

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, MAY 16, 1928

Number 2330

## Strictly Germ-Proof

The Antiseptic Baby and the Prophylactic Pup  
Were playing in the garden when the Bunny gamboled up;  
They looked upon the Creature with a loathing undisguised;  
It wasn't Disinfected and it wasn't Sterilized.  
They said it was a Microbe and a Hotbed of Disease;  
They steamed it in a vapor of a thousand-odd degrees;  
They froze it in a freezer that was cold as Banished Hope  
And washed it in permanganate with carbolated soap.  
In sulphuretted hydrogen they steeped its wiggly ears;  
They trimmed its frisky whiskers with a pair of hard-boiled shears,  
They donned their rubber mittens and they took it by the hand  
And 'lected it a member of the Fumigated Band.  
There's not a Micrococcus in the garden where they play;  
They bathe in pure iodoform a dozen times a day;  
And each imbibes his rations from a Hygienic Cup —  
The Bunny and the Baby and the Prophylactic Pup.

Arthur Guiterman



# The Mill Mutuals Agency

Lansing, Michigan

*Representing the*

## Michigan Millers Mutual Fire Insurance Company

(MICHIGAN'S LARGEST MUTUAL)  
*and its associated companies*

COMBINED ASSETS OF GROUP  
\$45,267,808.24

COMBINED SURPLUS OF GROUP  
\$17,368,052.31

**Fire Insurance—All Branches**

**Tornado**

**Automobile**

**Plate Glass**

**20 to  
40%**

**SAVINGS MADE  
Since Organization**



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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.

## THE FIGHT IS ON.

No new developments have taken place in the Maxwell House coffee situation during the past week.

President Cheek has made no response to the reply the writer made to his letter two weeks ago or to the open letter published on the first page of the Tradesman last week. As the matter stands with him he is guilty of voluntarily uttering a deliberate falsehood when he stated in his letter of April 27:

**It cannot be said that the Cheek-Neal Coffee Co. has given preferential treatment to any distributor of its products.**

How any man with any ordinary horse sense in his noodle could utter such a monstrous falsehood is more than the writer can understand.

So long as President Cheek acts on the theory that he can pull the wool over the eyes of the independent dealer by such tactics and the promiscuous promulgation of monstrous falsehoods, he should be taught a lesson he will never forget. His goods should be denied a place on the shelves of any sane merchant who believes in fair play and pursues business on live and let live lines.

Maxwell House coffee is, of course, not the only article which is handled unfairly—sold at one price to the independent dealer and at approximately 18 per cent. less to the chain store. A hundred other articles are in the same category. All must come under the same rule. Every article which is sold on the two-price basis should be discriminated against by the independent merchant, so far as it is possible for him to do so and retain his trade. He holds in his hand the weapon which can bring to time the two-faced demon who is deliberately undertaking to destroy the independent merchant. By ceasing to handle the brands which are sold "nasty," he can so reduce their consumption as to present a very interesting situation to the Janus faced manufacturer who is doing all he can in all the ways he can to build up the volume and augment the number of

chain stores. This should be the policy of every dealer who honors his calling and believes in upholding the dignity and decency of his profession. If the jobber proves recreant to the trust reposed in him, the retailer must fight his own battle, fight hard and WIN.

## Full Text of the Brookhart Resolution.

Following is the full text of the remarkable resolution introduced in the United States Senate May 5 by Senator Brookhart:

Whereas—It is estimated that from 1921 to 1927 the retail sales of all chain stores have increased from approximately 4 per cent. to 16 per cent. of all retail sales; and

Whereas—There are estimated to be less than four thousand chain-store systems with over one hundred thousand stores; and

Whereas—Many of these chains operate from one hundred to several thousand stores; and

Whereas—There have been numerous consolidations of chain stores throughout the history of the movement, and particularly in the last few years; and

Whereas—These chain stores now control a substantial proportion of the distribution of certain commodities in certain cities, are rapidly increasing this proportion of control in these and other cities, and are beginning to extend this system of merchandising into country districts as well; and

Whereas—The continuance of the growth of chain-store distribution and consolidation of such chain stores may result in the development of monopolistic organizations in certain lines of retail distribution; and

Whereas—Many of these concerns, although engaged in interstate commerce in buying, may not be engaged in interstate commerce in selling; and

Whereas—In consequence, the extent to which such consolidations are now, or should be made, amenable to the jurisdiction of the Federal antitrust laws is a matter of serious concern to the public; Now, therefore be it

Resolved—That the Federal Trade Commission is hereby directed to undertake an enquiry into the chain-store system of marketing and distribution as conducted by manufacturing, wholesaling, retailing, or other types of chain stores and to ascertain and report to the Senate (1) the extent to which such consolidations have been effected in violation of the antitrust laws, if at all; (2) the extent to which consolidations or combinations of such organizations are susceptible to regulation under the Federal Trade Commission Act or the antitrust laws, if at all; and (3) what legislation, if any, should be

enacted for the purpose of regulating and controlling chain-store distribution.

