,563 in 1920. One in every twenty stores selling drugs and kindred articles belongs to a chain, of which there are 328 such organizations on record.

Estimates of the business handled by drug stores vary widely, but a figure of approximately \$1,250,000,000 is commonly accepted as about right. Sales through chain units are placed at about \$250,000,000, indicating that of each \$1 spent in drug stores chain units receive 20 cents.

Several chains have actively expanded in recent years. Liggett and Walgreen chains were cited in the survey mentioned. The former has increased its units from 310 to 460 in two years, while Walgreen started with nineteen stores in 1920 and now operates about 135.

How far this movement can continue is a question to which the trade is giving much attention. Investors, too, are watching the movement and its effect on securities of drug chains already in operation. State authorities in some cases have turned their attention to the movement, and legislation has been considered regarding licenses for pharmacists that would tend to restrict spread of the chain idea for stores that dispensed drugs.

Independent druggists have felt the encroachment in suburban areas, but so long as they are able to keep pace in rendering modern services they probably will retain their identities, according to those who have studied the problem.

The recent consolidation of United Drug and Sterling Products as Drug, Inc., is indicative of the trend in other lines toward a reduction of costs. Other manufacturers may be expected to affiliate with retail organizations in co-ordination of interests, one assuring the other of the right kind of merchandise and of steady distribution.

Mail order houses have undertaken retail merchandising, while other chain organizations are considering adding package drugs of various kinds.

William Russell White.

[Copyrighted, 1928.]

She "Tempted" the Judge.

A local justice of the peace had a negro girl witness appearing in his court the other day. The maid sat down. She crossed her limbs.

"Pull down your dress," said the judge.

"I can't, Jedge. I dresses jes' like white gals."

"You are fined five dollars for contempt of court," said the judge. "Pay it to the clerk."

The maid went to the clerk and offered him five dollars.

"What's this for?" asked the clerk. "For tempting the jedge," said the maid.

To ridicule what you don't understand is unwise; it shows your own ignorance.

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Dangers to Avoid in Lighting the Home.

The clanging of a fire bell reminded us to again seek out our friend, Captain Jackson, the veteran fireman of Company D, for a little further conversation on the importance of properly guarding against the dangers of heating and lighting appliances which, in their common use, have added to the fire loss of our country, not because they are dangerous implements but from carelessness in attention to them.

"Here we are again, Captain," we started in hopes of an invitation to tarry. "Have you the fire prevention advice ready to give us as promised, this time on ways by which we can guard against fires starting in our own homes from lamps and so on?"

"I always have time to do anything that will help prevent fires," replied the Captain. "What'll we start on?"

"Well, let's say lamps?" we suggested—"if you don't think lamps are too obsolete."

"No, that's a good selection," he agreed. "Even though electricity is now being used almost everywhere, lamps are still in somewhat common existence and the cause of many, many fires. Before anything else, I should like to emphasize one suggestion in the use of lamps."

"And that?" we enquired.

"Never blow down a lamp chimney to extinguish the flame. Turn down the light and let it extinguish itself and if this is impossible blow across the lamp never down."

"A good suggestion," came our approval. "I must admit I have been guilty of blowing down lamp chimneys."

"Don't—it's too dangerous."

"Next, in the use of kerosene lamps, I want to dwell on the importance of never repairing a cracked lamp chimney with a piece of paper or any other similar material. Get a new chimney and have an extra one on hand—it's cheaper than having to rebuild your home after a fire."

"Another thing, keep all lamps out of drafts and above all, never leave a lighted lamp in the cellar or in an unoccupied tenement where it can't be watched. This may seem foolish in these days of electricity, but you'd be surprised how commonly it is done."

"Never overfill a kerosene lamp. If you do, remove some of the kerosene, making sure that the cap is replaced tightly."

"Never fill a kerosene lamp by the light of any flame. Use a flashlight if you have to fill a lamp at night. The best plan is to always fill kerosene lamps in the daytime."

"Keep the wicks clean and trimmed."

"Keep the burners clean by occasionally boiling them in washing soda."

"Keep the cap (of the lamp) covering the opening through which you fill the lamp screwed on tightly and keep the small vent beside the wick open and clean."

"Never fill a lamp while it is burning."

"Metal kerosene lamps, I would say,

are safer than glass lamps.

"Another thing, when storing kerosene for use in lamps, either home or on the farm, or in some vacation shack or cottage, do not pile sawdust about the tank as sawdust is an absorbent and increases the evaporation of kerosene in the production of dangerous fumes. Kerosene should not be kept in a warm place but in a container made air tight and best in a cool place."

"It's a good thing that lamps are going out," we ventured.

"Electricity is safer to be sure," retorted the Captain. "But the danger of lamps made folks a bit more careful. In proportion the fires in the old days were less than to-day. Of course lamps were dangerous when they were in careless hands. In the days past when the family sat around the center table supporting the family lamp, youngsters would pull the tablecloth and upset the kerosene burner. This led to the use of the suspended lamp from the ceiling which was safer when it didn't get swinging. Lamps seem dangerous when compared to our modern lighting methods, yet our fires are constantly increasing just the same."

"And how about gas light?"

"That is a story in itself," replied the Captain. "You'll have to see me again."

And we promised we would.

Business Philosophy.

Often energy and brains are directed into sales channels that could be used more effectively in the production department. Sales come naturally when the product is right in price, in quality and in design.

Sales ability does not explain the amazing success in crowded markets of a new ginger ale, a new cotton fabric, a new automobile, a new magazine. Talk does not wedge these products into popularity. The appeal is in the goods themselves.

Statements that our production problems in this country are solved, and that we must now give our attention to questions of distribution, are not half true. In the fields of design and style we have so far to go that every manufacturer has a lifetime of worry ahead of him.

William Feather.

Periodic Insurance Inventories.

Everyone should make inventory of his insurance to have proper protection at regular periods. Yet many people (including business men who should know better) neglect to include this in the annual inventory of their business. By "inventorying insurance" we mean that the policies should be looked over carefully and the insured property listed and valued. Include in this list any new items. Then make the two "jibe." That is, the total valuation of the property should be sufficiently covered by insurance to protect all interests.

A New Bank.

"Since I bought a car I don't have to walk to the bank to make my deposits."

"Ah, you ride there?"

"No, I don't make any."

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Importance of May in Our History.

Grandville, May 8—Sixty-four years ago at the opening of this month a new light dawned in the East and the Army of the Potomac found a new hand and brain at the helm. Grant, the victor of Fort Donelson and other fields in the West, had taken command of the Army of the Potomac.

This magnificent body of soldiers had been marching back and forth, engaging the enemy without accomplishing anything of importance toward the winning of the war. For nearly five months it had been doing very little in the way of disturbing General Lee in his strongholds below the border line of war.

The hand of Grant worked a miracle. After crossing the Rapidan, bearding the enemy in his lair, the valiant hero of many Western battles announced to the anxious world: "I mean to fight it out on this line if it takes all summer."

It took all summer and into April of the next spring before the flag of the Confederacy went down to rise no more. The indomitable Grant, however, was at no time dismayed during those months of bloody warfare.

After crossing the Rapidan was fought the bloody battle of the Wilderness. Not long afterward the Northern enemies of the general dubbed him "Grant the butcher," a no less despicable term than "Butler the beast," which General Ben Butler had worn for many moons.

As a boy I happened to be at a tavern near the Muskegon river where, in the barroom were gathered a motley crowd of men discussing the new head of the Army of the Potomac. Secession talk waxed hot, one man, a traveler up the river from Muskegon, sneeringly remarking that "General Lee has drawn Grant on as he would an old boot."

These men were friends and apologists for George B. McClellan late commander of the Potomac army. My boyish ears burned at the disloyal remarks and it did my soul good to hear the raking those secessionists got from the tongue of a Muskegon blacksmith who was one of the tavern guests.

All these memories are reawakened by the opening days of May whose blossoms are supposed to scent the air on every side. May is often a beautiful month of growing wild shrubs and flowers, even though at times it proves disappointing, holding back the approach of spring, with seeming reluctance to let go of winter snows.

April showers, May flowers. Yes, we have them all right. It is during this month that the river pike begin biting a hook. Before that they seem shy and distant to the appeals of the angler. The ones which bite are not the big eighteen pounders, but a smaller breed running down to three or four pounds.

Strange what a difference there is in the methods of these fish.

The largest pike takes hold of a hook with a light touch, while the lively rock bass of small size springs at the bait with the rush of a tiger.

Sixty-four years ago this month was indeed an interesting month for the Army of the Potomac, which engaged the Army of Northern Virginia under Lee in some of the hardest fighting of the civil war. It reawakened the drooping spirits of Union lovers, inspired hope that the time had come when a Union victory on the field would not be followed by a retreat, leaving the spoils of victory to a defeated foe.

Springtime has been compared spiritually to the resurrection which all the churches celebrate at Easter time each year. It certainly is a month filled with joyous expectations of better weather yet to come.

The gardener will soon get to work and the face of nature will again blossom as the rose. Now that autos are in evidence there can be no excuse for

the tired business man to sit hived up between four walls while birds and flowers are shouting halleluiahs outside.

In less than a year after Lee's retreat from the Wilderness that intrepid rebel surrendered to U. S. Grant and the war for the Union was over. All freedom loving people the world over breathed a prayer of thanksgiving because Providence vouchsafed to us the Galena tanner who led the hosts of the Union to magnificent victory on the field of battle.

It is because of his magnificent victories in war that General Grant is universally conceded to be the greatest American general of all time, as Napoleon the First bears the title of the greatest world general.

Now that spring is here we can get back to nature once more. Gardens will be opened up, and preparations made for a big crop of foodstuffs for the fall.

There is only one thing lacking to make this time of the year the most enjoyable of all the seasons, and that is the songs of birds. While we have these in slackened measure it is a noticeable fact there has been a falling off of all song birds during the past few years, portending the time coming when the sight of a bird hopping about among the trees or reveling on grassy plats will be a novelty.

Live and let live should be the motto. Unless this is followed out our dear America will in the near future become the feasting ground of billions of insects, multiplied into countless hordes, because there are no birds left to keep them under.

Let us pray that that time may never come, and that the wicked and useless slaughter of the fairest creatures of nature may be curtailed, and that we permit our bird inhabitants a show for life and liberty before it is too late.

Old Timer.

Window Glass Prices Advance on Friday.

The outstanding development in the glass market during the week was the announcement of a 10 per cent. average increase on window glass by the American Window Glass Company. The advance is effective next Friday and covers carload shipments of all standard glazing qualities in both single and double strength. The action is heralded as a significant effort to re-establish a fair margin of profit in the trade. The market for both plate glass and rough rolled and wire glass products was active during the week.

Difference Between Male and Female.

The family were sitting around the fireside. Mother was knitting, father reading the newspaper, and the boy was studying the words.

"Dad," the boy asked, "what is a fiancée?"

"A woman who is engaged to be married."

"Then what is a fiasco, dad?"

"Oh, that's the fellow who is going to marry her."

A New York newspaper used to print its shipping news on the same page with the obituaries. That is not so incongruous—ships coming in and parting souls going out. However, one morning the headings of these columns became transposed, and the list of eminently respectable persons who had passed on carried a snappier heading than usual. It read, "Passed Through Hell Gate Yesterday."

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OUT AROUND.

Things Seen and Heard on a Week End Trip.

Grand Rapids and vicinity are certainly getting their share of cement pavement this year. M 21 is now paved out Fulton street for more than three miles and the work of extending this pavement to Ada will be completed this season. Paving is also in progress between Ada and Lowell. Work has been started on M 50, completing the gap between Grand River and Grand Haven. Commodious prison camps have been created at Allendale to house the men from State institutions who will be employed on construction work. The half mile of unimproved road from the city limits to the Henry Smith corners on Bridge street will be improved at once. The boulevard through John Ball Park is being pushed to completion. This boulevard will turn Northward after reaching the top of the hill and join the present line of M 50 at the Henry Smith corners. Work on the belt line boulevard has not yet started, but is expected to soon. A second 20 foot pavement of cement will be laid on West Leonard street from Walker avenue to the point where U. S. 16 turns Northward. Plans are being made to cement West Leonard road from that point to Eastmanville via Talmadge and Lamont. The pavement will be continued West along Grand River, thence Northwest to Nunica, where it will join U. S. 16.

Ada sits pretty with the new dam in working order and a big pond where only a small one was in evidence for fifty years or more. Many farms on the new line of M 21, between Grand Rapids and Ada are being platted and substantial improvements in the shape of roads and new residences are already in evidence. The new gravel road between Ada and Cascade village is in perfect condition. It parallels the Thornapple River all the way. With the river on one side and high hills in evidence on one side of the river or the other most of the way, the route is certainly entitled to the designation of a scenic highway. The beautiful homes of Roger Wykes, Geo. A. Yager, Win. Wallace, B. S. Warren and others on the East bank of the river are exceedingly attractive, due largely to the artistic surroundings created by the owners.

Eugene Goebel, the world renowned landscape architect, who is working out such marvelous results around the homes of so many wealthy people, is creating a beautiful home of his own on the West side of the river, about a half miles North of Cascade village. He owns land on both sides of the road and has marvelous plans in mind for the development of his water frontage.

The pond created by the dam at Cascade village is destined to be the nucleus of several very beautiful residence districts, due to the commanding position of the land surrounding the pond. The farm known as the Northrup place, at the East end of the bridge, is being platted by a distinguished landscape artist and several lovely mansions will probably be erected on the plat in the near future. The nearness of the district to the business center

of Grand Rapids (about ten miles) and the fact that it can be reached from the city on cement pavement without crossing any railway tracks, will commend this location to people of wealth who seek the seclusion of country life, with the accompaniment of landscape views of wide area and rare beauty.

In passing through Lowell I was pleased to note that extensive improvements were being made on the Lowell State Bank building.

I found the merchants of Saranac somewhat sore over the action of the State Road Commission in routing M 21 on the North side of Grand River, instead of running it through the village, as it has since the good roads system was adopted.

I was surprised to note that A. B. Clark, who had been engaged in the grocery business at Saranac for thirty-nine years, had closed out his grocery stock and replaced it with dry goods, crockery and glassware. He still handles cigars and confectionery, the latter having been manufactured by himself for many years.

Ionia merchants are feeling the effect of a reduction in the working forces at the Green furniture factory and the car shops. The result of the May sales in Grand Rapids is looking forward to with keen apprehension.

Every grocer I called on voluntarily stated that he had discontinued the sale of Maxwell House coffee and would not stock it again until the producer agrees to sell the brand to the independents at the same price it charges the chains. This action is naturally very gratifying to me, because it shows me very plainly that when a vital principle is at stake, affecting the well-being of every independent merchant, the Tradesman will have the unanimous support and co-operation of the trade on any stand it may take, so long as it keeps to the right and does not become so radical as to verge on the impracticable.

E. A. Stowe.

Color of Egg Shells.

Color of the shells does not affect the food value of eggs. This statement from the poultry department of the University of Wisconsin College of Agriculture may be accepted with certain reservations by housewives who have always insisted on "white eggs" or "brown eggs." Color is entirely a matter of local preference, say the Badger poultry specialists, and as a result eggs of the color most commonly requested on any market are considered by the buyers in that community to be of superior quality.

Brown-shelled eggs are laid by common breeds, as Barred Rocks, Rhode Island Reds and Wyandottes, while white-colored eggs are produced by Leghorns, Minorcas and other Mediterranean breeds.

In the Contracting Business.

Brown—Is your son in business?
Smith—He's a contractor.
Brown—What line?
Smith—Debts.

Anyone who thinks that business men are a dull lot ought to get into competition with them.

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Fool Advertising By National Wholesale Grocers Association.

Sometime ago it was announced that the National Wholesale Grocers' Association, in an effort to stem the tide of co-operative buying among retailers, had arranged to do some advertising to retailers through the official organ of the National Retailers' Association, the National Grocers' Bulletin. The first of this advertising is out and I have read it with much interest. According to the National Grocers' Bulletin, the jobbers have gone into the campaign rather heavily. They have bought a lot of complimentary subscriptions to the National Bulletin and will send them to jobbers.

The advertising is about what I expected. It seems like the weakest of the weak to me. Evidently some advertising agency has prepared it with no conception at all of the real problem, and the result is old, worked-over stuff with no novelty and no force. The first advertisement consists of a double page spread headed "There Are Only Five Secrets in the Mystery Bag of Retailing." Then the advertisement proceeds to tell these five "secrets." I don't feel that I am violating any confidence if I repeat the "secrets" here:

Secret One.

Attractive Stores
are magnets for trade. Dingy, gloomy stores chase business away. Your first step in modern retailing is to fix up and clean up your store.

Secret Two.

Clean Stores.
The dirty store cannot compete with the clean store. A little soap and water and elbow grease will work wonders for your profit column.