And for the information of the Senate in connection with the aforesaid subdivisions (1), (2), and (3) of this resolution the Commission is directed to enquire into and report in full to the Senate (a) the extent to which the chain-store movement has tended to create a monopoly or concentration of control in the distribution of any commodity either locally or Nationally; (b) evidences indicating the existence of unfair methods of competition in commerce or of agreements, conspiracies or combinations in restraint of trade involving chain-store distribution; (c) the advantages or disadvantages of chain-store distribution in comparison with those of other types of distribution as shown by prices, costs, profits, and margins, quality of goods and services rendered by chain stores and other distributors or resulting from integration, managerial efficiency, low overhead, or other similar causes; (d) how far the rapid increase in the chain-store system of distribution is based upon actual savings in costs of management and operation and how far upon quantity prices available only to chain-store distributors or any class of them; (e) whether or not such quantity prices constitute a violation of either the Federal Trade Commission Act, the Clayton Act, or any other statute and (f) what legislation, if any, should be enacted with reference to such quantity prices.

The Senate adopted the resolution of Senator Brookhart May 12 and an active investigation of the whole subject will be started at once. That the chain store interests fear the outcome of the investigation is shown by the agitation the chain store leaders have started in opposition to the probe. They profess confidence that the outcome will disclose they are clearly within their rights, but are leaving no stone unturned to prevent an unfavorable verdict against them. By so doing they virtually admit that they have violated our laws and fear the consequences resulting from an exposure of their dishonest and illegal acts.

## Nature Aids Rural Price Rise.

If the Government's initial estimate on the 1928 crop of winter wheat holds the country this year will fall 73,000,000 bushels short of last year's production.

The May 1 condition of 73.8 indicates a crop this year of 479,000,000 bushels, which compares with a 1927 output of 552,000,000 bushels, and would represent the smallest crop since 1925, when we produced only 402,000,000 bushels of the winter variety. If that year be excepted the

present indication is for the smallest crop since 1917.

Various hazards of growth in weather conditions have combined this year to dampen the outlook for a large crop of winter wheat, but it is not necessarily a bumper crop that the farmer needs to stimulate rural prosperity. Past experience shows that a rising price trend for agricultural commodities constitutes a powerful offset to reductions in the volume of production.

Already it is clear that wide areas of acreage planted in winter wheat have been abandoned but in turn this is stimulating fresh plantings of corn, oats and rye.

When the situation is viewed as a whole, furthermore, it must be admitted that such a contraction in the indicated output of winter wheat will tend to stimulate values for the spring variety. It so happens that the great sections of the Northwest in which spring wheat thrives long have been in need of an agricultural stimulant.

Light is thrown on the general commodity price trend by just such stimulants to agricultural prices as come from reports of a 1928 production short of a bumper volume. Nobody would contend that a shortage in staples helps prosperity but in the leading agricultural products no shortage exists.

No development in industry for 1928 to date stands out more clearly among the fundamental changes than the sharp upturn in agricultural products. Cotton, corn, wheat, oats, steers and hide prices all have been running of late at a level substantially higher than at this time in 1927. Indeed with the exception of wheat each of these commodities now enjoys a market position materially better than in 1926.

The broad rise in agricultural commodities accounts largely for the improving trend for wholesale prices but it is in the farm groups that the country most needs such an upturn.

Paul Willard Garrett.

[Copyrighted, 1928.]

## Sells Direct to Retailer Only.

The Dutch Boy Co., which began the manufacture of Holland Cleaner, at Holland, Nov. 10, 1924, is now selling its product in seven states. In order to avoid price cutting, it deals directly with the retailer. The officers of the corporation are as follows:

President—Henry Winter.

Vice-President—Sidney Jenks.

Secretary—Raymond Kuiper.

Treasurer and Manager—Theodore Kuiper.

B. W. Long at Pewamo, renews his subscription to the Tradesman and writes: "Although I have been out of business nearly four months, I enjoy reading it as much as ever."



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

This department has repeatedly warned its readers against accepting any needles from J. A. Coates & Sons, Limited, because they are sent out without any authority and frequently cause much trouble. The Realm recently asked the New Jersey house to refrain from sending out unordered goods hereafter and received the following letter in reply:

East Orange, N. J., May 12—Your effusion received. For supreme gall it sure surpasses anything that we have ever seen.

Who are you, anyway? We never heard of you or your sheet before and we have been in business here for more than half a century.

You evidently do not know much about postal matters or you would know that it is illegal to send a threatening letter (such as yours is) through the mails.

Now we want you to understand that we don't care two whoops in Hades for you or your sheet and would advise you to mind your own business. We are old enough to know our business and don't need advice from any one horse editor or publisher. GET THAT?

J. A. Coates & Sons, Limited.

Columbus, Ohio, May 15—Why will retail merchants continue to hand over good merchandise and in many cases good hard cash in return for a check which is tendered to them by an individual who is a complete stranger not only to them but to the entire community? It seems that you should impress on your readers that they should follow definite rules on the matter and I suggest the following rules which if followed will reduce the losses through bad and worthless checks.

First, accept no checks unless the person presenting it can identify himself as the payee. By identification is meant to have satisfactory proof, either documentary or by statement, of some person with whom the merchant is personally acquainted that the presenter is the payee.

Second, accept no check which calls for more than the amount of the purchase made. In other words, do not accept a check for \$45 in payment of a five-dollar purchase and give the presenter \$40 in cash as change.

Charles H. Mylander,  
Sec'y Ohio Bankers' Association.

Lansing, May 14—Two warrants have been issued here for one Mike Stanek, who is being sought after having swindled three Lansing banks out of nearly \$1,400 in two days. Stanek left the city after he had worked his confidence game on the local bankers.

Mr. Stanek presented a pass book and alleged that he lived in Pittsburgh, Pa., but planned to settle in Lansing and do business. Mr. Stanek "did business" but didn't "settle" and the police are now trying to locate him.

Mr. Stanek, who spoke none too fluently the English language, left a bank book with each bank he proposed to victimize and asked that the institution negotiate for the transfer of his funds in the Pittsburgh bank. His pass book showed a deposit of \$5,000. He then asked to borrow a certain amount to "move his family" here and rent a house and location.

Mike got the loan in each case. Now there are two warrants out for Mr. Stanek, for it was discovered he had but \$1.18 in the Pittsburgh bank. The City National, Capital National and Peoples State Savings banks have credited Mr. Stanek's business to profit and loss.

This department has repeatedly warned its readers against the Chicago Auction Jobbers. It will be remembered that the post office charged them with being fraudulent and refused to deliver mail to them. The following regarding the merchandise they sold is taken from the fraud order:

"A large quantity of so-called merchandise has been submitted by persons dealing with Bollyn pursuant to the above quoted circular matter and the same is now in evidence before me. I have carefully examined this alleged merchandise and I find it to be practically worthless. It is for the most part soiled, torn, and not only unsaleable but unwearable. Its condition is such as possibly to endanger the health of persons touching it.

"The rugs represented as having been 'thoroughly cleaned' are in fact extremely dirty, the overcoats alleged to have been 'cleaned and pressed,' and 'not in need of repairs' are in fact soiled, unpressed and torn. The shoes represented as being 'good as new,' have large holes in the soles, broken uppers, and are soiled with wear. In many instances a miscellaneous assortment of worthless junk in no way resembling the articles ordered is sent remitters. Mr. Bollyn admitted to the post office inspector who investigated this case that a great deal of the alleged merchandise sold by him is obtained from the Chicago 'Ghetto,' a district of extreme squalor and filth in that city."

The fraud order included the Chicago Auction Jobbers, United Auction Jobbers and Salvage Sale Headquarters, which were all trade names used by E. C. Bollyn, the promoter of the scheme.

### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Peoples Realty Co., Detroit. Sterling & Skinner Manufacturing Co., Detroit. American Lubricator and Brass Co., Detroit. Asselin Motor Co., Iron Mountain. Herdle Manufacturing Co., Adraian. Linsell-Dewper, Inc., Detroit. Peach Market Corp., Detroit. Robert K. Glass & Co., Inc., Lansing. C. H. Daniels & Co., Inc., Detroit. Grand Haven Merchandise Co., Grand Haven. General Office Supply Co., Detroit. Detroit Park Amusement Co., Detroit. Irving Jewelry Co., Grand Rapids. Fields Twenty-Two Fifty of Jackson, Inc., Jackson. Sallan Jewelry Co., Lansing. Sallan Jewelry Co., Muskegon. Siems-Helmerts & Schaffner, Inc., Detroit.

### My Cherry Tree in Bloom.

Would that my waiting pen could tell  
The beauty of your bower;  
Or letters find the words that spell  
This most enchanting hour,  
When every twig upon your tree  
Bursting with petaled ecstasy  
Is hidden by its flower.

You are the harbinger, I know,  
Of cherries later on;  
But thought of these must I forego  
When loveliness you don  
So lavishly I spellbound see  
Only blossoms charming me  
Until I am undone.

The joy of spring is in your heart  
The breath of perfume too,  
Till open buds reveal your art  
And Fancy's dream comes true;  
Then only wonder waits on me  
Before my blooming cherry tree  
When I am there apart.

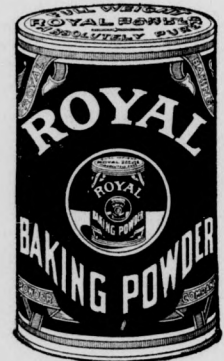
Charles A. Heath.

## ROYAL BAKING POWDER

*Absolutely Pure*

is made with cream of tartar, derived from grapes, and for this reason you can offer it to your customers as a product of highest quality and purity. Royal is the only nationally distributed cream of tartar baking powder.

You can make a very attractive window display with Royal Baking Powder cans, and it will not only sell Royal, but all the other baking ingredients as well.



**Royal Contains No Alum—**

**Leaves No Bitter Taste!**

## HEKMAN'S

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

## Cookie-Cakes and Crackers

MASTERPIECES  
OF THE BAKER'S ART



for every occasion



*Hekman Biscuit Co.*  
Grand Rapids, Mich.



### German-American Friendship Again in Evidence.

Grandville, May 15—Some people learned much from the kaiser's war, while others would not learn anything under any conditions. One of the nations that will profit by the gigantic struggle ten and more years ago is Germany.

It is a strange fact that of all the nations benefited, in fact, saved to continued nationality by the United States, the one that owes its defeat to this country is almost our only friend to-day.

It is said by those who ought to know that Germany is the only real friend we have to-day in Europe. All the other nations hate us with a bitterness which passeth understanding. America would not have crossed the Atlantic to engage in deadly warfare had Germany not assaulted our people on the high seas. That people realize this to-day as never before and are seemingly anxious to make amends for their past sinning.

Imperialism led by the brutal kaiser was the great enemy to America, while his subjects had little to do with bringing on hostilities. The former is now cooped up in the Netherlands, while the great German people have had the good sense to form a republic in which the people have very much to say as to how they shall be governed.

A score of educators from Germany are at present touring the United States under the guidance of Columbia University of New York. They recently passed through Michigan, visiting state schools, and made a very fine impression among our normal and other students. These intelligent men and women have nothing but praise and good will for the American people.

It is well that this is so. The scars of war are becoming rapidly healed, and before the kaiser's war Germans were regarded with high appreciation by the American people.