Secret Three.

Modern Merchandising and Advertising
are the twin giants that lift your store head and shoulders above competition. Watch for the advertisement which explains how to advertise and merchandise.

Secret Four.

Proper Turnover
and controlled stocks will put money in the bank for you and keep you out of debt. Watch for advertisement on this important subject.

Secret Five.

Cash and Restricted Credit.
Don't be banker for your customers. Put your business on a cash basis and make everyone pay up weekly. You can do it easily. We'll show you how. So there you are. The sacred secrets for which we have all waited for so many years, at last are out. And before them the chain store problem and all the other problems turn tail and slink away.

I have examined these five "secrets" with a microscope and can't find a thing that has been new for twenty-five years. What a shame—these poor jobbers spending real money to blow this stale wind in grocers' faces. Still, it is merely of a piece with the intelligence with which they have always handled the retailer problem.

The campaign will, of course, have no good result at all. And it may have a bad result—it may prevent the National Retail Grocers' Association from keeping pace with co-operative buying among retailers, which is the outstanding movement in the grocery field to-day.

The above article, which I reproduce from the Grocery World of Philadelphia, hits the nail squarely on the head.

The wholesale grocers of America are very prone to advise the retail grocers as to what they should do and what they should not do. This is all very nice, but in the emergency which now confronts the retail trade as the result of the encroachment of chain stores—due to the cowardice of the wholesalers in not refusing to handle goods produced by manufacturers who sell chain stores at the same prices the jobbers pay—it is in order for the wholesalers to right about face and construct some advice for themselves, because they need it a great deal more than the retailers do.

If the wholesalers would clean their own doorstep and refuse to buy goods from manufacturers who sell chain stores on the same basis as the jobbers, they would solve the retailer's problems—and their own as well—inside of thirty days. Because they do not do this they are placed in the position of betraying the trust reposed in them by the retailer. They have no business arrogating to themselves any friendship for the retailer or any sympathy for the woes which confront him, because they have brought this blight on themselves and the retailer as well by failing to stand up like men and be counted.

My advice to the National Wholesale Grocers Association is to keep their advice to themselves and save the money they are burning up by broadcasting advice to merchants who do not need advice half as much as the wholesalers do themselves. What the jobbers require, more than anything else, is a guardian to lead them away from the paths of cowardice into the realm of saneness and courage.

E. A. Stowe.

To Investigate Chain Stores Methods.

The National Wholesale Grocers' Association has sent a bulletin to members to tell them that "Congressman Geo. R. Stobbs of Massachusetts has introduced a bill known as H. R. 13148 which reads as follows: 'That the Federal Trade Commission be, and it is hereby, directed to investigate and to report the facts in relation to the practices of the so-called chain store organizations in reference to the purchase and the sale of merchandise and whether any such practices constitute a violation of the Federal anti-trust laws.' This bill has been referred to the House Committee on Interstate and Foreign Commerce. The chairman of that committee is Hon. James S. Parker of New York. The growth of the chain stores and certain of the methods used by them, both in the food business and in other industries, has become a subject of the most vital importance concerning not only the trade but consumers throughout the country. The Federal Trade Commission is already investigating certain chain store practices and the introduction of this bill again emphasizes the importance of the matter and shows the interest that the legislative branch as well as the executive branch of the Government is taking in the subject."

LIPTON'S

Awarded first prize and gold medal
at the great tea exhibitions in Ceylon
and India as the finest tea grown

TEA

Home of Lipton Tea Planter Ceylon

Good Restaurants serve Lipton's Tea—Ask for it!

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

MICHIGAN

For thirty-five years, there has never been a let-up in the educational campaign to support and assist distributors in both increasing their sales and for the rapid turnover of

Shredded Wheat

Shredded Wheat eaters look to you to supply this "consumer demand" for SHREDDED WHEAT . . . 12 large, full sized Biscuits [12 ounces] in every package.

As summer approaches, are you ready to take care of the increased business which is constantly being created for you?

The Shredded Wheat Company

Niagara Falls, N. Y.

Fenton Davis & Boyle

Investment Bankers

Chicago
First National
Bank Building

GRAND RAPIDS
Grand Rapids National Bank Building
Phone 4212

Detroit
2056 Buhi
Building

ANNUITIES A Man Aged 75 Investing \$10,000
Will Be Guaranteed An Annual Income
of \$1,663.00 or a Monthly Income of \$128.90 for Life.

SUN LIFE ASSURANCE CO., Assets over 400,000,000

For Particulars Dial 4758

JOHN E. GODFREY, 805 G. R. Savings Bldg, Grand Rapids.

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.

Tailored Nightgowns in Favor.

Nightgowns are more simple than they have been for years. Those that are reckoned particularly stylish and most costly are marvels of needlework, but they avoid elaboration, and lace is used with discretion. The tailored gown is very popular and is preferred even in the sheer fabrics.

Crepe of fine weave and substantial quality is preferred for most of the new gowns, and these are finished with fine tucking and needlework. It is considered very smart to have a narrow band of solid embroidery about the edge of the low-cut armholes and neck and a motif in the middle of the front in which initials or a monogram is done. This is always in a deeper shade or in color contrasting to that of the gown.

In an original pattern of this sort the embroidered line around the neck is made to resemble a necklace, the monogrammed ornament appearing as a pendant. This idea has taken so well that the embroidered motif is arranged in several ways, as a jeweled necklace, a brooch or inset ornament. Lace is used with restraint, and is often alternated with rows of needlework, fine tucking or on the edge of a gown that is tucked or made with rows of hemstitching.

Corsets in the revised form appear as such contrivances as bands, girdles, step-ins and brassieres, which hold the figure firm and smooth, but are sufficiently flexible to allow freedom of movement. Most women wear something of this sort under a combination or chemise, though those who affect the boyish silhouette have discarded even this modernized corset with its garter attachments and wear only the soft upper garments and round garters.

Linen Due To Advance.

Predictions of a substantial increase in linen goods prices during the next three or four months, with maximum prices about the end of the year, are contained in a letter just received from one of the largest manufacturing concerns in Belgium by a local linen buyer.

"Merchants who have to buy goods for 1928-9 will prove themselves good operators if they act promptly," the letter says in part. "Later they will certainly have the choice of paying very much more for goods or going without them. The mills will prefer closing to operating at a loss. It is reported that many Czechoslovakian linen weavers have already closed.

"We are still working with two shifts, and all the looms are operating with the exception of about twenty which are making crash goods. However, our consumption of linen yarn has been reduced about 30 per cent. in comparison with last year's consumption, while we are now using much more cotton yarn. While the volume of business placed by buyers in

other countries remains about the same as that of 1927, the number of looms turning out goods for shipment to the United States has been reduced by 65 per cent."

One of the reasons for the prevailing situation, the letter further says, is that quality and quantity cannot be obtained in flax, even at prices 130 to 140 per cent. higher than those quoted a little more than a year ago. Russian flax, it adds, has risen from 54 to 56 pounds sterling per ton to 115 to 120 pounds sterling. Even at those prices there is practically no flax on the market.

Ribbon Trimmings Have a Vogue.

Ribbon is being used profusely by couturiers for trimming flounces and edges and hems of gowns. Sashes and girdles, large bows and fancy ornaments made of ribbon are among the season's successes. These are self-toned with the costume, or a brilliant contrast or subtle mingling of colors. Moire is especially smart and is shown on some of the latest evening gowns of tulle made by Lanvin. They have many layers of the material cut in points at the bottom to give a varying line, and a chic point about them, in view of the absence of other trimming, is the dashing bow with long ends of wide moire ribbon which is placed at one side of the belt.

Several colors of sash ribbon are combined in some of these sash bows, having the effect of a rainbow. One of wide satin ribbon, which is drawn cleverly through the material at a low waist line, is made of pale lavender, yellow, blue and rose, on a gown of soft maize-tinted tulle.

Ribbon bindings are shown on some of the new crepe frocks, some of which are figured and others in plain colors. A semi-sports frock of black crepe is made with two tiers laid in box pleats spaced far apart, the edge of each tier having three rows of inch-wide ribbon in rose, green and gray. The colors are repeated in the narrow moire ribbon that is sewn along the edges of the skirt and at the neck and wrist. For use in this way many novelties have been created in ribbons of narrow widths.

Bleached Cottons Cuts a Surprise.

Announcement of reductions ranging from half a cent to a cent a yard on branded bleached cottons sold through one of the market's leading commission houses came as a surprise to the trade last week. The reductions were particularly surprising because they made in the face of a cotton market that had suffered its first setback after a period of steady uptrend. They have caused certain competing houses, which had planned to advance their goods, to mark time for the present. The trade view of the cuts is that they were made to move stock accumulations, this action having been taken by the same house about a year ago. The movement of the goods at the reductions was active yesterday.

Rise May Come in Fall Silks.

Silk manufacturers foresee advances on broad silks for Fall to correspond with raw material costs and tendencies. The trade generally is hesitant

about putting increases into effect, but the view is expressed that if the rise in raw silk continues they will be necessary, despite buyer resistance. Silk at present is about 7½ per cent. below the levels of last year at this time, and manufacturers are trying to hold the market down by cautious buying. Importers are expectant of higher levels, pointing out that the price attitude of both reelers and cocoon producers in Japan is very strong, the latter particularly being influenced by their losses last season.

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

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

PANAMA HATS

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

ALLAN KELSEY,
Lakeview, Mich.

MICHIGAN BELL TELEPHONE CO.

for
55¢
or less

You can call the following points and talk for **THREE MINUTES** for the Day Station-to-Station rates shown.

(4:30 A.M. to 7:00 P.M.)

From Grand Rapids to:
Battle Creek, Mich. \$0.45
Big Rapids, Mich. .45
Charlotte, Mich. .45
Grand Ledge, Mich. .45
Kalamazoo, Mich. .45
Lansing, Mich. .50
Mt. Pleasant, Mich. .55

for
75¢
per month

You can have an Extension Telephone in any room in your home.

(Service Connection Charge Additional)

for
\$1
per month

You can have an Extension Telephone any place in your office.

(Service Connection Charge Additional)

for
\$1.25
or less

You can call the following points and talk for **THREE MINUTES** for the Day Station-to-Station rates shown.

(4:30 A.M. to 7:00 P.M.)

From Grand Rapids to:
Escanaba, Mich. \$1.20
Mackinac Isl., Mich. 1.20
Madison, Wis. 1.15
Potoskey, Mich. 1.05
Piqua, O. 1.25



MR. STOWE Says: We are on the square.
So will you after you have used our Collection Service.

Only one small service charge. No extra commissions, Attorneys fees, Listing fees or any other extras.
References: Any Bank or Chamber of Commerce of Battle Creek, Mich., or this paper, or the Michigan Retail Dry Goods Association.

Merchants' Creditors Association of U. S.
Suite 304 Ward Building, Battle Creek, Michigan

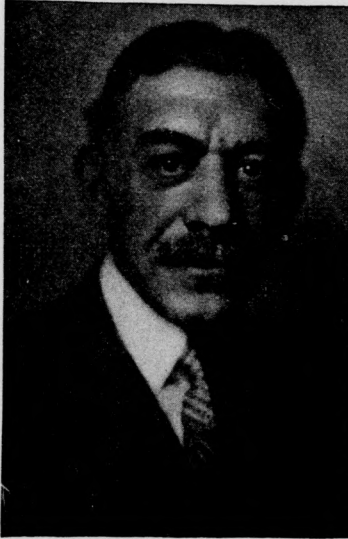
For your protection we are bonded by the Fidelity & Casualty Company of New York City.

SHOE MARKET

EDITOR STONE OF BOSTON.

He Will Manage the National Shoe Retailers' Association.

Announcement was made last week by President A. H. Geuting, of the National Shoe Retailers' Association, of the appointment by the directors, of James H. Stone, editor and publisher of the Shoe Retailer, as manager of the association. Under the arrangement entered into between the N. S. R. A. and Mr. Stone, the latter will continue in his present relation to this



James H. Stone.

publication, directing its editorial policies and management and actively contributing to its editorial columns.

The official statement of Mr. Geuting is as follows:

"As President of the N. S. R. A., and reflecting what I know are the thoughts of our entire directorate and membership, I am pleased to announce that a special committee of the directors, consisting of Harry C. McLaughlin, of the Potter Shoe Co., Cincinnati, chairman, Reuben Metz, of Chicago, and Jesse Adler, of New York City, appointed to recommend a new manager, has been successful in prevailing upon James H. Stone, editor of the Shoe Retailer, Boston, to assume the duties of this position.

"The committee was only successful after repeated efforts to induce Mr. Stone to accept. He was not desirous of severing his connection entirely from his publishing business and he felt very strongly that others could be found who would serve as well as, or better, than he.

"Chairman McLaughlin and his associate committeemen, in conference with myself, last week, decided to make one more attempt. We, therefore, again conferred with Mr. Stone and informed him that it was his duty to accept because of the many years of service he had given to the retail and other branches of the industry; that his acceptance would be approved by all retailers, manufacturers, wholesalers, traveling salesmen and tanners, and that with him in charge of the executive management of the organization he would be in a position to

render still greater constructive work.

"This appeal moved Mr. Stone to accept. No other consideration could have stirred him. His acceptance means a considerable sacrifice of time, money and comfort, and hence it should be known that he is doing so only that he may be of still greater service to the industry.

"Mr. Stone is eminently qualified. His years of work as editor of the Shoe Retailer afford sufficient proof of that fact. He possesses a clear understanding of what should be the proper relations between the several branches of our industry. He has a wide acquaintance, and we know he has the confidence of retailers, manufacturers, salesmen and tanners everywhere. He is a man of progress and vision, in whom the entire trade can repose confidence. We believe that with him the N. S. R. A. will enter upon a new era of constructive and gratifying co-operation with all other branches, and that he will be successful in the development of plans and policies which will contribute materially to a unity of thought and cohesion of action that will be of real value to the entire industry.

"Under our arrangement with Mr. Stone, he will continue to give some of his time to the editorial direction and management of his publication. He will take up his work for us at our headquarters in Chicago as soon as he can possibly adjust his business affairs at Boston, which will be a matter of a few weeks.

"I bespeak for Mr. Stone the enthusiastic goodwill and support of all associations and members of our craft, and in doing so, I am confident not only that he will receive it, but that it will prove of inestimable help to him in promoting the progress and welfare of the industry."

The appointment of Mr. Stone was received with enthusiasm and hailed with approval in all branches of the shoe and allied industries, the consensus of opinion being that his intimate contact with the trade over many years, his familiarity with all of its problems, together with his recognized personal qualifications make him the logical and ideal man for the place.

Make It a Profit Summer.

Hardly more than five weeks remain before the beginning of summer and the vacation season. Five weeks in which to plan and prepare for summer business. Five weeks that will largely determine whether the summer of 1928 is to contribute its quota to swell the volume of a prosperous year, or to witness one of those seasonal recessions, which, unfortunately, many merchants have come to expect at this period of the year.

There is no reason why the shoe merchant should not enjoy a prosperous business during the summer months. There is less reason, nowadays, to anticipate a "midsummer slump" than there ever has been in the past. Summer is no longer a season of slackened business and social activity. Great industries, like the automobile industry, the building trades and the numerous accessory lines dependent upon them are operating at their peak

during the summer months. They are disbursing millions of dollars in pay-rolls and purchases of supplies and materials which contribute to the buying power of millions of people. These people are in the market for all sorts of merchandise, including shoes. They will buy all sorts of merchandise, including shoes, to the extent that such merchandise is brought to their attention, attractively, in a manner that will create the urge to possess.

People no longer remain quietly at home in summer or seek some remote spot in the mountains or at the shore to sojourn during the heated spell. The motor car has changed all that. Nowadays folks are constantly on the move. Week-ends, vacation trips, long distance touring, the call of outdoor sports, recreation and the far highway. When people travel they spend money. They require new clothing, new shoes, not merely to wear out, but to be properly dressed and shod for all sorts of pursuits and occasions.

Here is the successful shoe merchant's cue; here is his opportunity. Don't wait idly for the "midsummer slump;" plan for summer business. Make it a season of volume sales and worth while profits. Let's not figure on clearance sales too early; there are other and better ways of stimulating business than cutting prices. It's better to spend money for advertising and sales promotion than to lose it through unprofitable sales. The one way is constructive; it builds business. The other way is destructive, and tears it down. Clearance sales have their place, but they belong at the end of the season, not at the beginning, or in the middle.