It was Germany that led in educational movements, even beating the Yankees with their compulsory education laws. Doubtless Germany is the best educated country in Europe.

In recalling civil war days we cannot help thinking kindly of that great mass of Western Germans in this country who did not hesitate to volunteer in defense of the Union and the flag in those days that tried men's souls as never before.

How well we older people remember those days when Franz Sigel and Carl Schurz led the German soldiers against traitor Americans in the battles in the West.

In the lumber woods were many Germans who were, to a man, staunch defenders of the Union and the flag. Good soldiers they made, and it was a sorry day in later years when a villainous kaiser sent his armed undersea boats to sink American shipping.

In fighting for the Yankee eagle the American Germans did themselves proud in the days of our civil war. Shall we not forgive them now and accept their proffers of friendship in good part? Keeping alive hate for past transgressions will butter no toast for either nation, and when those who should be our friends in Europe buckle on the armor to fight us, will it not be a splendid sight to see those German legions who have so long held the Rhine as a German river come to the assistance of the stars and stripes and shed blood in defense of America?

It is said that politics make strange bedfellows, so may it be said of war. Late revelations go to show that with Germany once an enemy is not always an enemy. Every real interest that the German people have in the world can best be fostered by making friends with Uncle Sam.

The British and French press have had some bitter things to say of their allies in the kaiser's war. Americans are learning to estimate the once pro-

fessed friendship of France and Britain at its true value.

The battles of the ship Constitution may have to be repeated in some future hour, and France is still the same unfriendly people who, when we were tied hand and foot with internal war, rushed an army into Mexico for the purpose of gaining a foothold on the American continent.

Why should not the German people be friendly to the United States? German and Yankee blood has been shed in the same cause, that of the common people for life, liberty and the pursuit of happiness.

Our visiting German friends will find no hatred here of their people. There was an unrighteous assault on helpless women and children in the war time, and some of the perpetrators should have been tried and executed for murder. The better element of the Germanic race realize this, hence are anxious to make amends, so far as possible, for that frightfulness of the war time.

The signs of the times point to a reinstatement of German and American friendliness which may never again be tried to breaking by the arbitrament of the sword.

Plainly the two peoples, German and American, are coming to understand each other better than ever in the past. Should the German people cling to the republic and cast aside imperialism forever, what a blessed effect will be manifest throughout Europe. How much more blessed for the people than the reign of one like Mussolini in his tyrannical governing of Italy.

The friendship of America and Germany speaks for a long reign of peace and good will among the people of the world. Old Timer.

### How To Keep From Growing Old.

Always drive fast out of alleys.

Always race with locomotives to crossings. Engineers like it; it breaks the monotony of their jobs.

Always pass the car ahead on curves or turns. Don't use your horn, it may unnerve the other fellow and cause him to turn out too far.

Demand half the road—the middle half. Insist on your rights.

Always speed; it shows people you are a man of pep even thought an amateur driver.

Never stop, look or listen at railroad crossings. It consumes time.

Drive confidently, just as though there were eighteen million other cars in service.

Always lock your brakes when skidding. It makes the job more artistic.

Always pass cars on hills. It shows you have more power; and you can turn out if you meet a car at the top.

In sloppy weather drive close to pedestrians. Dry cleaners appreciate it.

Never look around when you back up. There is never anything behind you.

### Pacific Mills Advance Prices.

Revision of prices on several fabrics sold under the Truth brand were announced last Saturday by Pacific Mills to cover May, June and July deliveries. Thirty-six inch Truth muslins, nainsooks and cambrics now stand at 12¼ cents, while 36 inch Truth longcloths are quoted at 12½ cents. Also for the deliveries specified, a new price of 13¼ cents has been made on Truth uniform cloth. The changes are in keeping with the new level of cotton.

## A TWO-IN-ONE SALE

With every sale of fruit suggest a package of Kellogg's Corn Flakes. The combination is a treat your customers will like. And it means more business for you! Two sales in place of one!

Kellogg's Corn Flakes are the largest selling ready-to-eat cereal in the world! Extensively advertised in newspapers and magazines. Intensively merchandised. Put them on display. Be sure you have a large supply. Warm weather brings peak demand.

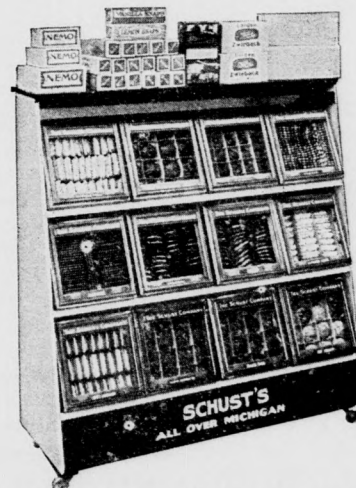


*Kellogg's*

**CORN  
FLAKES**

## 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



**MOVEMENTS OF MERCHANTS.**

Wallhalla—George Showers succeeds Art Barnhart in the grocery business.

Marquette—Piggly Wiggly Northern, Inc., has increased its capital stock from \$30,000 to \$100,000.

Port Huron—The United States Savings Bank has increased its capital stock from \$150,000 to \$200,000.

Detroit—The Honey Dew Co., 3955 West Vernor Highway, has changed its name to the Honey Dey Sales Co. of Detroit.

Detroit—The Larkin-Allen Electric Co., 219 South Waterman avenue, has increased its capital stock from \$50,000 to \$300,000.

Detroit—The National Appliance Co., 3620 Bellevue avenue, has changed its name to the Detroit National Appliance Co.

Lansing—George Cascarelli succeeds John Spagnolio in the fruit, confectionery and grocery business at 1524 South Cedar street.

Jackson—The A. L. Steele Co., 427 East Michigan avenue, dealer in furniture, has increased its capital stock from \$6,500 to \$50,000.

Lake Odessa—L. Levinsohn has purchased the remaining dry goods and furnishings stock of E. C. Tew & Sons and will ship it to Saginaw.

Muskegon—The Sanitary Dairy Co. has increased its capital stock from \$100,000 common to \$100,000 preferred and 5,000 shares no par value.

Cherry Home—The Cherry Home Co., canner of fruit, has increased its capital stock from \$50,000 to \$100,000 and 5,000 shares no par value.

Lowell—The Melze, Alderton Shoe Co., of Saginaw, has opened a retail shoe store here under the management of Dallas Adams, recently of Saginaw.

Lansing—The Bank of Lansing has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

Belding—The Belding Coal & Produce Co. has been incorporated with an authorized capital stock of \$11,000, all of which has been subscribed and paid in in cash.

Lake Odessa—L. Levinsohn, of Saginaw, has purchased the clothing and shoe stock of Edwin Shellhorn and will conduct a closing out sale on the premises.

Kalamazoo—The Milk Products Co., 219 East Ransom street, has been incorporated with an authorized capital stock of \$45,000, \$28,000 of which has been subscribed and paid in in property.

Kent City—The loss occasioned by the fire in the warehouse of Albert H. Saur & Sons, was promptly adjusted. The damaged stock was disposed of without being brought into the store proper.

Belding—A. M. Hall, who sold his furniture stock to Chaffee Bros. last December, has formed a copartnership with A. L. Cichy, a former employe and will re-engage in the furniture and undertaking business here.

Detroit—The Automatic Beverage Co., 1917 Dime Bank building, has been incorporated with an authorized capital stock of \$4,420, all of which

has been subscribed and paid in, \$500 in cash and \$3,920 in property.

Detroit—The Russell Poultry Corporation, 2831 Russell street, has been incorporated to deal in poultry and eggs, with an authorized capital stock of \$3,000, \$2,000 of which has been subscribed and \$1,000 paid in in cash.

Detroit—The North East Furniture Co., 2458 East Division avenue, has been incorporated to deal in new and used furniture with an authorized capital stock of 100 shares at \$100 per share, \$10,000 being subscribed and paid in in property.

Detroit—The New York Grocery, 7620 Michigan avenue, has been incorporated to conduct a retail grocery business with an authorized capital stock of \$2,000, all of which has been subscribed and paid in, \$100 in cash and \$1,900 in property.

Holland—George H. Huizenga & Co., 6 East 8th street, is closing out its stock of jewelry and silverware at auction sale under the management of the Charles A. Hubbard Co., of Chicago. Following the auction Mr. Huizenga will incorporate his company and the business will be greatly expanded.

St. Johns—The E. I. Hull & Son stock of furniture has been removed to its Lansing store, and consolidated with the stock of the Hull Furniture Co., East Michigan avenue, which is under the management of Raymond P. Hull. E. I. Hull founded the business in St. Johns in 1894 and will now retire from active business.

Lansing—A chain of shoe stores has been formed by the consolidation of five companies under the style of the Henne-Kahler Shoe Co., which will acquire the William Henne & Co., Inc., Physical Culture Shoe Shops, Inc., Fashion & Comfort, Inc., and the Kahler Shoe Co., Inc. The new company will conduct 44 retail stores in important cities throughout the country.

Detroit—Succumbing to prolonged ill health, Frank G. Lafer, 65 years old, veteran of the Detroit retail grocery trade, died Monday at his home, 3061 West Grand boulevard. Mr. Lafer came to Detroit forty years ago to become the partner of his brother, John Lafer, in the grocery business. In 1907 Frank Lafer bought his brother's interest and ten years later moved the store from Cadillac square to its present location at 1323 Broadway. He is survived by three sons, Gayard F., James A. and Bruce R. Lafer; a daughter, Lillian Dorothy Lafer; two brothers, John W. and Henry W. Lafer, and two sisters, Mrs. Louis Blaksley and Mrs. Amelia Edsel. Mr. Lafer was born in Toledo, in 1863.

**Manufacturing Matters.**

Detroit—The Springless Window Shade Co., 6549 John R. street, has been incorporated with an authorized capital stock of 100 shares at \$100 a share, \$1,000 being subscribed and paid in in cash.

Detroit—The Solid Carbonic Corporation, 1019 Dime Bank building, has been incorporated with an authorized capital stock of \$5,000 common and 1,000 shares at \$1 per share, \$6,000

being subscribed and \$1,000 paid in in property.

Romeo—The Jensen Foundry Co. and the Michigan Architectural Pattern Co. have consolidated under the style of the Jensen Foundry Co., with an authorized capital stock of \$50,000, \$25,610 of which has been subscribed and paid in in property.

Detroit—The Power Engineering Corporation, 7710 Woodward avenue, has been incorporated to manufacture and sell power automatic stokers, power and heating devices, with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—Wayside Products, Inc., 56 Custer avenue, has been incorporated to manufacture and sell Wayside, a chemical for renewing batteries, with an authorized capital stock of \$5,000 common and \$5,000 preferred, of which amount \$3,000 has been subscribed and paid in in cash.