Summer weight shoes for men, white footwear for women, sport shoes for everybody. Shoes for the costume and the occasion. These are some of the tools the enterprising, progressive shoe merchant can use to develop summer business. Forget the old "midsummer slump" idea. It's old-fashioned, antiquated, out-of-date. Never mind the Presidential year. Let's think, plan and talk business, leaving politics to the politicians, save for the proper interest that every man and woman should take in the affairs of government. Whoever is nominated, whoever is elected, the United States will prosper and forge ahead; its resources are too rich and varied to be affected materially or permanently by any change that is within the realm of possibility. Indications point to an increasing volume of industrial activity for the remainder of the year, and with sound, constructive, persistent merchandising, the shoe industry will share in the increase.—Shoe Retailer.

Shoe Sales Respond To Weather.

The advent of more seasonable weather has been directly reflected in sales in the wholesale shoe trade. Recent orders, most of them specifying delivery some time this month, have outnumbered both in size and quantity those of the past several weeks. The demand is coming from all parts of the territory served from this market. A feature of it is the restriction in the number of women's shoe styles selling. While fancy shoes still have every-

thing their own way, dealer demand has settled down to about six definite styles. None of them is especially new. Another feature is the increasing interest in sport shoes, which are generally fancier than heretofore.

Hard To Learn New Tricks.

A very rich man had married a beautiful woman who, unfortunately, was beneath him socially.

They were about to attend a big dinner, and the husband gave her a few words of advice before starting.

"Just be yourself and everything will be O. K.," he said. "Don't try to be clever, whatever you do."

During the dinner, at a moment when the rich man's wife was resting her clasped hands on the table, there came a lull in the conversation.

"Awful pause," remarked the man by her side, with a smile.

"And so would yours be," snapped the other angrily, "if you'd worked at a washtub all day for five years like I did before I was married."

Calfskin Outstrips "Side Uppers."

For what is believed to be the first time in the history of the leather trade the consumption of calfskin has outstripped that of "side uppers" for shoes. For years the use of the latter has led by a wide margin. A contributing factor to the development has been the supply of calfskin available. Younger cattle have been slaughtered owing to the public's increasingly fastidious demand for more tender meat.



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.

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.

Why the need To Be Up and Doing.

We all get tired of the grind. I say this because often grocers express to me the idea that the writer has a snap. But it applies to all of us. Every so often we are apt to stop and ask ourselves, "What's the Use Why should we do the same things over and repeat the same old statements for all the years we are in business?" Well, here is a pretty good answer, furnished by N. W. Ayer & Son, famous advertisers of Philadelphia:

"This year again two million American youngsters, without experience, with few set preferences in merchandise, will demand from the National market the requisites of home making. A million boys will set off for a million jobs. A million girls, wondering a little, will plan a million homes and—three million meals a day.

"Together they will ponder over the spending of millions of dollars. What kitchen utensils? What furniture? Which curtains? The selection of a rug becomes a problem of infinite dimensions; the buying of a vacuum cleaner is a great adventure. Linen. China. Glassware. New food products to meet divergent tastes which they stoutly maintain are exactly alike—a generation of readers, trained to recognize advertising as a source of information and a guide to values."

"During the year advertising will give them established preferences in merchandise. Familiar trade-names will spring to their lips, laying the foundation for the buying habits of a lifetime. Next year they will be added to those other millions who buy advertised merchandise as a matter of course."

The following year another two million will come forward and the next year a further two million, "world without end." That is why there can be no stopping place in merchandising and promoting the sale of the goods we handle. That is what warrants the endless repetition of the story that to us is old. It is fresh news to those boys and girls; and if we would replace customers who have moved on with others coming forward—if we would keep our business and ourselves young and husky—we must tell the same story continually, merely striving to put it into the language of to-day instead of that of yesterday.

The Michigan Tradesman reports on three types of grocers, with suggestive illustrations. There is the merchant who has given up hope and therefore already is in the discard. There is another who is not sure and therefore may be saved. There is the third who knows he can continue in business and therefore will so continue.

Approached to know whether they would attend a local Better Merchandising Conference, these answered respectively: "I won't come;" "I may come;" and "I'll be there."

I am thus reminded of experiences had holding grocers' meetings during thirty consecutive months in almost all states of the Union. If a grocer said: "I'll try to be there," I knew he would not come. If he said "I may be there," I knew he would certainly not be on hand. If he said positively, "I'll be there," there was a fair chance that we'd see him that night.

Another point struck me forcibly: The big, successful grocers, the men to whom I could teach the least about how to run their business successfully, were always on hand. More, they listened most attentively and asked the most intelligent questions. I never approached a chain owner or manager who did not respond promptly with the answer that he'd be on hand or at least be represented by a competent man. In fact, I have had meetings which would have been complete frosts had the chain folks not come. Anybody can draw his own conclusions from all these conditions and facts in the present day retail grocery business.

Under this caption, T. C. Corbett says:

"A two-volume study of 'The Economics of Installment Selling' has just been completed by Edwin R. Seligman, professor of political economy at Columbia University, after fifteen months spent in gathering data and making investigations all over the country.

"Boiling two volumes down to eighteen words, it says: 'There is nothing inherently wrong with installment selling—the fault lies in the careless application of its principles.'

"A great many retailers suspected as much some time ago after five minutes' work with pencil and paper."

Our age is handicapped by writers who fill a subject up with so many words that no ordinarily busy man has time to read what they write. Specialists, like college professors, have time to wade through such books but the business man wants his facts boiled down and charted so he can get the drift thereof in the limited time he has.

Installment selling is like the extension of credit. My own preference every time is for a properly balanced credit business, conducted on sound credit rules, as against a strictly cash business; but the definition, consisting, in this instance of ten words, must be grasped, digested and followed out completely, else the merchant is liable to be wrecked on the rock of careless credit extension.

A properly balanced credit business, conducted on sound credit rules, will pay almost any retailer better than to sell strictly for cash; but no word of the definition can be slighted. And that means, of course, that a certain stability of character is needful to run such a business or a cash business or any other kind of business. Men who have such stability need few words in their definitions.

I quote an observation of a grocer who observes:

"It's a great help to know the people you are selling. One of our women customers came in Saturday afternoon for a few things for the Sunday meal. She was planning a light sup-

(Continued on page 31)



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

Cake Candies

in
**Transparent
10c
Packages**

A
**POPULAR
SELLER**

Don't Say Bread

— Say

HOLSUM

ALL ABOARD FOR NEW ORLEANS

All aboard for the Annual Convention of the National Association of Retail Grocers, under the leadership of Mr. John Coode, President and Mr. C. H. Janssen, Secretary! New Orleans is the place, June 11th to 14th inclusive the time.

Get together and swap ideas with your fellow tradesmen—make it the biggest convention in history.

Remember New Orleans, its old-world charm and interest, and June 11th-14th. Get in touch with your Secretary now.

FLEISCHMANN'S YEAST

Service

M.J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

Direct carload receivers of
UNIFRUIT BANANAS
SUNKIST ~ FANCY NAVEL ORANGES
and all Seasonable Fruit and Vegetables

MEAT DEALER

Use Care in Explaining Fluctuations in Meat Prices.

Enquiries have shown clearly that the average housewife has no adequate idea of the reasons why meat prices fluctuate. When prices of pork loins, for example, increase, she is likely to feel that someone is trying to take advantage of her. The retailer who sells the meats to the housewife is the one who receives the complaints and it is exceedingly important for his own good and for the good of the entire meat business that he give the housewife an accurate and adequate answer.

An evasive answer or a buck-passing answer to the effect that "the packers put up the price on me" can do a great deal of harm. Such a reply often causes the housewife to become suspicious and to lose confidence in the dealer.

There are just two reasons why meat prices go up. Either the demand has increased or the supply has decreased. When hog receipts decrease, the pork supply decreases, and the price of pork goes up proportionately because enough consumers want pork so much that they are willing to pay higher prices to obtain it. The same is true in the case of beef, veal and lamb. It sometimes happens, however that a decrease in the supply of pork is accompanied by a proportionate increase in the supply of beef. As a result, pork prices do not go up so much as they otherwise would have and beef prices do not go down so much, because some people will buy more beef and less pork. Veal and lamb also are factors in this situation, but the supply of both is relatively small and changes in the supply do not affect the demand for beef and pork appreciably.

Similarly, meat prices go down when the supply of meat increases, although an increase in the supply of one kind of meat may be offset by a decrease in the supply of another kind, with the result that the change may be very slight.

The demand for certain cuts of meat does change, greatly in some cases, with the season of the year. Lamb, for example, generally is in greatest demand in the spring when the quality is best. The demand for ham is especially heavy at Easter time. The price of these cuts naturally is affected by the changes in demand.

The housewife doesn't understand these points because they seldom are explained to her. She doesn't know that the supply of hogs and cattle varies appreciably from year to year. She doesn't bother herself with the economics of the situation. The price itself is what she is interested in.

When a customer complains about an increase in the price of any meat cut, the dealer should explain the reasons carefully and simply. In general, greater demand or a smaller supply cause higher prices and smaller demand or increased supply means lower prices.

When such an occasion arises, the dealer usually is able to point out that, although bacon, for example, has gone up five cents per pound, leg of lamb

or veal chops or rib roast of beef are five cents cheaper, for there often is a decline in the price of one cut to match an increase in another.

By taking an interest in these matters and giving the customer a logical and understandable explanation, the dealer actually increases his standing as a business man and adds another name to his list of satisfied customers.

Fillets and Fillets—of Beef.

We are wondering whether all housewives fully realize that there are different kinds of fillets cut from beef animals. When one goes to a restaurant or hotel dining room and orders fillet of beef it is expected that the meat served will be about the best that is obtainable in steaks or roasts. Very often this is a fact and then sometimes it is not so much of a fact. The quality of the fillet depends upon the kind of animal the fillet was cut from. As we have pointed out before, the fillet is the tenderloin of an animal and comes just under the backbone—and is the tenderest part of the carcass. This is true whether the fillet is from a cutter cow or a prime steer, but the fillet cut from a prize steer will be found far tenderer, of better flavor and mixed with fine particles of fat. The fillet cut from a cow will usually be found far less tender than any steer fillet and not so tasteful. Some cow fillets may possess some intermixture of fat through the meat and may be bright and rather appealing to the eye. This is sure to be true if the cow was grain-fed. The cow is pretty apt to be older than any steer; and as age has a reducing effect on quality the fillet will be less suitable to critical consumer demand. Fillets are also cut from stags and bulls and these are inferior in every way to well fed fillets. The bull fillets are moderately bright in some cases, while in other cases they are rather dark, and in some cases they are very dark. Fillets cut from a choice or even good grade steer are worth commercially twice and frequently three times as much as those cut from bulls or stags, and there is a somewhat similar commercial difference as regards cow fillets. As a rule cow fillets are better than those from bulls; and since many cows find utility as sausage meat, corned meat and cheap cuts, and since the fillets are saved and sold as such in almost every case they supply a large part of the fillet trade in this country. In nearly all sections of the country fillets are cut from good and choice grade steers to some extent and so are obtainable if buyers ask specifically for them and pay the price asked. This price is the highest of any cut in the carcass.

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.

HARDWARE

Michigan Retail Hardware Association.
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Treasurer—William Moore, Detroit.

It Pays To Watch the Little Leaks in the Store.

Great judgment must be had in the hardware trade to avoid waste. True, there is, in the hardware stock itself, less deterioration and depreciation than in almost any other retail line. Nevertheless, the business has its many leaks, individually small, which, however, in the course of a year's time are apt to cost the hardware dealer a great deal.

It is quite a common custom among wide-awake dry goods merchants to hold what is called a remnant sale, at which remnants of all kinds are disposed of. While this is a highly practical method for the dry goods retailer, it can hardly be applied in the hardware trade.

Carelessness in small matters on the part of employes will soon run up large bills which the employer must meet. Not that the employes are wilfully careless, and intentionally waste goods, but just through lack of judgment on their part, many small items make a large total.

For instance, in the tinshop department, how many salesmen, before cutting into a new sheet of metal, look around to see if there is not a piece already cut into, which will fill all requirements?

It may be said, "The extra time the salesman takes to find the odd piece is worth more than the saving." But where orderly habits of doing this work are established, no extra time is involved; the man knows just where to turn for the piece he wants.

How many clerks are always careful to cut glass from the smallest size possible? Or when, through accident, a pane of glass is broken, how many strive to cut standard sizes from the broken pieces?

There are a great many similar cases which occur to the experienced hardware dealer. The individual loss may seem trifling and of little importance, but the aggregate makes a big hole in the dealer's profits.

Such waste generally occurs through lack of judgment. To overcome this waste, different hardware dealers use different methods. Quite often instances come to the dealer's notice; and in such cases it is an easy matter to tactfully impress on the clerk the importance of avoiding such waste wherever possible. Great care must be taken however, in dealing with such situations to see that the suggestion is always for good and not for harm.

Many dealers find it a good plan, without waiting for such mistakes, to impress on each individual clerk the responsibility he carries at all times. Whether a clerk makes big wages or not, he always takes pride in the thought that he carries a definite responsibility, and that the success of the store depends to some extent on him. This feeling of responsibility will render him careful in a lot of little matters which, otherwise he might neglect.

The first essential, therefore, in stopping the leaks through which the profits dribble away, is to develop the right attitude—the attitude of responsibility—in the individual clerk. The second step is to train the clerk in what may be called thrift habits. Get him thinking along the line of efficient use of time and material. The desire on the clerk's part to do things right, plus the knowledge of how to do them right, will save the store a great deal of money, make the individual clerk worth more to the business, and enable the business to pay him more.

Leaks, even in the hardware business, are many. For some the individual salespeople are responsible. For others the responsibility works back to the dealer himself. An instance of the latter kind came to notice some time ago.

A professional man in a certain town takes a great deal of pleasure in putting around his motor boat and automobile. He is continually buying new tools, and spends a great deal of money with a local dealer. He decided it would be a good thing to secure a certain kind of vise which he fancied would be useful to him, so he proceeded to the hardware store where he usually made such purchases. The clerk told him that they hadn't any such vise in stock, and that he did not know who would have one. The customer then proceeded to the next store. This dealer did not carry the desired vise; but the salesman asked the customer to wait a moment while he referred to the catalogue. In a few minutes he returned to the customer with a large hardware catalogue, and, after identifying the vise desired, he quoted a price and received the order.

Incidents of this sort occur every now and then. While it is not possible to carry in stock every article called for, manufacturers and jobbers are always willing to supply catalogues and price lists, and it is an easy matter for the dealer to know just where to turn for any specified article. An up-to-date catalogue department will help secure him a great deal of business; and the average customer is usually willing to wait a few days to get just what he wants.

Efficient display, and novel ideas in display, help to sell goods. A recent visit to the paint department of a large retail hardware store showed the fact that the dealer had just received a very large shipment of paint brushes. Asked regarding his sales in this line, the dealer stated that he has almost doubled his sales in one year. This he had accomplished simply by having a special top made for the counter in front of the paint department. Before this he had missed a lot of sales through paint purchasers leaving the store without buying the necessary brushes. To help sell the brushes, he divided the counter top into compartments, by means of which he was able to show a large selection of brushes. To each compartment was attached a large price ticket. There was no cover on top, and the customer was at liberty to pick up and examine any brush on display. It was practically impossible for a customer to visit the paint department without seeing and examining the

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WHOLESALE HARDWARE

brushes. This method of display, along with personal suggestions on the part of salespeople, almost doubled the dealer's sales and profits in this one line in one year.

The average paint purchaser does not think of the fact that a brush is needed; and if he gets home without one, he is apt to worry through the job with any old brush he may have handy. A reminder from the salesman, or from a good display, will result in a great many additional sales.

Quite often difficulty is experienced in hardware stores through clerks leaving electric lights burning in the basement where there is no need for this. It is necessary in a hardware store to carry many lines in the basement. Clerks frequently have to visit the basement to get goods, and often when they come upstairs again they forget to turn out the lights. This is not intentional; it is usually a matter of thoughtlessness on the part of the clerk who is often in a hurry.

One small city hardware firm has found a simple plan very effective in controlling this waste. The switch that regulates the cellar lighting was placed near the door leading to the basement and may be seen from any part of the main store interior. Immediately above the switch was installed a small electric light bulb of low candlepower which is illuminated when the cellar lights are turned on. When the clerk comes upstairs he passes this light which always attracts his attention and reminds him that the lights below stairs have been left burning. A red bulb is usually preferable. In one store such a bulb is located convenient to the office.

The use of new tools by careless clerks has always been a source of worry and loss to most hardware dealers. Whenever a clerk needs a tool for something he has to do, he takes a new one from the stock; and, when the work is completed, the tool is returned in grimy, unsalable condition. After a time the tools assume an untidy, second-hand appearance, and must necessarily be sold at a discount.

Furthermore, hardware dealers lose money every day through tools being loaned and never returned. It is a quite frequent occurrence for other merchants to send into the hardware store to borrow tools. What to do in such cases is one of the problems of the hardware dealer—especially the small-town hardware dealer.

Another difficulty is that workmen putting up heaters, ranges, etc., often forget their tools, and the hardware dealer has no efficient check on them.