Detroit—The Sprayo-Flake Co., of Detroit, 14014 Woodrow Wilson avenue, has been incorporated to manufacture and deal in insulation for building purposes, with an authorized capital stock of \$25,000, of which amount \$9,000 has been subscribed and \$7,000 paid in in cash.

Saginaw—The Sanitary Comb Cleaner & Sterilizer Co., 320 Lapeer street, has been incorporated to manufacture and deal in barber supplies, with an authorized capital stock of \$15,000, of which amount \$12,500 has been subscribed and paid in, \$5,000 in cash and \$7,500 in property.

Detroit—The Haltex Products Corporation, 1126 Penobscot building, has been incorporated to manufacture fabrics from fibrous material, with an authorized capital stock of \$100,000 preferred and 20,000 shares at \$1 per share, of which amount \$5,000 has been subscribed and paid in in cash.

Detroit—The Safety Service Corporation of Michigan, 3127 Jefferson avenue, East, has been incorporated to manufacture and deal in brakes and brake linings, with an authorized capital stock of 2,500 shares at \$10 per share, \$8,000 being subscribed and paid in, \$4,000 in cash and \$4,000 in property.

Lansing—The Reed-Tyler Electric Shop, 115 East Grand River avenue, has merged its business into a stock company under the style of the Reed-Tyler Electric Co., to manufacture and deal in electrical fixtures, etc., with an authorized capital stock of \$12,000, of which amount \$10,020 has been subscribed and paid in, \$20 in cash and \$10,000 in property.

**Death of Pioneer Merchant of Rockford.**

Seymour Hunting, prominent business man and civic leader, died at his home in Rockford, May 9, following an illness which has made his condition critical for the past six months. Mr. Hunting was head of the Hunting Hardware Co., the oldest business of its kind in Rockford.

He was born in Courtland township, April 29, 1863, and began his business career with a grocery business at Rockford in 1891. He later went into

the hardware and implement business with his brother, Barton Hunting, and in 1905 he bought out his brother's interests. Since that time he has been active head of the company.

He has always been an active worker in all civic affairs and taken a keen interest in village politics. He has served a number of terms as village president and held other village offices.

Public education was always a point of real interest to Mr. Hunting and during the past few years he has made it a point to conduct contests for the rural schools located around Rockford. For these contests he personally bought suitable prizes for the student in each school who attained the highest standing in some specified phase of school work. The contests were of material value in creating a keener interest in school work.

Mr. Hunting is survived by his widow; one daughter, Mrs. Grace Gilbert; one son, Clyde N., both residents of Rockford, and a number of near relatives.

**Forty-five New Readers of the Tradesman.**

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

Roy Drew, Traverse City.  
Amil Hoodit, Traverse City.  
Mann & Jewett, Piedmont, Mo.  
R. E. Francis, Greenwood, Ind.  
Capt. Hans Hansen, Manistee.  
Chas. E. Foster, Lansing.  
Samuel Reis, Cincinnati, Ohio.  
F. L. Pierce, Clinton.  
F. & S. Co., Traverse City.  
Stephen Middough, Traverse City.  
E. Colby, Traverse City.  
William D. Roman, Traverse City.  
J. W. Duclos, Saginaw.  
E. W. Randall, Sparta.  
Geo. E. Keiser & Co., New York City.

Dutch Boy Co., Holland.  
Frank L. McLaughlin, Durand.  
A. T. Petertyl, Traverse City.  
A. P. Anderson, Grand Rapids.  
L. H. Berles, Grand Rapids.  
E. A. Bullard, Lansing.  
R. H. Carter, Lansing.  
Harold Campbell, Battle Creek.  
William DeKuiper, Fremont.  
P. F. Dykema, Grand Rapids.  
O. P. Ehle, Battle Creek.  
Charles Fowler, Grand Rapids.  
D. G. Fox, Grand Rapids.  
John Gilleland, Lansing.  
Edwin Gingrich, Kalamazoo.  
L. P. Goedel, Grand Rapids.  
W. W. Hubbard, Grand Rapids.  
V. M. Johnson, Harbor Springs.  
E. E. Kraai, Grand Rapids.  
Hal S. Lantz, Traverse City.  
C. J. Larsen, Manistee.  
G. A. Lindemulder, Grand Rapids.  
Alvah Loughery, Grand Rapids.  
E. G. Lee, Battle Creek.  
H. F. Manwaring, Lansing.  
John McKane, Lansing.  
F. W. Rademacher, Grand Rapids.  
Lloyd Shafer, Battle Creek.  
Peter Van Ess, Grand Rapids.  
G. A. Witmer, Grand Rapids.

Kalamazoo—R. H. Olmstead succeeds Neal Den Hamer in the grocery and meat business, East Main street.



### Essential Features of the Grocery Staples.

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

**Tea**—Tea business is slowly working to a better basis than has characterized it for some time. Markets abroad continue rather firm and this has reduced the number of holders on this side who are willing to shade prices. New Formosas have shown considerable strength during the week. The general market continues about as it was last week. There is a fair demand, still quite spotty, without any change in the general situation.

**Coffee**—The market for Rio and Santos coffee was showing continued weakness early in the week, but later some news came from Brazil that the crop would be somewhat less than was expected, and prices firmed up on this account. The result was corresponding advances in this country amounting to the list. Mild coffees rather firm, going to probably  $\frac{1}{2}$ c per pound throughout without change for the week. The jobbing market on roasted coffee will adjust itself to the advancing market on green, Rio and Santos, if those advances are maintained. General demand for coffee is excellent.