For years a Northern hardware dealer worried over this problem, but it seemed impossible to devise an efficient check on these losses. At last he worked out a plan.

He made up a kit of tools, embracing every tool necessary for work around the store. He then took stock of these tools and had a special drawer set aside to hold them. Then he painted the handle of each tool with a conspicuous pea-green enamel.

The clerks were warned not to use any tools other than those painted and set aside for store use. The clerks were made responsible for these store

tools, and on Saturday evening every tool had to be produced and accounted for. No new tool was issued and painted until the old tool was produced and shown unfit for use.

It was found that with this simple system in use, all tools on the shelves were new and could always be sold for full price. Because of the peculiar method of decoration, tools loaned or lost could be identified and claimed anywhere or at any time.

Where tools are loaned to other merchants, the loans are made from the store kit; and a memo of each loan is put in a special compartment of the tool drawer. Better still, however, is the system of another aggressive merchant who, pestered with continual requests to loan, went out and canvassed his fellow merchants in other lines for complete tool kits. He sold a good many of them, too.

But where loaning tools to other merchants is thought good policy, painting the tool handle a conspicuous color and making a record of each loan at the time is the best possible safeguard. The dealer must, of course, check up periodically the tools loaned, and usually he will have to send out for them.

Victor Lauriston.

Adequacy of Meat Proven by Trappers

Though it is easily possible to generalize too freely upon the meat-eating experiment of Mr. Stefanson and his colleague, the incident confirms in the main the conclusions drawn from the experience of early-day trappers in the Western country. Men before now have subsisted and apparently thrived, on carnivorous food exclusively; and indeed it is a question whether the fur trade could have been maintained in that era if this had not been feasible. There have been numerous times when trappers have tasted neither succulent vegetables nor breadstuffs between the shutdown of Autumn and the opening of Spring. Their food was largely the product of the hunt, varied in the Indian country by an occasional dog and, under the pressure of necessity, embellished by the yield of the traps.

Forward Chinaware Orders Small.

Fall business in chinaware booked by road salesmen has not been gratifying. Retailers generally displayed a tendency to withhold advance orders and the trade here is now looking forward to retailers' visits to this market to help swell the demand. It is expected that June will be a particularly active month. The demand still centers on open stock patterns, a reflection of consumer buying of smaller sets and then gradually adding to them. Color continues to play an important role in both imported and domestic lines.

What the Signal Means.

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

1. Knocking ashes off a cigarette.
2. Going to turn to the left.
3. Telling a small boy to shut up, he won't buy any red pop.
4. Going to turn to the right.
5. Pointing out a scenic spot.
6. Going to back up.
7. Feeling for rain.

8. Saluting a passing motorist or going to stop.

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Grand Rapids, Mich.

HOTEL DEPARTMENT

Visit to the Mining Town, Hell's Half Acre.

Los Angeles, May 4—I am indebted to my friend, Tupper Townsend, for a complimentary invitation to the opening banquet at the New Hotel Whitcomb, St. Joseph, which is set for this week, and it is a matter of much regret that I will not be among the fortunate to be present on that occasion, but the assumption of ownership of a new apartment building in Hollywood, which is now ready for occupancy, makes it impossible for me to return to Michigan at this time.

I know the occasion will be a most "magnolious" one, and I take great pleasure in congratulating Mr. and Mrs. Townsend upon the consummation of their heart's desire; also the broadminded business men of St. Joseph who were keen enough to accept Mr. Townsend's ideas of what the Whitcomb should be, and now is.

Later on it will afford me great pleasure to inspect and enjoy the hospitality of this wonderful establishment.

The fact that every day is almost like every other day in Los Angeles has no effect upon the conversation which is carried on about the weather. It is safe to say that there are as many conversations opened between strangers by the remark: "Beautiful day, isn't it?" as there are with the customary "Hello" or "Good morning."

It seems that everyone recognizes that the skies are blue and that the sun is shining brightly overhead and wants to assure himself that the person he is talking to has observed the same facts.

Anywhere else in the world, almost, conversation about the weather means something. Cloudy skies indicate that rain is going to fall and relieve a drouth or damage crops or spoil picnics or outings. Snow and ice mean that there must be more coal bought and more attention paid to the water pipes to keep them from freezing.

But here in Los Angeles, where every day is like every other day, there seems to be no use for people to talk about them. It is just repetition of the same remark day after day. Of course, you object. There are rainy days and days when the skies are bleak and sullen.

But such days have been very few and far between this present winter. In fact, I think I can safely assert that there has not been a day in the past four months when the sun has not been in evidence sometime during the daylight period. Of course, pessimists will assert that this has been an unusual winter, but let them enjoy that satisfaction if it amounts to anything. I claim it has been wonderful.

Last week end we motored to Pioche, Nevada, which at one time, in the early seventies, had its boom and was only secondary to Virginia City and its great Comstock Lode, which older readers will remember vividly on account of the excitement it offered to the mining world at that period.

The Pioche District to-day, sixty-four years since the discovery of valuable ore there, is still accounted a good silver producer, modern methods handling lower grade ores profitably—ores which the early day mills would not touch.

The interest attendant upon the promulgation of the Boulder Dam project was what gave us the urge to make the trip, but stories of old mining days proved so much more interesting than the view of a possible dam site—no profanity intended—that we decided a rather more extended excursion would be of greater interest, and with a willing chauffeur, to suggest, was to encompass.

Pioche, which actually came into existence under its present name, in 1870,

when a postoffice was established there, though first settled in 1868, is the official capital of Lincoln county, being in the Southeastern portion of Nevada and comparatively close to the Utah line. In fact, if the road conditions had been a trifle more favorable we would have made Pioche by way of Utah.

Pioche, by the route we traversed, is approximately 500 miles from Los Angeles. It is certainly interesting even if it is not the center of activities of a half century ago. It still exists and is not, by any stretch of imagination, a "ghost city" such as they talk about in the wild and woolly West. Gossip once gave to Pioche the name of being the bloodiest mining camp in existence. Mark Twain and Artemus Ward wrote volumes about it and Horace Greeley, on a lecturing tour, mentions it in his autobiography, as "Hell's half acre." But then, the reader of to-day, expects these old-time mining camps to be flavored with shootings, and though Pioche was never one-tenth as dangerous a place to live, from the standpoint of lead poisoning, as pictured by old-time correspondents, nevertheless there were enough affrays to take the monotony off life in the camp during the seventies, and to cast a glamour of romance over the town for the traveler of to-day.

On the outward trip we left Los Angeles late of a Friday afternoon, stopped at Azusa for dinner, made our night stop at Barstow, continuing the trip early Saturday, through Daggett, at which place we left the National Old Trails road and, swinging in a somewhat Northeasterly direction over the Arrowhead Trails road through Baker and on to Las Vegas, Nevada, where we stopped for refreshments. Then we continued on over the Arrowhead Trail for some fifty miles, where, at Glendale, the main road was left and we headed Northward through Maopa, Coyote Spring Valley and Pahrangat Valley to Alamo, thence East to Caliente, on the main line of the Union Pacific Railroad. From Caliente a short run of say twenty-five miles brought us to our destination.

One used to California highways is inclined to lose enthusiasm when traveling some of these Nevada turnpikes, which do not lend themselves to rapid transit, but when one is out on an exploration trip he must expect to do more or less pioneering, and we, sure enough, had it for not only did we encounter a snow storm, but were obliged to drain the water from the radiator to escape a possible freeze-up. Just imagine being only a day's motor trip from sultry Los Angeles, and worrying about chilblains.

But we found here a good hotel, a genial landlord, a table well supplied with jackrabbits and comfort everywhere. The snow continued to fall during the night, but a moderation of temperature made motoring decidedly more comfortable. The sandy soil absorbed the precipitation and made traveling very satisfactory.

Pioche, or rather the mining district centered at that point, was discovered in the closing months of 1863, when Piute (or Pahute) Indians took some are samples from that region to Santa Clara, Utah, a few miles away, where they were submitted to a crude examination and found to be exceptionally rich in silver deposits. A scouting party was made up and there was literally a "hot time in the old town" that night. That is there would have been if a town had really been in evidence.

En route the Indians had camped at a big spring in a beautiful valley and, since the Piutes called the silver ore "panacare," the first white man, who accompanied them, named his claim the "Panacker" and the spring the Panaca. The flourishing little town of Panaca now occupies the site around the spring, and the first settlement of



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Facing Union Depot; Three Blocks Away.

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"An entire city block of Hospitality"
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400 Rooms -- 400 Baths

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rooms. Several rooms with bath. All
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CODY HOTEL

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RATES—\$1.50 up without bath.

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400 Rooms from \$2. Everything
modern. One of the best hotels in
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en route to Chicago. You will like
it.

C. L. HOLDEN, Mgr.

whites actually took place in the spring of 1864.

Many rich finds were made during that and the two following years, and finally there came along a Frenchman, Pioche by name, who established something like civilization, from whom the town derives its name. Soon thereafter vast properties were taken over by two corporations and by 1870 the game was "going strong."

Framed in the lobby of the hotel were clippings from the Pioche Record, of November 7, 1872, which gives an idea of the city's activities at that time.

"The affray that occurred on election day (Grant and Greeley being the foremost presidential candidates at that time) reveals the reckless criminality of discharging firearms on the streets. In this instance while there was an enormous crowd collected around the polls, two men, only a few yards off, quarreled, drew their weapons and commenced firing without giving a thought or caring what injuries might be inflicted upon the bystanders, who had no concern in or knowledge of the trouble. As it was, an innocent man received a possibly fatal wound. Also another couple had an animated discussion on a crowded street corner, in which a Colt's six-shooter was a prominent feature, the barrel of which was made to carom repeatedly on the head of one of the contestants. After this set-to wash basins and sticking plaster were requisitioned."

Many thrilling anecdotes were related during the evening lobby session of "chair warmers," presumably for our benefit, but one would hardly imagine it possible to find anything left of the blood thirsty rustlers of the early days, Pioche being pretty gold-rained quiet, "socially" at least, just now.

Sunday morning, with a much moderated temperature, we started back to Los Angeles via detour which took in Modena, station on the Union Pacific, and Enterprise, to within eight miles of the well-known Zion National Park, in Utah, whose climate has the reputation of being extremely mild in winter, and, as the soil is exceedingly rich in this area, several crops a year are raised on the land. It was anything but warm when we encountered it on Sunday forenoon, but as we passed over the mountain road on our way Westward we began to feel the soothing Pacific zephyrs, and after having encompassed one of the surpassing luncheons at the Nationally known Mission Inn, at Riverside, felt that life was not entirely without its joys.

Again we have the canine discussion among hotel men. The recent passage of a law in Montana making it a misdemeanor on the part of hotel operators to harbor dogs in rooms in their hotels, making the seventh state to endorse such legislation, brings the proposition to the forefront with a vengeance.

Discussing the question in Los Angeles, landlords take the position that less than one per cent. of travelers tote dogs with them, hence it is an outrage on the remaining 99 per cent. to be forced to come in contact with them.

Naturally the hotel man should be in favor of such legislation for the reason that it relieves him from the embarrassment of refusing to harbor them. Kennels can be provided under the supervision of veterinary surgeons and guests who think more of their pets than they do of the infantile human species ought to be willing to pay something for this class of service.

"Pete" Flickema, who for years has been chief clerk at Hotel Occidental, Muskegon, has been transplanted to the Hotel Pantlind, Grand Rapids, to a similar position. Mr. Flickema has many friends among that portion of

the public who patronize hotels, will be missed very much at the Occidental, but will add luster to Pantlind service, and naturally is deserving of congratulation, of which I convey him a liberal portion.

Harry E. Paulsen has been appointed assistant manager at Hotel Rowe, Grand Rapids, under Ernie Nier. Mr. Paulsen started at the Pantlind, ten years ago, as a bell boy, and has worked his way through every department in the front of the house. When he left the Pantlind he went to the Morton for about a year, after which period he became identified with the Rowe as night manager, then chief clerk, and now lands as assistant manager. All of which goes to prove that hotel employes have something to look forward to if they will make their efficiency felt, instead of simply using a "job" for just pecuniary aggrandizement.

Michigan folks who are interested in the career of Mr. and Mrs. W. L. Cartwright, formerly operators of hotels at Petoskey and Harbor Springs, will be glad to know that they are now both owners and operators of the Grand View Hotel, at Eustis, Florida, which will be kept open the year round. The Cartwrights have ever been good mixers and while they will be greatly missed by their Michigan friends, no doubt will entertain many of them during the winter season.

Many "inns," "shacks" and alleged hotels in Michigan are running foul of Uncle Sam's bloodhounds, and their owners are being headed for rest and refreshment at Fort Leavenworth and various county jails. The legitimate operator of a legitimate hotel is seldom a violator of Volstead's regulations, but there are always some who "think" they are hotel men, who are doing their level best to drag down the reputation of the profession. While one may be personally opposed to preventative legislation he is foolish to defy it or take any chances. Hotel guests often embarrass their hosts by smuggling liquor into hotels, but I have never yet heard of any innocent sufferer.

Lady Nicotine has been given an official cold-shoulder by the commonwealth of California. She is still suffering from the shock of being "high hatted" in the highest council of state officials, and by implication and innuendo considered not quite "nice" enough with the feminine array of employees at the capitol.

No longer will female contingent be permitted to smoke in the semi-open expanses, but they will be shadowed for fear they will do so clandestinely.

All of which seems somewhat surprising when it is an acknowledged fact that more women smoke in public out here, according to claims made, than anywhere else in the Nation. We see them everywhere—in cafes, automobiles and even street cars.

Somebody comes forward with statistics showing that in England the average cost of liquor per capita is \$32.37. Quite likely the prohibition statistician will tell you this is far too much to spend for the vile stuff, but will he ever be able to convince John Bull of that fact. As a rule Englishmen think it a good investment.

Again the North Pole has been discovered. Wonder if it will ever "stay put" or will we have to go through the agonies of discovery periodically?

Frank S. Verbeck.

Paul Woldt, dealer in general merchandise at Bach, renews his subscription to the Tradesman and says: "I could not get along without it."

Let the Future Care For Itself.

Written for the Tradesman.

What do you think of this heading in connection with forest conservation? Wait a bit.

In the years following the civil war in America wheat brought the farmer from \$2 to \$2.50 per bushel. Many Michigan farms at that time were only partly improved and the high price of wheat was a great incentive to farmers to extend their improvement. Think of that word also in terms of conservation.

I was but a child then—perhaps I am yet—and when I saw farmers cutting down every tree from an acre or two of woodland every year and breaking it up for crops I asked what they would do for stovewood when the woods were gone. I was told that wheat would pay for all the coal the farmers would need.

That was before there were many settlers in the prairie states which a few years later began to produce such quantities of wheat at so low a cost that Michigan farmers had to take \$1 per bushel for that crop. Not only that, but the yield per acre here kept declining except where vigorous measures were used to maintain fertility.

Over and over again when anyone expressed any anxiety about the future when our woodlands and forests might fail to supply the needed fuel and timber, the reply would be: "Why should we worry? It won't come in our day."

I remember that my mother's sister lived in Ionia county and that the family had a hard struggle for existence. They had plenty of corn meal and maple syrup and maple sugar. What more could anyone ask? But, like their neighbors, they wanted more cleared land to raise wheat and get some money. This was the way it was done: Every winter the great oaks and maples and beeches were cut so that they fell in windrows. When the dry hot days of summer had dried out the tops, the windrows were set on fire. It must have been a magnificent sight. When the fire died out the farmer took his ox team and hauled the charred trunks into piles and then set them on fire. There was much work after that before wheat could be produced.

Last week a neighbor got \$100 per acre for the approved railroad ties which could be cut from one of his two woodlots. He has all the branches and trunks above the sawlogs for firewood and the smaller growing trees and the land left. Guard the woodlot and it will return good money some day.

As late as 1902 or 1903 we knew of a piece of land being bought by an attorney. I do not now remember the number of acres nor the total cost, but I do remember that from ten acres he had cut and sold enough lumber and firewood to more than pay for the land. That was business enterprise. Let the future care for itself.

It is not necessary to go into details about the manner in which Michigan's pine forests were slaughtered to make millionaires. What else could have been their thought than "Let the future care for itself," unless they, like most of our citizens and legislators, were blind to results?

In olden time it was said, "There was no king in that day and every man did that which was right in his own eyes."

Will our Government ever come abreast of the Nation's needs and not only control but prevent destructive enterprises?

Or is there no hope of the conservation—the salvation—of the world's material resources until the King comes to establish the rule of righteousness? E. E. Whitney.

Artificial Flavor Labels.

The Federal Trade Commission has reaffirmed its previous rulings which permit a manufacturer or bottler to use representations or statements to the effect that a beverage product is an imitation of a designated fruit flavor, but has ruled further that the name of a fruit may not be used as a corporate trade name or as a trade brand or designation for products composed in part of the fruit or juice of the fruit as indicated, unless the product shall derive its color and flavor from said fruit. It has ruled still further that in all statements to the effect that the product is an imitation of a designated fruit flavor, the name of the fruit shall be preceded by the word "imitation" and printed in type equally as conspicuous as the name of the fruit. The rulings were issued in denying an application by representatives of several organizations, including American Bottlers of Carbonated Beverages, the Crown Manufacturers' Association of America and the California Vineyardists' Association, for permission to use the names of fruits upon beverages flavored with artificial flavors.

CHARLES RENNER

takes pleasure in announcing to the traveler, tourist and resorter that he is now in direct control as acting manager of the following hotels:

Four Flags Hotel, Niles, Michigan, in the picturesque St. Joseph Valley.

Mishawaka Hotel, Mishawaka, Indiana.

Edgewater Club Hotel, St. Joseph, Michigan, open from May to October.

All of these hotels will be kept up to the high standard invariably maintained by Mr. Renner in all of his hotel undertakings. The Renner tradition will be in evidence at all times and under all circumstances.

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.

Be Ready For the New Fountain Season.

Once more the season of freshness is here. Fur coats and furnace shovels can be stored in their respective dark corners and independent minded Americans—grammatically speaking—can look up at blue skies and chuckle. Spring has come.

The druggist cannot shift from winter to spring fountain equipment so simply as he can send his winter coat to storage and turn his shovel to the wall in the furthest corner of the coal bin, but he can with surprising ease keep his fountain in pace with the softer and brighter sun of the out-of-doors. He can assure his patrons a place of refreshment that does not retain the stuffy dreariness of a winter day. He can greet them with the same general equipment—if he has invested wisely in a fountain of long-wearing qualities—and the same small service items, but he must give them the cheering little "extras" that tell them he is in sympathy with the new season and wishes to help celebrate it at his fountain.

No fountain can have the air of entering on a new season if dishes seldom used are stacked on the fountain bar and in the compartments beneath it. Gradually, as the days grow warmer and fewer demands are made for hot drinks and soups, the supply of tea and bouillon cups or bowls kept at hand should be reduced and those not required by the daily trade should be stored away until cold winds again bring calls of "coffee—and let's have it hot."

Drinks popular in the spring and summer save trouble in washing and handling dishes. Save valuable inches where heavy cups, saucers, bowls and "hot dish" plates were stacked during the winter months.

The popularity of paper cups and holders for fountain refreshments is growing steadily. Patrons learn to expect these fresh, sanitary containers when they sit at a fountain, and look with suspicion at dishes washed in the luke warm suds and rinsing water used by the average fountain.

Why should not the fountain owner profit by this preference on the part of his customers? Paper containers insure absolute cleanliness, quicker and more attractive service to patrons and win their confidence. By using them entirely at his fountain when serving cold drinks and sundaes, the druggist reduces labor, the noise and clutter of dishwashing as well as the unsightliness of it. He also reduces his breakage bills and adds to his profits. The few customers who still demand china or glass dishes and soda containers can usually be converted when they are

told that their own health interests are being protected by the change. They will soon find satisfaction in knowing the crisp, fresh containers safeguard them from germs often transmitted through careless dishwashing.

The new season should be begun with flawless equipment, for there will be a number of breaks and delays sufficient to cost time and patronage. Accidents will happen to the best regulated fountains, and the retailer who starts out on the "heavy" fountain season with unreliable machinery and implements is bound for the rocks that make themselves felt in expensive repair bills.

Minute attention should be given to the equipment—before the rush begins. Motor, compressor, condenser, cooler boxes, containers, coils, stand-pipes and draft arms should be looked over very critically, cleansed and tested to see if they are fit to stand up under six months of extreme wear and tear. Worn and shabby parts should be repaired or replaced entirely. Supplies should be supplemented and new accessories acquired.

Have you received new copies of the supply manufacturers' catalogues, and if you have, are you carefully looking them over? This should be done, before any new purchases are made, for you may learn of new equipment or other new wrinkles just introduced to fountain service, as a progressive fountain manager, you, naturally, will want to acquire. If you wish to keep the fountain service up to the same high standards you now maintain, you must keep up to the minute on all of the latest innovations and equipment which is being offered by the supply men. With a wide variety of patterns and styles to select from, there is no reason why a fountain manager cannot execute a great deal of originality at the fountain. Have spoons, holders and menu cards unlike those of your competitors. Serve different dishes than he does—strive for individuality; the patrons appreciate it. These minor details, carefully thought out, may make new friends for your fountain. This is stock in trade upon which you should capitalize.

As to the tables, the fountain itself—their cleanliness will be a matter of constant duty. From a patron's viewpoint, won't you, please, this approaching season, see that the tables are wiped off with clean, well-washed cloths, and wiped so that no stickiness remains upon the table top. If every fountain manager will only do this, he will attract much more woman patronage, for I sincerely believe that these women will have the money to spend at the fountain which now goes to cleaners and laundresses as pay for cleaning sleeves which have been friendly aids in performing the role which was intended for the towel of the soda fountain clerk.

In considering the essentials which comprise a successful soda fountain drink, there is no component of the finished product of more importance than the carbonation of the water. The bottlers in compounding the bottled beverages are able to place the carbonation at any desired degree, while the fountain manager must decide up-

on some certain standard and carbonate all of his flavors at this one volume. The bottled drink, remaining carbonated for some length of time before being used, must naturally be carbonated at a high degree of pressure; the fountain drink, quickly consumed, does not require this. However, there is the danger at the fountain to carbonate too low. You have all tasted fountain drinks that were flat and unpalatable. When a patron orders an ice cream soda he expects to get a drink which has some "kick" to it. This is just as much a part of the drink as the flavor. Sometimes, fountain managers pay more attention to seeing that the drink is chilled than they do to its carbonation, forgetting that the carbonation of the drink is the quality which seems to create the refreshing feeling to the consumer.

The bottling industry tells us that ginger ales are carbonated at from four to five volumes, that grape drinks are carbonated at two to two and half volumes, and that citrus drinks taste best carbonated at three volumes. Since most of the citrus flavors are the popular drinks at the fountain, it seems well to deduce that all fountain drinks should be carbonated at from two and a half to three volumes. Cold glasses, chilled sirups, plus a fairly well carbonated water should produce the best of fountain drinks. Remember this in compounding ice cream sodas.

Another important point to remember in drawing the carbonated water is to draw it easily and let it trickle down the side of the glass over the sirup. Then with a short, snappy, vigorous mixing just before the drink is served there is the minimum loss of gas, and the maximum amount of carbonation is reserved to add pep and zest to the finished drink.

At the fountain itself a two weeks' campaign of "specials" will bring new season buyers who will return often as the season grows old—and another season comes. The druggist who is content with the friendly patrons he has is resting on his oars at a dangerous time. With the constant shifting and increasing of population in every community, each season should have its "friendships" campaign during which advertising is done at the fountain by giving extra attention to the niceties of service and souvenirs or reduced prices bring customers into the store. "Service—Plus," the plus consisting of genial courtesy that leaves no doubt of the welcome.

Value of the Food Drink.

Chocolate has a definite food value. For the chronic dyspeptic, what could be better than a food drink? For the individual with poor teeth, what could be better than a food drink? We have a large class of luncheon customers who want to eat and run, get lunch in ten minutes and spend the remainder of the luncheon period in strolling up and down the street. They are boosters for the food drink, and, if they are going to lunch so hurriedly, are wise to stick to it. The hurried business man who cannot spare the time to chew his food may find a friend in the food drink.

The Big Drive on the Muskegon River

Grandville, May 8—Being a member of the "Big Drive" was an honor not excelled to-day by that of a marine in the service of the United States. It was more akin to the navy than the land forces since the greater part of the work was performed on the water. "The Big Drive is coming," shouts the schoolboy, which when heard was the signal for twinkling feet flying across the fields toward the river bluff. At Bridgeton nearly a half mile view was obtainable up the stream and the first sight of the men of the river was hailed with shouts of joy.

Log jams would be broken now, and soon the placid waters of the Muskegon would flow unvexed to the mouth. Rollways were, of course, freed of their winter's burden before the drive was due. It was no part of the drivers to break rollways, although logs which had been floated far inland across the flats during high water were the legitimate prey of the canthook and lever.

Driving the winter's cutting of pine down the stream to the mills at the mouth was as much a part of the logging work as was the cutting of the logs into proper lengths for the saws.

Muskegon was at the mouth of the most important lumbering stream in the world and people sometimes wondered why that burg did not grow into a large city in the early days. Just across the lake in Illinois grew a mammoth city known to this day as Chicago, the Indian term of that name being "skunk."

Well, it seems the skunk got the start of the wolverine, leaving the mill town stranded high and dry when its millionaires, as soon as they had made their pile, floated to the city across the lake, where they invested their millions to good advantage.

The earlier drivers had less severe experiences than those of a later day. The work, however, was severe and trying to the strongest muscles. Indian Jims, Petes and Bills were numbered among the drivers at different periods, although the Indian was not fond of serious labor. As pilots on lumber rafts they did their best and were thoroughly appreciated by the whites.

In early spring a tremendous flow of ice preceded the log jams, and the roar of the moving mass was heard for a long distance. As lumbering increased the log jams became more in evidence and log driving a most trying and important stunt.

In an early day the drive passed to the booms early in spring. However, as the cutting of pine increased the work of driving became more precarious and the number of employees trebled.

I recall one spring when the ice passed out, leaving a big log jam piled against the river bridge at Bridgeton. An all night vigil was kept by many of the inhabitants who were fearful of losing the bridge.

Even the spirits were consulted as to the fate of the structure, but no satisfactory answer was given to the many anxious enquiries. As early as 1857 spirit circles were formed and the occult forces brought into play. The bridge, however, withstood the jam for two days, then heaved off the piers and went in a wreck down the stream.

That jam of logs was piled many feet in the air, completely blocking the flow of the water, which was turned aside across the low flat land.

It was perhaps a month later before the drivers were able to break the jam and send the river on its natural course. The men of the drive lived on the fat of the land, which consisted mostly of pork, beans and potatoes. That sort of food was "fat" in those days and not to be despised. Later, in the lumber shanties, well known cooks were employed and some of the menus would have done honor to the table of a first-class hotel.

Driving and sacking kept the river boys busy most of daylight. In the

evenings, after the work of the day was done, these men sauntered into the backwoods stores and patronized the merchants who sold tobacco and sometimes a grade of stomach bitters which agreed with the tastes of these hardy sons of the forest.

There were no saloons in the smaller river towns but stomach bitters, impregnated with some sort of bitter root, answered very well the cravings of the woodsmen for an alcoholic drink.

In later years the drive would be many weeks making the trip to the mill booms. Frequently midsummer was gone before the last log was cast adrift. Farmers' gardens along the river suffered at times from the depredations of log drivers. I remember losing some very fine melons which I charged to the raid of log drivers.

Immense floats were contrived on which were the cook shanty and bunk house for the care of the drivers. The sackers sometimes were considerably delayed by logs which had been cast aside by high water and were found wedged among the trees many rods back from the river proper. All such had to be rolled to the stream, which, of course, consumed time.

Were the logs floated down the Muskegon in those long ago days now standing in forests of pine their value would be above rubies. Pine which sold for five or six dollars per thousand feet would be worth a hundred and more dollars to-day. Old Timer.

Men's Fancy Hose Selling Well.

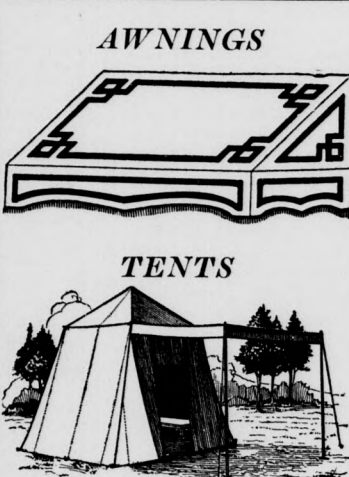
Quite an active call is reported for men's fancy hose in a wide variety of patterns. Business in the merchandise is described as ahead of last year, with the indications being that warmer weather will further spur the demand. Mercerized and rayon mixtures styles to retail at three pairs for \$1 and also at 50 cents a pair have met with the best buying. In colors green was active a short while ago, but the present business is mainly concentrated on grays, blues and tans. A steadily growing call is also noted now for golf hose.

Butler Amasses Fortune Handling Eggs.

The death of George Glass, for nearly half a century employed at Washington as a butler serving others, revealed an estate valued at upward of \$50,000. The greater portion of this money was gathered by profitable speculation in eggs, which he bought out of his savings and held in cold storage until prices advanced. Mr. Glass was employed in this city as butler by Mrs. Benjamin H. Buckingham, but the nucleus of his fortune was made in the Chicago market.

When solving a problem, throw your prejudices out of the window.

Don't be carried off your feet by the flannel mouthed radical.



AWNINGS

TENTS

Camp Equipment

Boat Supplies

CHAS. A. COYE, INC.