**Canned Fruits**—No fruit packs are active for replacement at the cannery, but there is some enquiry for the short items which it is difficult to satisfy. Pears are wanted but are hard to find, while apple sauce has been practically exhausted from first hands and cranberry sauce is getting into that position.

**Canned Vegetables**—Much of the present dullness has been attributed to weather conditions, although it has been noticeable this week that there has been a better jobbing demand for a number of items. It is quite evident that the distributing trade is lightly stocked and that there is an abnormally close clean-up in a number of packs. Where this is pronounced is in the smaller volume foods, as there are plenty of tomatoes, corn, peas and others in that class. Bookings for asparagus have been heavier during the week than in any previous week since opening prices were announced, but the trade is still behind normal with its advance orders. Added interest in the pack has been caused by the firmness of canners who have refused to make concessions and there is a tendency among the large buyers to consider their requirements at least in part.

**Canned Fish**—The most satisfactory business in new packs done so far this season has been in Columbia River chinook salmon, which was quoted by packers this week on a \$2.45 basis, Coast, for halves. This is always a limited stock and the tentative orders are being freely confirmed in a way which indicates that canners will soon be sold out on their anticipated pack. There has been no change in Alaska salmon during the week, pinks remaining steady and in moderate demand, with reds weak, neglected and offered at a wide range. Maine sardine canners have been able to get only light runs of fish and little progress was made in turning out new pack.

**Dried Fruits**—The main hardening in values last week was in Oregon prunes, which have been much firmer on the Coast. Predictions are being freely made that 30s will go to 10c before long and may even reach 15c before the last of the present crop is marketed, with other sizes in proportion. The coming crop is reported a complete failure by some observers, or up to 50 per cent. of last year's tonnage by others. Carryover is in small volume in all positions and the supply of California prunes is much less than a year ago at this time, with four or five months to go before there will be any crop moving. California estimates are for a smaller crop than the record of last year, making a material reduction in the supply of domestic prunes in 1928. In addition to the effect of a smaller output this year is the factor of low prices on carryover. Prunes are 25 per cent. cheaper than a year ago and have been on a low basis all season, which has resulted in a uniformly heavy consumer movement for the past six or eight months. While sentiment is generally in favor of a higher market there is some talk of holding the situation in hand to prevent the market from going too high. The raisin market was not altered in tone or in price last week but continued steady on the spot. Holdings are not excessive but there is still unwarranted competition to liquidate in a competitive way on a lower basis than present Coast replacement costs. Some holders have been trying to work up the market to a more profitable level, but they have been unable to accomplish their aim. The apricot market is unsettled on the grades which are mainly in evidence, although there is a fair jobbing movement. Enquiries for the top grades are harder to satisfy as such lines are disappearing. No prices have been named so far on new crop. Peaches are steady but are not a big factor. Some 1926 fruit is still available and as it is generally not of attractive quality its presence interferes with the sale of 1927 fruit. Figs are in strong position as supplies are light, while currants are in no surplus and are moving out steadily.

**Nuts**—The generally optimistic postings from shellers of all varieties of nuts in Europe are having a beneficial effect upon the tone of the spot market, and, as prices in primary centers are on the advance on walnuts, filberts and almonds, the spot market affords the opportunity of getting some low priced merchandise. Some of the wise operators appreciate the situation and they have been buying shelled nuts more freely from the spot in anticipation of later outlets. All postings from abroad are to the effect that the crops of all three varieties will be smaller than last year and with a close clean-up shellers expect to see a higher market on carryover and new crop as soon as the present depression in world markets has disappeared. Stocks here have not accumulated and with any activity importers look for a hardening in values which will be attended by trading along broader lines than during the past few months.

**Syrup and Molasses**—The only change in this market since the last report is an advance of about 1c per gallon in Porto Rico molasses. New Orleans molasses remains about unchanged, with no indications of much of a fluctuation either way. Demand for the best grades of grocery molasses is said to be somewhat better than usual. Sugar syrups are in good demand, without change in price. Compound syrup shows no further advance since last week. This market has been steadily advancing since the beginning of the year. Demand is not large.

**Beans and Peas**—The market for dried beans is somewhat spotty and irregular. Pea beans are practically the firmest thing in the list. California limas, however, are also strong, with an advancing tendency. Red kidneys rather weak and some holders have reduced their prices. Buckeye peas are steady and unchanged.

**Salt Fish**—The demand for mackerel is rather quiet. It is confined entirely to filling holes in stock. There is some fresh mackerel in the market now, but the price is too high to salt.

**Cheese**—Offerings of cheese are still comparatively light. Demand is also light, therefore the market is about steady.

**Pickles**—More confidence is being shown in all sizes of salt pickles than usual for the season as carryover is the lightest in years and promises to be reduced to almost nothing by the time there is any quantity of new stocks available. Assortments are being broken in first hands, forcing more business into the resale market. Dills are closely sold out and favor the holder.

**Sauerkraut**—Some price cutting is going on among the smaller packers who have odd lots of carryover which they have been moving at discounts to get it out of the road before added storage charges are piled up. The larger interests are holding the market firm on bulk and canned kraut. The cabbage planting season has been backward and the acreage put out is not as large as usual at the middle of May. This had the tendency to keep the spot market steady in tone.

### Review of the Produce Market.

**Apples**—Baldwins, \$2.50@3; Northern Spys, \$3@3.50; Western Jonathans, \$3 per box; Rome Beauty, \$3.50 per box.

**Asparagus**—\$1@1.25 per doz. bunches for home grown.

**Bags**—Canadian, \$2.40 per 100 lb. sack.

**Bananas**—\$6@6 $\frac{1}{2}$ c per lb.

**Butter**—The market has had a firm week. Receipts have not been very heavy, and the demand for fine creamery butter has been excellent. The result is a firm market, without change in price. 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 \$5.50 per crate.