GRAND RAPIDS, MICH.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	12 1/2 @ 20	Cubebs	1 35 @ 1 50	Benzoin	2 1 44
Boric (Xtal)	15 @ 25	Eigerson	6 50 @ 6 75	Benzoin Comp'd.	2 2 23
Carbolic	38 @ 44	Eucalyptus	1 25 @ 1 50	Buchu	2 2 16
Citric	53 @ 70	Hemlock, pure	2 00 @ 2 25	Cantharides	2 2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50 @ 4 75	Capsicum	2 2 23
Nitric	9 @ 15	Juniper Wood	1 50 @ 1 75	Catechu	2 1 44
Oxalic	16 1/2 @ 25	Lard, extra	1 55 @ 1 65	Cinchona	2 2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25 @ 1 40	Colchicum	2 1 80
Tartaric	52 @ 60	Lavender Flow.	6 00 @ 6 25	Cubebs	2 2 76
Ammonia		Lavender Gar'n.	85 @ 1 20	Digitalis	2 2 04
Water, 26 deg.	06 @ 16	Lemon	4 25 @ 4 50	Gentian	2 1 35
Water, 18 deg.	05 1/2 @ 13	Linseed, raw, bbl.	@ 76	Gualac	2 2 23
Water, 14 deg.	04 1/2 @ 11	Linseed, boiled, bbl.	@ 79	Gualac, Ammon.	2 2 04
Carbonate	20 @ 25	Linseed, bld less	86 @ 99	Iodine	2 1 50
Chloride (Gran.)	09 @ 20	Linseed, raw, less	83 @ 96	Iodine, Colorless	2 1 25
Balsams		Mustard, artifi. oz.	@ 35	Iron, Clo.	2 1 56
Copaiba	1 00 @ 1 25	Neatsfoot	1 25 @ 1 35	Kino	2 1 44
Flr (Canada)	2 75 @ 3 00	Oliver, pure	4 00 @ 5 00	Myrrh	2 2 52
Flr (Oregon)	65 @ 1 00	Oliver, Malaga,		Nux Vomica	2 1 50
Peru	3 00 @ 3 25	yellow	2 85 @ 3 25	Opium	2 5 40
Tolu	2 00 @ 2 25	Oliver, Malaga,		Opium, Camp.	2 1 44
Barks		green	2 85 @ 3 25	Opium, Deodor'd	2 5 40
Cassia (ordinary)	25 @ 30	Orange, Sweet	5 00 @ 5 25	Rhubarb	2 1 92
Cassia (Salgon)	50 @ 60	Origanum, pure	@ 25	Paints	
Sassafras (pw. 60c)	@ 60	Origanum, com'l	1 00 @ 1 20	Lead, red dry	13 1/2 @ 13 1/2
Soap Cut (powd.)		Pennyroyal	3 25 @ 3 50	Lead, white dry	13 1/2 @ 13 1/2
35c	20 @ 30	Peppermint	5 50 @ 5 70	Lead, white oil	13 1/2 @ 13 1/2
Berries		Rose, pure	13 50 @ 14 00	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@ 1 00	Rosemary Flows	1 25 @ 1 50	Ochre, yellow less	3 @ 6
Fish	@ 25	Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7
Juniper	10 @ 20	I.	10 50 @ 10 75	Red Venet'n Eng.	4 @ 8
Trickly Ash	@ 75	Sassafras, true	1 75 @ 2 00	Putty	5 @ 8
Extracts		Sassafras, artifi	75 @ 1 00	Whiting, bbl.	@ 4 1/2
Licorice	60 @ 65	Spearmint	8 00 @ 8 25	Whiting	5 1/2 @ 6
Licorice, powd.	60 @ 70	Sperm	1 50 @ 1 75	L. H. P. Prep.	2 90 @ 3 11
Flowers		Tany	7 00 @ 7 25	Rogers Prep.	2 90 @ 3 11
Arnica	1 75 @ 1 85	Tar USP	65 @ 75	Miscellaneous	
Chamomile (Ged.)	@ 40	Turpentine, bbl.	@ 60	Acetanalid	57 @ 75
Chamomile Rom.	@ 50	Turpentine, less	67 @ 80	Alum	08 @ 12
Gums		Wintergreen,		Alum. powd. and	
Acacia, 1st	50 @ 55	leaf	6 00 @ 6 25	ground	09 @ 15
Acacia, 2nd	45 @ 50	Wintergreen, sweet		Bismuth, Subni-	
Acacia, Sorts	20 @ 25	birch	3 00 @ 3 25	trate	3 15 @ 3 40
Acacia, Powdered	35 @ 40	Wintergreen, art	75 @ 1 00	Borax xtal or	
Aloes (Barb Pow)	25 @ 35	Worm Seed	5 50 @ 5 75	powdered	6 1/2 @ 15
Aloes (Cape Pow)	25 @ 35	Wormwood	16 50 @ 16 75	Cantharides, po.	1 50 @ 2 00
Aloes (Soc. Pow.)	75 @ 80	Potassium		Calomel	2 72 @ 2 82
Asafoetida	50 @ 60	Bicarbonate	35 @ 40	Capsicum, pow'd	50 @ 60
Pow.	75 @ 1 00	Bichromate	15 @ 25	Carmine	7 00 @ 7 50
Camphor	85 @ 90	Bromide	69 @ 85	Cassia Buds	30 @ 35
Guaiac	@ 80	Chlorate, gran'd	23 @ 30	Cloves	50 @ 55
Guaiac, pow'd	@ 80	Chlorate, powd.	16 @ 25	Chalk Prepared	14 @ 16
Kino	@ 1 25	or Xtal	30 @ 90	Chloroform	53 @ 60
Kino, powdered	@ 1 25	Cynide	30 @ 90	Chloral Hydrate	1 20 @ 1 50
Myrrh	@ 75	Iodide	4 36 @ 4 55	Cocaine	12 85 @ 13 50
Myrrh, powdered	@ 1 00	Permanganate	20 @ 30	Cocoa Butter	65 @ 90
Opium, powd.	19 65 @ 19 92	Prussiate, yellow	40 @ 50	Corks, list, less	40 % - 50 %
Opium, gran.	19 65 @ 19 92	Prussiate, red	@ 70	Copperas	2 1/2 @ 10
Shellac	65 @ 80	Sulphate	35 @ 40	Copperas, Powd.	4 @ 10
Shellac	75 @ 90	Roots		Corrosive Sublim	2 25 @ 2 30
Tragacanth, pow.	@ 1 75	Alkanet	30 @ 35	Cream Tartar	35 @ 45
Tragacanth	2 00 @ 2 35	Blood, powdered	35 @ 40	Cuttle bone	40 @ 50
Turpentine	@ 30	Calamus	35 @ 75	Dextrine	6 @ 15
Insecticides		Elecampane, powd.	25 @ 30	Dover's Powder	4 00 @ 4 50
Arsenic	08 @ 20	Gentian, powd.	20 @ 30	Emery, All Nos.	10 @ 15
Blue Vitriol, bbl.	@ 07 1/2	Ginger, African,		Emery, Powdered	@ 15
Blue Vitriol, less	09 @ 16	powdered	30 @ 35	Epsom Salts, bbls.	@ 03
Bordea. Mix Dry	12 @ 26	Ginger, Jamaica.	60 @ 65	Epsom Salts, less	3 1/2 @ 10
Hellebore, White		Ginger, Jamaica,		Flake, White	15 @ 20
powdered	18 @ 30	powdered	45 @ 50	Formaldehyde, lb.	11 1/2 @ 30
Insect Powder	42 1/2 @ 50	Goldenseal, pow. 7	50 @ 8 00	Gelatine	80 @ 90
Lead Arsenate Po.	13 1/2 @ 30	Ipecac, powd.	@ 60	Glassware, less 55 %	
Lime and Sulphur		Licorice	35 @ 40	Glassware, full case 60 %	
Dry	08 @ 22	Licorice, powd.	20 @ 30	Glauber Salts, bbl.	@ 02 1/2
Paris Green	24 @ 42	Orris, powdered	30 @ 40	Glauber Salts less	04 @ 10
Leaves		Poke, powdered	35 @ 40	Glue, Brown	20 @ 30
Buchu	@ 1 05	Rhubarb, powd.	@ 1 00	Blue, Brown Grd	16 @ 22
Buchu, powdered	@ 1 10	Rosinwood, powd.	@ 1 00	Glue, White	27 1/2 @ 35
Sage, Bulk	35 @ 38	Sarsaparilla, Hond.	@ 1 10	Glue, white grd.	25 @ 35
Sage, 1/4 loose	@ 40	ground	@ 60	Glycerine	20 @ 45
Sage, powdered	@ 35	Sarsaparilla, Mexic.	@ 60	Hops	75 @ 95
Senna, Alex.	50 @ 75	Squills	35 @ 40	Iodine	6 45 @ 7 00
Senna, Tinn. pow.	30 @ 35	Squills, powdered	70 @ 80	Iodoform	8 00 @ 8 30
Uva Ursi	20 @ 35	Tumeric, powd.	20 @ 25	Lead Acetate	20 @ 30
Oils		Valerian, powd.	@ 1 00	Mace	@ 1 50
Almonds, Bitter,		Seeds		Mace, powdered	@ 1 60
true	7 50 @ 7 75	Anise	@ 35	Menthol	7 50 @ 8 00
Almonds, Bitter,		Anise, powdered	35 @ 40	Morphine	12 83 @ 13 98
artificial	3 00 @ 3 35	Bird, ls	13 @ 17	Nux Vomica	@ 30
Almonds, Sweet,		Canary	10 @ 16	Nux Vomica, pow.	15 @ 25
true	1 50 @ 1 80	Caraway, Po.	30 @ 35	Pepper, black, pow	50 @ 60
Almonds, Sweet,		Cardamom	3 25 @ 3 50	Pepper, White, pw.	65 @ 75
imitation	1 00 @ 1 25	Coriander pow.	30 @ 35	Pitch, Burgudry	20 @ 25
Amber, crude	1 25 @ 1 50	Dill	15 @ 20	Quassia	12 @ 15
Amber, rectified	1 50 @ 1 75	Fennell	35 @ 50	Quinine, 5 oz. cans	@ 59
Anise	1 25 @ 1 50	Flax	7 @ 15	Rochelle Salts	31 @ 40
Bergamont	9 00 @ 9 25	Flax, ground	7 @ 15	Sacharine	2 60 @ 2 75
Cajuput	2 00 @ 2 25	Foenugreek, powd.	15 @ 25	Salt Peter	11 @ 22
Cassia	3 00 @ 3 25	Hemp	8 @ 15	Seidlitz Mixture	30 @ 40
Castor	1 45 @ 1 70	Lobelia, powd.	@ 21 60	Soap, green	15 @ 30
Cedar Leaf	2 00 @ 2 35	Mustard, yellow	17 @ 25	Soap mott cast.	@ 25
Citronella	75 @ 1 00	Mustard, black	20 @ 25	Soap, white castile	@ 15 00
Cloves	2 50 @ 2 75	Poppy	15 @ 30	Soap, white castile	
Cocanut	27 1/2 @ 35	Quince	1 25 @ 1 50	less, per bar	@ 1 60
Cod Liver	2 00 @ 2 45	Sabadilla	45 @ 50	Soda Ash	3 @ 10
Croton	2 00 @ 2 25	Sunflower	11 1/2 @ 18	Soda Bicarbonate	3 1/2 @ 10
Tinctures		Worm, American	30 @ 40	Soda, Sal	02 1/2 @ 08
Aconite	@ 1 80	Worm, Levant	6 00 @ 6 50	Spirits Camphor	@ 1 20
Aloes	@ 1 50	Leaves		Sulphur, roll	3 1/2 @ 10
Arnica	@ 1 50	Buchu	@ 1 05	Sulphur, Subl.	4 1/2 @ 10
Asafoetida	@ 2 28	Buchu, powdered	@ 1 10	Tamarinds	20 @ 25

INSECTICIDES FOR 1928



**PARIS GREEN
ARSENATE OF
LEAD
ARSENATE OF
CALCIUM
FUNGI 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

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

Lamb
Lard

DECLINED

Roquefort and Brick Cheese
Evaporated Apricots

AMMONIA

Quaker, 24, 12 oz. case 2 50



AXLE GREASE

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

BAKING POWDERS

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

K. C. Brand

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

BLUING

JENNINGS

The Original

Condensed

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

BREAKFAST FOODS

Kellogg's Brands.
Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Pep, No. 224 2 70
Pep, No. 202 2 00
Krumbles, No. 424 2 70
Bran Flakes, No. 624 2 25
Bran Flakes, No. 602 1 60

Post's Brands.

Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 60
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. 12.8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT

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

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1/2 2 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 75
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 2 25
Sard's, 1/4 Oil, Key 6 10
Sardines, 1/4 Oil, k'less 5 50
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/2s 3 10
Salmon, Red Alaska 3 75
Salmon, Med. Alaska 2 85
Salmon, Pink, Alaska 2 25
Sardines, 1m. 1/4, ea. 10@28
Sardines, 1m. 1/2, ea. 25
Sardines, Cal. 1 35@2 25
Tuna, 1/2 Blue Fin 2 25
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned 3 10
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua. sli. 1 50
Beef, 3 1/2 oz. Qua. sli. 2 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 1/2
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/2 Qua. 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 25

Baked Beans

Campbells 1 15
Quaker, 18 oz. 1 05
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 50
Green Beans, 28 1 65@2 25
Green Beans, 10s 97 50
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 1 25
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. 1 1 25
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
Peas, No. 2, Ex. Sift. 2 25
E. J.
Peas, Ex. Fine, French 25
Pumpkin, No. 8 1 25@1 50
Pumpkin, No. 10 4 00@4 75
Pimientos, 1/4, each 12@14
Pimientos, 1/2, each 27
Swt 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 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60@1 90
Spinach, No. 3 2 25@2 50
Split-ch, No. 10 6 50@7 00
Tomatoes, No. 2 1 20@1 30
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 10 6 00@7 50

CATSUP.

B-nut, small 1 90
Lily of Valley, 14 oz. 2 25
Lily of Valley, 1/2 pint 1 65
Paramount, 24, ss 1 35
Paramount, 24, 16s 2 25
Sniders, 8 oz. 1 75
Sniders, 16 oz. 2 55
Quaker, 8 oz. 1 25
Quaker, 14 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 45
Kraft, small items 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Longhorn 26
Wisconsin Daisy 26
Sap Sago 40
Brick 32

CHEWING GUM.

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

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

COCOA.

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

CHOCOLATE.

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

COCOANUT

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

CLOTHES LINE.

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



COFFEE ROASTED

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

McLaughlin's Kept-Fresh

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

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 55
Quaker, Baby, 8 doz. 4 45
Quaker, Gallon, 1/2 doz. 4 40
Carnation, Tall, 4 doz. 4 80
Carnation, Baby, 8 doz. 4 70
Oatman's Dundee, Tall 4 80
Oatman's D'dee, Baby 4 70
Every Day, Tall 5 00
Every Day, Baby 4 90
Pet, Tall 4 80
Pet, Baby, 8 oz. 4 70
Borden's Tall 4 80
Borden's Baby 4 70
Van Camp, Tall 4 50
Van Camp, Baby 4 40

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c 75 00
Worden Grocer Co. Brands
Airedale 35 00
Havana Sweets 35 00
Hemeter Champion 37 50
In Between, 5 for 25 37 50
Canadian Club 35 00
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac 75 00
Webster Knickerbocker 95 00
Webster Belmont 110 00
Webster St. Reges 125 00
Bering Apollos 95 00
Bering Palmitas 115 00
Bering Diplomatica 115 00
Bering Delosios 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 12
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

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

Lozenges

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

Hard Goods

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

Cough Drops

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. Mallow 1 25

Bar Goods

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

COUPON BOOKS

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

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

CREAM OF TARTAR

6 lb. boxes 42

DRIED FRUITS

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

Apricots

Evaporated, Choice 22
Evaporated, Fancy 28
Evaporated, Slabs 17

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 11
Cal. Limas 11
Brown, Swedish 09 1/2
Red Kidney 11

Farina

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

Hominy

Pearl, 100 lb. sacks 3 50

Macaroni

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

Bulk Goods

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

Pearl Barley

Chester 4 50
0000 7 00
Barley Grits 5 00

Peas

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

Sage

East India 10

Taploca

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

FLAVORING EXTRACTS

55 Years Standard Quality.

JENNINGS

PURE

FLAVORING

EXTRACT

Vanilla and

Lemon

Same Price

7 1/2 oz. 1 25

1 1/2 oz. 1 80

2 1/2 oz. 3 20

3 1/2 oz. 4 50

2 oz. 2 60

GELATINE



26 oz., 1 doz. case	6 50
3 1/4 oz., 4 doz. case	3 20
Jell-O, 3 doz.	2 85
minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 55

JELLY AND PRESERVES

Pure, 30 lb. pails	3 30
Imitation, 30 lb. pails	1 75
Pure, 6 oz., Ass't., doz.	95
Buckeye, 18 oz., doz.	2 00

JELLY GLASSES

8 oz., per doz.	35
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands
Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

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

Safety Matches

Quaker, 5 gro. case	4 50
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MOLASSES

Molasses in Cans

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

NUTS—Whole

Almonds, Tarragona	26
Brazil, New	24
Piney 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 1/2
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

5 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 25
26 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	2 90
Quart Jars, Plain, doz.	5 25
1 Gal. Glass Jugs, Pla.	1 90
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 25
9 1/2 oz. Jar, Stuff., doz.	3 50
1 Gal. Jugs, Stuff., dz.	2 40

PARIS GREEN

1/4 lb.	31
1 lb.	29
2 1/2 and 5 lb.	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

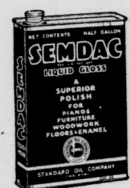
ISO-VIS MOTOR OILS

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 & Hef.	22
Good Steers & Hef.	15 1/2
Med. Steers & Hef.	18
Com. Steers & Hef.	15 1/2

Veal

Top	19
Good	18
Medium	17

Lamb

Spring Lamb	36
Good	32
Medium	30
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.	23
Butts	21
Shoulders	17
Spareribs	16
Neck bones	9 1/2
Trimnings	15

PROVISIONS

Barreled Pork	
Clear Back	25 00@28 00
Short Cut Clear	26 00@29 00
Dry Salt Meats	
D S Bellies	18-20@18-19

Lard

Pure in tierces	13 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	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	
16-18 lb.	@23
Ham, dried beef	
Knuckles	@40
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @22
Boiled Hams	@35
Mixed Hams	@20
Bacon 4/6 Cert.	24 @32

Beef

Boneless, rump	28 00@30 00
Rump, new	29 00@32 00

Liver

Beef	20
Calf	65
Pork	8

RICE

Fancy Blue Rose	05 1/4
Fancy Head	07

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

SALEBRATUS

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.	18 00
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 65
Roned 10 lb. boxes	15

Lake Herring

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

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

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

STOVE POLISH

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

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

SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	2 00
Med. No. 1 Bbls.	2 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.	24
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
35, 4 lb., per bale	2 60
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked, 6-10 lb.	4 20



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



BORAX

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

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	3 85
Export, 100 box	4 00
Big Jack, 60s	4 50
Fels Naphtha, 100 box	5 50
Flake White, 10 box	3 90
Grdma White Na. 10s	3 90
Swift Classic, 100 box	4 40
Wool, 100 box	6 50
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 bo	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case	
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WASHING POWDERS

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

SPICES

Whole Spices	
Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@19

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 25—In the matter of Dezera L. Charon, Bankrupt No. 3418, a sale of the assets of the restaurant business of the bankrupt has been called for May 9, at the premises of the bankrupt's business, 2004 Division avenue, S., Grand Rapids. The property is of the scheduled value of \$2,000 and consists of furniture, fixture, utensils, etc., for the conduct of a restaurant business. The property may be seen prior to the sale by application to C. C. Woolridge, custodian, 1225 G. R. National Bank building, Grand Rapids, or A. Dembinsky, auctioneer, 114 Cherry street, Saginaw. Sales are for cash and subject to immediate confirmation by the referee.

April 25. On this day was held the first meeting of creditors in the matter of Charles E. Sundeen, Bankrupt No. 3137. The bankrupt was present in person. No others were present. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court.

April 25. We have to-day received the schedules, reference and adjudication in the matter of Clessie De Moss, Bankrupt No. 3423. 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 laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$893.23. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called and note of same will be made herein. The list of creditors of said bankrupt is as follows:

Bera & Mapes, Sunfield	\$226.08
John Rickard, Charlotte	7.00
Joe Preston, Grand Ledge	3.50
Rudy Friedman, Grand Ledge	9.50
H. E. Pingle, Grand Ledge	9.00
Knickerbocker Hdwe., Grand Ledge	15.50
Holt & Weisa, Grand Ledge	29.83
Stephens Furn. Store, Grand Ledge	10.00
Marshall Dry Goods Co., Gd. Ledge	27.63
Lambie Clothing Co., Grand Ledge	26.25
Winnie Hardware Co., Grand Rap.	2.00
Morley Store, Grand Ledge	9.15
Fay & McCrumb, Grand Ledge	5.33
Wm. Schavey & Sons, Grand Ledge	20.09
G. L. Produce & Supply Co., Grand Ledge	23.24
Clark Hardware, Grand Ledge	1.95
R. N. Nott, Grand Ledge	36.60
Dr. Stanka, Grand Ledge	37.00
J. W. Knapp, Lansing	9.00
Peoples Clothing Co., Lansing	45.00
Mrs. A. C. Davis, Grand Ledge	8.50
Henry Kemp, Grand Ledge	24.00
A. O. Halsted, Grand Ledge	10.00
W. H. Ke seque & Son, Grand L.	175.00
F. E. McPrangle & Son, Grand L.	11.50
Dr. E. A. Schilz, Grand Rapids	55.00
Byington & Spencer, Grand Ledge	15.00
George Stokes, Grand Ledge	10.00
G. L. Gas Co., Grand Ledge	4.58
Ed. Maier, Grand Ledge	13.85
Frank Youngs, Grand Ledge	12.00

April 25. We have to-day received the schedules, reference and adjudication in the matter of Maurice J. Reddy, Bankrupt No. 3424. 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 \$183 of which \$170 is claimed as exempt, with liabilities of \$7,496.90. The court has written for funds and upon receipt of said fund, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt is as follows:

National Lumberman's Bank, Muskegon	\$ 625.00
Colonial Finance Co., Muskegon	2,500.00
Muskegon Citizens' Loan and Inv. Co., Muskegon	3,000.00
Frank Douma, Muskegon	667.25
Erick Haines, Muskegon	104.65
Dealers' Finance Co., Toledo	unknown
Ten Square Ass'n., Muskegon	unknown
R. E. Easton, Muskegon	unknown
Felix Wyhowski, Musk. Hts.	unknown
Carl Arkelet, Hart	600.00

April 27. We have to-day received the schedules, reference and adjudication in the matter of Joe Chiarello, Bankrupt No. 3426. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor, and his occupation is that of a fruit dealer. The schedules show assets of \$310 of which \$250 is claimed as exempt, with liabilities of \$3,355.48. 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:

Russo Bros. & Sons, Chicago	\$454.00
Salvatore Caruso & Sons, Chicago	300.00
Anatolio Morice & Co., Chicago	6,75.00
Schoenburg & Golbus Co., Chicago	220.00
Kaufman & Brown, Inc., Chicago	168.98
Lino McNeerney Co., Chicago	93.45
M. Tauber & Co., Chicago	15.00
Arthur Applebau & Co., Chicago	70.60
Gallota Bros. & Co., Chicago	280.00
So. Sode Potato Co., Chicago	300.00
Joseph T. Barbierie & Co., Chicago	245.65
Royal Fig & Date Co., Chicago	356.22

E. D. Notair Co., Chicago 176.58
April 30. On this day was held the first meeting of creditors in the matter of Edward J. Hervey, Bankrupt No. 3411. The bankrupt was present in person and represented by attorney C. G. Turner. Creditors were present in person. Claims were proved and allowed. Certain creditors and representatives of the bankrupt were sworn and examined without a reporter. F. J. Bidgood, trustee, with bond of \$100. The bond then adjourned without date. Appraisers were appointed and directed to report as to the value of the assets.

On this day also was held the first meeting of creditors in the matter of William Rudolph, Bankrupt No. 3391. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

In the matter of Harry Ravitch, Bankrupt No. 2888, the trustee has filed his report and return of no assets and the matter has been closed and returned to the district court, as a case without assets.

April 30. On this day was held the adjourned first meeting of creditors in the matter of Arthur Oudier, Bankrupt No. 3360. The bankrupt was present and represented by attorneys Dunham & Cholle. Creditors were represented by Wicks, Fuller & Starr, attorneys. The matter was further adjourned to May 9.

On this day also was held the first meeting of creditors in the matter of Sam Ray, Bankrupt No. 3406. The bankrupt was present in person and represented by attorneys Adams & Van Horn. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Charles W. Carr, Bankrupt No. 3401. The bankrupt was present in person and represented by attorneys White & Reber. Claims were proved and allowed. No creditors were present. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Gysbertus John Diekema, Bankrupt No. 3410. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

May 1. We have to-day received the schedules in the matter of Louis Tucker, doing business the The Leader Store, Bankrupt No. 3400. This is an involuntary case. The schedules show assets of \$4,830 of which \$450 is claimed as exempt, with liabilities of \$7,270.73. The first meeting will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows:

Samuel Gutmacher, Lansing	\$1,050.00
Einisman & Brill, Chicago	418.78
Sam. Phillinson & Co., Chicago	240.00
Altman & Co., Chicago	318.67
Goshen Shirt Co., Chicago	134.13
Lurie Mfg. Co., Chicago	25.00
Hood Rubber Co., Grand Rapids	347.48
Chew Garment Co., Geneva, Ind.	52.83
Edelman & Osber, Chicago	279.00
D. Mainlan Mfg. Co., Chicago	98.00
J. T. Baker Co., Detroit	43.72
John Miller Cap Co., Buffalo	37.50
Ludington Garment Co., Ludington	42.00
Butler Bros., Chicago	13.75
Endicott Johnson Corp., Endicott	703.96
Co-operative Pants Mfg. Co., Chi.	1,059.52
D. Lerner, Chicago	167.25
Dessauer & Kalvern, Chicago	175.00
M. J. Rubin & Co., Chicago	434.61
Carson, Pirie Scott Co., Chicago	100.00
Charles Myers & Co., Chicago	84.50
Robert Johnson & Rand, St. Louis	234.64
Marion Rubber Co., Grand Rapids	92.70
B. Kermen & Co., Chicago	42.16
Dowagiac National Bank, Dowagiac	75.00
Dowagiac Daily News, Dowagiac	46.50
Judd Lumber Co., Dowagiac	20.00
Jennie Turkanitch, Chicago	784.00

May 2. We have to-day received the schedules, reference and adjudication in the matter of Melvin R. Wilder, Bankrupt No. 3427. 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 coremaker. The schedules show assets of \$70 of which \$60 is claimed as exempt with liabilities of \$1,590.11. 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:

Muskegon Citizens Loan & Invest-

ment Co., Muskegon	\$135.00
Chas. W. Smith, Muskegon	13.80
Forberg-Paulson Co., Muskegon	14.35
Sanitary Dairy Co., Muskegon	35.00
Henry Welch, Muskegon	1075.3
W. E. Dyer, Muskegon	37.25
Lakeside Lumber Co., Muskegon	8.75
Mersey Hospital, Muskegon	75.00
Dr. A. B. Poppen, Muskegon	37.00
Drs. Harrington & Morford, Musk.	22.00
Dr. Lunette I. Powers, Muskegon	110.00
Dr. Sol G. Cohan, Muskegon	52.00
MacDonald Reside, Whitehall	145.00
Holland Furnace Co., Muskegon	110.57
Markle Cement Coal Co., Muskegon	254.48
East Side Lumber & Muskegon	24.95
Salvag. Co., Muskegon	87.50
Peoples Credit Clothing, Muskegon	29.50
L. L. Cook School of Elec., Chicago	135.00
Sam Rounding, Muskegon	150.00
Busard Ready Motor Sales Co., Muskegon	150.00

May 1. We have to-day received the schedules, reference and adjudication in the matter of Harry Mendeloff as Muskegon Jewelry Co., Bankrupt No. 3428. 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 jeweler. The schedules show assets of \$4,526, of which \$250 is claimed as exempt, with liabilities of \$9,715.46. The first meeting will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows:

A. Weiner, Detroit	\$470.00
Arnstine Bros., Cleveland	175.00
Lyman T. Covell, Muskegon	200.00
C. H. Knights, Chicago	424.27
I. Schwartz, Chicago	286.86
J. Nassner & Son, Detroit	95.00
G. Steinfeld, Rochester, N. Y.	200.00
LaFrance Jewelry Mfg. Co., Buffalo	297.00
E. S. Feinstein Co., Maiden Lane, N. Y.	63.08
Rothschild Bros., Chicago	200.00
Nathan Wolf, Chicago	200.00
Rose Wolf, Chicago	2,764.50
Morris Mendeloff, Charlestown, W. Va.	300.00

Isadore Josephson, Chicago 367.45
N. Kramer, Baltimore 1,000.00
Lumberman's Bank, Muskegon 79.00
N. & M. Dreyfuss, Buffalo 80.00
A. C. Becken & Co., Chicago 468.00
S. Lazarus & Sons, Chicago 301.00
Joseph Hagn Co., Chicago 162.00
Henry Paulson Co., Chicago 57.93
S. A. Rider Co., Chicago 35.21
J. Schwartz, Chicago 175.00
J. Ransner & Son, Detroit 25.00
N. & M. Dreyfuss, Buffalo 80.00
G. Steinfeld, Rochester 265.00
LaFrance Jewelry Co., Buffalo 100.00
Jewel Watch Co., Maiden Lane 199.00
Morris, Mann & Reilly, Chicago 60.00
International Pen Co., Chicago 17.16
Chas. M. Levy & Son, New York 66.00
Carl Strauss, Buffalo 34.00
Werner Jewelry Case Co., Buffalo 51.00
Macdonald & Macdonald, Muskegon 40.00
Muskegon Chronicle, Muskegon unknown

May 2. On this day was held the first meeting of creditors in the matter of Louis Haven Produce Co., DeCook Bros., and Willis DeCook and Franklin DeCook, individually and as copartners, Bankrupt No. 3403. The bankrupts were present in person and represented by attorneys Van Duren & Van Duren. One creditor was present in person. Claims were proved and allowed. The bankrupts were sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case was closed and returned to the district court as a case without assets.

In the matter of George E. Kenny, Bankrupt No. 3027, the trustee has filed his final report and account and a final meeting of creditors has been called for May 14. The report and account of the trustee will be passed upon. Expenses will be ordered paid and a first and final dividend paid to creditors, if possible.

In the matter of Anway Peerless Co., Bankrupt No. 3290, the trustee has filed his first report and account, and an order for the payment of expenses of administration and taxes has been made.

In the matter of Walter E. Morris, Bankrupt No. 3354, the trustee has filed his first report and account, and an order for the payment of taxes and expenses of administration and the declaration of a first dividend of 5 per cent. to creditors generally has been made.

In the matter of Holland Steel Corporation, Bankrupt No. 3385, the sale heretofore held in this matter resulted in the sale of all of the inventoried assets of the estate of Joe Brown & Son, of Grand Rapids, for \$1,970. The sale was confirmed. The trustee has filed his first report and account and an order for the payment of expenses to date has been made. As soon as labor claims are determined it then can be seen whether or not a dividend to creditors may be paid before the final meeting.

In the matter of Harry Mendeloff, individually and as Muskegon Jewelry Co., Bankrupt No. 3428, the first meeting of creditors has been called for May 17.

In the matter of Louis Tucker, Bankrupt No. 3400, the first meeting of creditors has been called for May 17.

In the matter of Wendell Barr, Bank-

rupt No. 3366, the funds for the first meeting have been received and such meeting has been called for May 18.

In the matter of Charles A. Beil, Bankrupt No. 3405, the funds for the first meeting have been received and such meeting has been called for May 18.

In the matter of Leonard A. Welling, Bankrupt No. 3414, the funds for the first meeting have been received and such meeting has been called for May 18.

In the matter of C. A. Billman, Bankrupt No. 3421, the funds for the first meeting have been received and such meeting has been called for May 17.

In the matter of John Edward Shaw, Bankrupt No. 3416, the funds for the first meeting have been received and the meeting has been called for May 17.

In the matter of John L. Dukavas, Bankrupt No. 3422, the funds for the first meeting have been received and such meeting has been called for May 18.

If I Could Have My Wish.

If I could have my wish
What would I really be,
What sort of man to-day?
Would such supremacy
Serve in the wiser way
Myself or kin; how can
I ever be the man
If I should have my wish.
If I should have my wish
Would then I ever know
What was the best indeed,
What path is right, or no
For all desire is greed
Were it to act apart
From every other heart
And thus I singly wish.
If I could have my wish
I wonder—would I boast
That anything on earth
Or what I wanted most
Was mine? Where then is worth
With nothing to gain
Or what could I attain
If aught were but a wish.

If I may have my wish
Pray never let me choose
The gifts of life, alone
To gain is but to lose
Where self sets up a throne
But what a mastery
If in the things which be
I serving find my wish.
Charles A. Heath.

Raincoat Business Good.

During the last two weeks business has been very satisfactory in the raincoat lines, according to current reports. Women's, children's and juniors' lines are selling well. Business has not been confined to any particular type of coat, but gabardine coats are selling best at present. Buyers are ordering coats in silk crepe, celanese, transparent oil skins and light-weight cottons for Summer. Rainy-day sets, comprising hat, coat and umbrella in cheap and popular price numbers, are also wanted.

Comb Sales to Thrive by Fall.

According to one of the leading manufacturers of women's combs, re-order business has been quite steady. If the demand keeps up, manufacturers expect to be doing a real old-fashioned comb business by Fall, they say. The combs wanted are short with fine teeth and range from two and a half to five inches in length. Both plain and fancy styles with stone settings are selling. Colored combs for wear with Summer clothes are now being featured.

Buckle Trade Has Gained.

Increased business in buckles during the last two seasons is traced by a leading manufacturer and importer to the vogue for novelty jewelry. Buckles are now used on all types of costumes and this has expanded sales to the ready-to-wear manufacturers. Retail sales have been helped because women often buy better buckles to replace the cheap types used by garment manufacturers when the latter cut down on trimming costs to meet price competition.

Items of Interest to Grand Rapids Council.

A very cheerful member, Clifford H. Lampman, recently moved from 1719 Madison avenue to a beautiful new home in Home Acres, which is about four miles from the city limits. While four miles from the city limits, the home is modern in every respect and the design of the bungalow is a combination of the California bungalow and Spanish architecture. We congratulate Brother Lampman on his good fortune to secure a home so admirably situated with perfect arrangements for every convenience and comfort.

We regret to report that Peter H. Fox, 925 Madison avenue, who became well known to almost all of the members—three years ago he was treasurer of the committee on dances and two years ago was chairman of the same committee—is now confined to his home with illness which we hope will be but temporary and that he will soon be back on his territory, covering part of Grand Rapids for the National Grocer Co.

Julius A. Ziesse, living in Oakwood Manor and owner of the Phoenix Sprinkler System, will leave for Europe with his wife on a pleasure trip soon. They will visit the British Isles and Continental Europe, planning to return about Sept. 20. During his absence his son, Karl, will be in charge of the business.

W. M. TenHopen and wife, 1324 Lake Drive, have made plans to leave Grand Rapids soon and will spend six months in California, resting, relaxing in the land of sunshine before their return to our city.

Mrs. Bertron Rockwell left Grand Rapids Saturday morning to join her husband in Cincinnati. Mr. Rockwell has been in charge of the Kresge store in that city for several weeks past. Mr. Rockwell, before taking up his permanent position in Cincinnati, spent about two months in Grand Rapids recuperating his health and enjoying those excellent meals at the home of his parents, Mr. and Mrs. Allen F. Rockwell.

Mrs. Bert Saxton, wife of our newly-elected Sentinel, has been quite ill with pneumonia, but we are glad to report that she is rapidly recovering. Brother Bert Saxton was selected by the T. P. A. at their annual meeting on Saturday as a delegate to their National convention to be held in Oklahoma City, Oklahoma, during the early summer. This is quite a recognition of the efficiency and ability of Mr. Saxton. He was also elected Sentinel of the United Commercial Travelers, Council 131, at a meeting of the executive committee held last Saturday, succeeding L. L. Lozier, who was advanced to the position of Page.

W. G. Bancroft, a member of Council 131 executive committee, with his wife, spent last week in Detroit visiting their son during his vacation from the University.

Harry A. Coleman, who represented the Lorillard Tobacco Co. in Michigan for several years, has severed his connection with them and is now engaged in selling Essex and Hudson cars in Grand Rapids.

The Secretary-Treasurer asks the scribe to remind members who have not paid assessment No. 192 that they now are without the protection of the United Commercial Travelers and will be automatically suspended from the membership at the close of May. We are glad to note that the number who have neglected to pay the above assessment is very small. It would afford us much real satisfaction if there were no delinquent list. In addition to the social life in Council 131 and the order as a whole, there is a contract that each member makes with the order when he joins—he agrees to pay assessments and dues and, in return, is protected in having his earning capacity insured against accident and his life against accidental death. We know that none of us would want to sacrifice the above benefits, and yet under the contract the United Commercial Travelers of America would not be permitted to pay indemnity or death benefits to the beneficiaries of one who was delinquent or who had been suspended from membership in the order.

The Salesmen's Club of Grand Rapids have but five more meetings before beginning the vacation period and at the close of these five meetings a picnic will be held at some nearby summer resort, to be selected by the committee appointed for that purpose. Clarence C. Myers, Secretary and Sales Manager of the Grand Rapids Sash & Door Co., is chairman of that committee and we predict that it will be some outing. The chest of the scribe swells with pride when he reflects the cash prize he won at the Salesmen's Club picnic last year in being the winner in the Fat Man's race. It is only another evidence that weight, burden or handicap are not so serious if you handle them rightly. The date of this outing will be furnished later.

The annual convention of the United Commercial Travelers, domain of Michigan, which will be held at Petoskey, June 14, 15 and 16, will be well attended by the members of Grand Rapids Council. As the parade swings down the line of march in Petoskey, old 131 expects to have 250 men in uniform marching briskly to the tune of Over There, the National anthem, Stars and Stripes Forever, or some other marches made famous by that march king, Lieutenant John Sousa.

L. L. L.

Neckwear Trade Improves.

During the last two weeks business has picked up in the better grades of women's neckwear, according to the one of the leading manufacturers. There is now a wide demand for fancy types of collars with some form of jabot, for collars and cuff sets and vests of organdie, georgette and silk crepe. Lace trimming, scallops and touches of fine embroidery are used throughout, even on the semi-tailored numbers. Pastel shades of pink, yellow, orchid and green are selling well, although white is still the leading choice.

To accept suggestions from others is no sign you don't understand your job.

Why the need To Be Up and Doing.

(Continued from page 20)

per. I ventured a few suggestions and in the end sold her about \$2.50 worth of goods she had not thought of at all. That kind of selling is necessary these days, but not all women care to accept suggestions. That is why it helps to know them."

If the well known "personality in business" is not utilized to promote intimate knowledge of individual customers through personal contact, of what use is it? The most ignorant clerk can jump at customers with "Yes Sir" or "Yes, Ma'am" and startle them half out of their thoughts—and such clerks are found commonly in all sorts of nondescript places. But I have noticed lately that a chain which failed and was taken over by another chain has clerks who now say, not "Yes, Sir" as they formerly did but—with a really cordial smile: "Can I help you?"

Intelligent greeting in a well modulated voice helps. Paul Findlay.

Going Slowly on Dress Fabrics.

Not a great deal of additional business in women's wear Fall fabrics has developed as yet. The garment trade is proceeding very slowly in its commitments and preparations for the new season. Indications are that the openings of model lines will be later than last year and that the number of advance styles will be reduced. The early fabric buying has stressed broadcloths and suedes in coatings and the lighter worsteds and woollens in dress goods. An outstanding feature has been the interest shown in practical versions of fabrics of the luxury order which have been improved for volume production.

Cone Denims Advanced Again.

For the second time within a week the Cone Export and Commission Co. has advanced denim prices half a cent a yard. The new figures, which will apply only to limited quantities of goods for shipment during this month and next, are 19 cents for 2.20-yard "white backs" and 18 cents for 2.30-yard "double and twists." Announcing the advances, an executive of the company said that the rise in cotton since the goods were last priced more than justifies them. The demand for denims at the last previous quotations was more active, with one or two exceptions, than at any other time since the boom period of the war.

Ensembles For Children "Tried Out."

Ensembles for the small child are being featured for Summer in washable fabrics. Coats are made of linen, lawn silk crepe and cretonne, while the dresses are shown in the sheer dimities, lawns, organdies, georgettes and voile. The styles include both sport and party types, with bloomers made to match the dresses. A designer explains that the idea is merely a "try-out" to see how ensembles will sell later as Winter items. The demand so far is centered chiefly in the South and West, although good business is expected in the East as soon as the Summer season begins.

Business Wants Department

For Sale—L shaped top display counter—single glass—size 9 ft.x18 ft. Oak base, with vitrolite panels and marble top. All for \$290. Above were replaced with Hussman Patented Freezer counters. R. A. Pringle, 2303 Everest, S. E., Grand Rapids, Mich. 845

SIGNS and SHOW CARDS easily painted with letter patterns. Large variety of styles and sizes. Write for free samples. John Rahn, 2120 Neva Ave., Chicago. 846

HOTEL FOR SALE—A NICE STEAM heated hotel, furnished, going business. Sickness forces sale. Quick action necessary. Price \$1,200. LEWIS MCKINNEY, Bangor, Michigan. 847.

FOR SALE—On account of illness I wish to sell my stock, consisting of groceries and variety goods. Good location in a town of 2,000. Address No. 834, c/o Michigan Tradesman. 834

In Grand Rapids, Michigan—Ladies' and children's wearing apparel, millinery, boys' clothing, fixtures, etc., clothing business to be sold at once. Very reasonable. Beautiful building for rent or lease. Good location. Call 64324 for appointment, or write No. 835, c/o Michigan Tradesman. 835

Salesmen—Making grocery, drug, hardware, department stores, filling stations. Wonderful side line. Liberal commissions. Address No. 836, c/o Michigan Tradesman. 836

Want—Small stock men's wear, shoes, dry goods, or variety store. Price talks. Greene Co., Mechanic & Pearl, Jackson, Mich. 837

FOR SALE—JEWELER'S SAFE, DOUBLE DOORS, TWO COMBINATIONS. WEIGHS 4,400 lbs. Worth \$450 take \$100 cash. C. N. Paulson, care of P. M. R. R. Co., Michigan City, Indiana. 840

For Sale—Because of illness wish to dispose of my grocery-market. Well established, profitable business, in good location. Modern equipment. Address No. 841, c/o Michigan Tradesman. 841

BASKET CARRIERS FOR SALE—We are going out of business and have ten stations of Lamson basket carriers in good condition. We will sell very cheap. Address H. Rosenblum, Gladstone, Mich. 834

FOR SALE—A modern cash grocery in Southwestern Michigan's best resort and fruit belt. One mile from Paw Paw lake, on U. S. 12 and 31 in Coloma, a town of 1,000. This is an old established business in a modern building, 27x80, with wonderful show windows. This is a neat and well-arranged stock of standard merchandise. It has a full basement, elevator, electric fan, etc. Write H. B. Grant, (owner), Coloma, Mich. 844

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

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

CASH FOR MERCHANDISE

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

CASH For Your Merchandise!

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

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

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.

WHOLESALE GROCER CHAINS.

Contract Offered Retailer By National Grocer Co.

Muskegon, May 8—I read your reference to the chain store group the National Grocer Co. plans to organize in connection with each of its branch houses and write to enquire what you think of the scheme and what sort of an agreement the retail dealer has to sign to become identified with the movement.

Kindly reply through the Tradesman for the benefit of other merchants as well as myself. Retail Grocer.

As the prospective organization has not yet assumed permanent shape, it would be unwise to venture an opinion on the proposed undertaking at this time. The agreement entered into by the National Grocer Co. and its customers is as follows:

This agreement entered into between the National Grocer Co., Grand Rapids branch, a Michigan corporation (hereinafter called the jobber), and----- of----- (hereinafter called the retailer),

Witnesseth:

Whereas—The parties hereto feel the necessity of establishing a closer business relationship between consumers and many retail grocers in this vicinity; now, therefore, it is agreed between the parties hereto as follows:

The jobber hereby agrees to select and furnish to the retailer a distinctive emblem designating the store of the retailer and those of other retailers who sign agreements similar to this, by an appropriate name, which name shall be selected by the jobber, which emblem shall be affixed by the retailer to the front of his store, but which shall be and remain the property of the jobber and upon the termination of this agreement may be removed from the store of the retailer by the jobber.

The jobber further agrees to place advertisements of substantial size in the newspapers published in the city of Grand Rapids at least twice per week, featuring such articles of groceries and grocery sundries as the jobber may, from time to time, select, said advertising to be divided between the newspapers in such a manner as the jobber may see fit.

The jobber hereby agrees to give to the retailer upon all such articles advertised by it in the newspapers for the current week a special low price, which price is to continue for the period of one week, beginning Monday morning and ending the following Saturday night.

The jobber will also give to the retailer, from time to time, all reasonable assistance in the trimming of his windows and show cases, the arrangement of his stock and the keeping of his store; will conduct educational meetings from time to time to aid the retailer in the merchandising of his goods and will, at reasonable intervals advise the retailer as to the keeping of his accounts and the conduct of his said business.

The retailer agrees to display the emblem above described on the front of his place of business and, at his own expense, to paint the store or front of his place of business in such color as may be selected by the jobber, the jobber, however, to furnish the paint and brushes necessary for doing said work free of cost to the retailer. The retailer shall thereafter, during the term of this agreement and any renewal thereof, keep said store front painted in the selected color at his own expense and for such subsequent paintings as may be required, the jobber agrees to supply to the retailer the necessary paint at cost. Upon the expiration or sooner termination of this agreement, the jobber shall have the right, at the expense of the retailer, to remove the said emblem and to repaint said store front at the retailer's ex-

pense its original color or such color as may be selected by the retailer.

The retailer agrees that he will sell all articles of groceries and sundries advertised in the newspapers as above set forth at a price no higher than those named in said advertisements, which retail prices shall be fixed weekly by a committee consisting of the retailers chosen from among those who sign contracts similar to this, and representatives of the jobber, but the retailer may, at his option, sell such goods so advertised each week at less price than those appearing in the advertisement.

The retailer further agrees to pay the jobber for all invoices covering purchases from the jobber within two weeks from the date of said invoices.

The retailer further agrees to pay to the jobber on the first day of each month, the sum of \$10 per month, which sum shall be payable in advance and shall be used by the jobber as part payment for the advertising of merchandise done by the jobbers for the benefit of the retailer, under the appropriate name selected for the stores of retailers entering into agreements similar to this, and for the conducting of the retailer's educational campaign, etc., it being distinctly understood that all the above money paid to the jobber by the retailer, party hereto, and other retailers who sign similar agreements, shall be expended by the jobber only in the interest of such retailers for advertising and other matters herein above set forth and incidental thereto and for no other purpose.

Should the retailer fail to pay the jobber the monthly sum of \$10 per month promptly, as the same becomes due and payable, he shall thereupon forfeit his right to receive from the jobber the special low price upon the goods advertised for sale as aforesaid, until all arrearages in the payment of such monthly sums have been paid in full. If the retailer fails to pay for the merchandise purchased by him from the jobber, as such payments shall fall due, then the jobber shall have the right to abrogate this agreement at his option.

The jobber shall also furnish each week to the retailer, which the retailer shall display in his store windows, four banners or display advertisements featuring the specials on same during the current week and the retailer shall also cut from a newspaper containing the same and display the same each week in his store window in such a manner as to show that the same is a bona fide clipping from a newspaper, the weekly advertisement of specials made under the name selected, as set forth, and shall also make a feature display during each week of all the advertised articles whenever the same is practicable.

It is distinctly understood and agreed that the retailer shall be free to purchase all items of merchandise sold by him in his said store, whether the same be the special items advertised each week or otherwise, from such persons, firms or corporations as to him seems best, and is not obliged by the execution of this contract, to purchase the same from the jobber, but the retailer hereby binds himself to carry in stock for sale all articles advertised from time to time in the weekly advertisements.

This agreement shall remain in full force and effect for the period of one year from the date thereof, but shall not become binding upon either party hereto until at least 200 retail grocers shall have signed agreements similar to this between themselves and the jobber.

E. H. Bisbee, dealer in general merchandise at Athens, renews his subscription to the Tradesman and writes: "I feel that I could hardly get along without the Tradesman, let the good work go on."

Conservative Buying of Flour Appears Advisable.

The price of Michigan soft winter wheat declined approximately 18c per bushel during the past week. Not all of this decline was reflected in the price of flour, as very few jobbers and retailers had followed the advance all the way up. Wholesale prices are, however, approximately 50c per barrel lower on the average.

With this substantial wash-out the market appears more stable, and while neither wheat nor flour is a "buy" from a speculative standpoint, based on crop conditions and information available, the trade, we believe, need have no hesitancy in buying to cover nearby requirements.

Considerable Northwestern and Canadian wheat is being made available through opening of navigation. Export business in wheat continues rather slow, with a limited demand from abroad for flour; favorable crop reports are emanating from the West and Southwest; domestic demand for both wheat and flour is not particularly active and, generally speaking, the crop is making steady progress. These factors of course are bearish.

The visible supply of wheat decreased for the week about two and one-quarter million bushels; buyers are allowing stocks of flour to reduce to lowest possible limit before repurchasing; a smaller spring wheat acreage than earlier anticipated is reported; extent of damage to winter wheat in the Central States is well established and known to be as heavy as earlier estimates indicated; there is more or less war talk in the Orient, and these influences of course are all bullish.

The weather will continue to be a factor in prices until harvest time and, while the United States will in all probability produce a moderately sized crop of wheat of all varieties, conservative buying for the time being appears advisable. This applies to both wheat and flour.

Lloyd E. Smith.

Court Decides Against the Kellogg Defendants.

Some time ago the Shredded Wheat Co., of Niagara Falls, brought suit against the Kellogg Co., of Battle Creek, and certain wholesale and retail grocers in Connecticut for infringement of its product and asked the court to restrain the Kellogg Co. and the other defendants from manufacturing and selling an imitation of its product and appropriating its trade name and good-will.

The Kellogg Co. has thus far not appeared in the action, but the Connecticut defendants, who are represented by the attorney for the Kellogg Co., filed a motion to dismiss the complaint, to strike out certain of the allegations of the complaint and to stay the proceedings. Judge Thomas, of the United States District Court, in a very complete review of the motion denied same in every respect and ordered the defendants to file their answers to the complaint of the Shredded Wheat Co. This complaint grows out of the attempt of the Kellogg Co. to make a biscuit which is an imitation of the product of the Shredded Wheat Co. under the name "Shredded Whole

Wheat Biscuit," which is the trade name originated by the Shredded Wheat Co. and employed to designate the name of its product for thirty-five years.

The denial of this motion in every respect means that the defendants will have to stand trial for infringement of the Shredded Wheat product, appropriation of its trade name, and the resultant damages to the business of the Shredded Wheat Co.

Pleasant Words From Tradesman Readers.

Kenton, May 5—I appreciate and admire the stand you take regarding manufacturers who sell their goods to chain stores at a lower figure than to independent grocers and beg to say I am with you. I will not buy or sell any Maxwell House coffee and will buy no more Lux until the manufacturers and packers of same will sell to the independent grocers just as cheap as they do to the chain stores. Yours for a square deal. J. D. F. Pierson.

Kalamazoo, May 5—I wish to thank you for your efforts in fighting our battles with the Maxwell House Coffee Co. I have discontinued handling it and will not stock it again until advised to do so through the columns of your valued paper. Seth Hyma.

Marrice, April 28—Enclosed please find check for Michigan Tradesman for another year. We enjoy reading it more every year and my son, who has been with me in the store for the past year, thinks that it pays every month for the whole year's subscription. He reads it from cover to cover every week as soon as it makes its welcome appearance at the store.

W. E. Davis.

North Star, May 6—I enjoy the Tradesman. Keep the good work up. Herbert W. Eichenberg.

Outlines Store Program.

Sears, Roebuck & Co., Chicago, is carrying out its retail distribution program, outside of the mail order field, through three types of stores designated as classes A, B and C. Class A consists of retail department stores carrying a comprehensive line of merchandise. Class B consists of smaller stores offering for sale in general the heavier lines of merchandise which require servicing. They carry such items as automobile tires and accessories, radio sets, sporting goods, house furnishings and so forth. The store to be opened at Flint three months hence, is of this type. Class C includes a group of yet smaller stores that sell a restricted line of merchandise, consisting mainly of automobile tires and radio sets.

Four Flags Hotel in Good Hands.

Charles Renner, who has never failed to achieve success in every hotel project he has ever undertaken, has taken the management of the Four Flags Hotel, at Niles, and will conduct it in connection with the Mishawaka Hotel, at Mishawaka, Ind., and the Edgewater Club Hotel, at St. Joseph. Mr. Renner will give the patrons of the Four Flags the advantage of the same remarkable service which has characterized every hotel he has ever managed. The owners of the property are very fortunate in being able to make so advantageous a connection with one of the greatest hotel operators this country has ever produced.