**Carrots**—Calif., \$4.50 for iceberg crate; new from Texas, \$2.50 per bu.

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

**Celery**—75c@\$1 per bunch according to size; Florida, \$6.50 per crate.

**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	.....\$9.90
Light Red Kidney	..... 9.85
Dark Red Kidney	..... 9.65

**Eggs**—The market has rather marked time during the week. The only fluctuation being one decline of  $\frac{1}{2}$ c and a later decline of the same amount. There is a continuously good demand for fine fresh eggs, and not by any means excessive receipts. The market cleans up fairly well every day. Local handlers pay 27c for strictly fresh.

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

**Green Onions**—Chalotts, 65c per doz.

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

360 Sunkist	.....\$9.00
360 Red Ball	..... 8.50
300 Red Ball	..... 8.50

**Lettuce**—In good demand on the following basis:

Arizona Icebergs, 4s, per crate	..\$4.00
Arizona Iceberg, 6s, per crate	.. 3.75
Hothouse leaf, per lb.	..... 16c
New Potatoes—\$2.75 per bu. for Florida.	

**Onions**—Texas Bermudas, \$2.75 per bu. crate for white and \$2.50 for yellow.

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

100	.....\$7.00
126	..... 7.50
150	..... 8.00
176	..... 9.00
200	..... 9.00
216	..... 9.00
252	..... 9.00
288	..... 8.25

Red Ball 50c cheaper.

**Peppers**—Green, 65c per doz.

**Pieplant**—Illinois outdoor grown commands \$3.50 per 40 lb. box; home grown, \$2.50 per bu.

**Potatoes**—The market is lower and weak on the basis of 40c per bu., 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**—\$3.50 for 24 pint crate from Louisiana, \$5.50 for 24 qt. crate from Tennessee.

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

**Tomatoes**—\$3.25 for 10 lb. basket of hot house; \$1.25 for 6 lb. basket from Calif.

**Veal Calves**—Wilson & Company pay as follows:

Fancy	..... 18c
Good	..... 16c
Medium	..... 14c
Poor	..... 10c

## CHAIN STORE COMPETITION.

### Some Ways By Which It Can Be Met.

I want to bring to you a picture, or you may call it a history, which started forty-four years ago, when business was done quite differently from now. Then the women dealt at a store more for personal friendship and quality of goods than for price.

Those were days when the grocery store was a clearinghouse for gossip and the exchange of recipes. Those were days when eight or ten women would crowd the average store. They wore hoop-skirts that extended two feet around them, and later they wore bustles and huge puffed sleeves.

Those were days when prunes came from Turkey in large casks which weighed over 1600 pounds. To get them out of the casks we used an augur, and what a job that was when the bottom of the cask was reached! Often three pounds were sold for ten cents.

Coal oil came in barrels, which had to be rolled into the store, where the bung was knocked out of them and the coal oil pumped into a tank by hand. There were no tank wagons in those days.

New Orleans molasses came in large barrels, in which we put a spigot, through which to draw the molasses into tin measures. From these we poured it into the pitcher or jug brought by the customer. A wooden paddle was used to scrape the measure clean. When these barrels were empty we would open them up, and in the bottom we would find about three inches of pure New Orleans sugar. This we would sell to the housewives and the bakers for baking ginger cakes.

Everything was sold in bulk with a few exceptions, such as tea, which was sold in quarter-pound packages. There was also Arbuckle coffee and Rumford baking powder and Davis O. K. baking powder, and Royal baking powder, for which a few customers were willing to pay the price. Lipp's Premium soap and Cincinnati oleine were prominent sellers.

As time went by, the red-front store appeared. At first they sold only tea, coffee and sugar. They soon added baking powder. Then chocolate and cocoa. Then, almost before we knew it, they were selling a full line of groceries.

We had to admire the get-up of their windows, which were always bright and attractive, with price-marks on everything. The grocers began to take notice and to clean up and mark their goods the same way. But that did not stop the growth of the red-front stores. They seemed to multiply so fast that it reminds me of a young fellow who fell in love with a girl. She wasn't handsome, but she had very beautiful hair, a deep chestnut brown. It was wavy, it was glossy, it was the kind you love to touch. One day they were married. In the course of time his attention was called to the fact that the lovely hair he had so loved to touch was now found in his bread, his butter, his soup and his salad. In fact,

it had now become a nuisance, he found it everywhere.

My friends, that is our position today. Where once we only had a few red-front stores, to-day we have four different chain systems with red and yellow fronts. We find them everywhere. Though it has taken forty-four years to build up the present system, unless we fight to the last ditch, the next few years, we may see the independent grocer choked out.

Do we want to stay in business?

If the answer is yes, and I know it is, how shall we do it?

We must meet the chain store competition.

How? First, paint up the front of our stores. That goes for the inside, too. Paint it and keep it painted. Next install a system of bright lights. Then clean and dress your windows once a week.

There is a man in our town who didn't do that. I was to have a window display the first week in Lent. I had the window cleaned and ready when the salesman came and informed me that he couldn't give me the display because this man refused to give it up, although he had had it in his window since January ninth.

In another case a man had a display put in his window last spring. The salesman came to change it, but the grocer told him to leave it as it was. He had had it nearly a year.

Now, any display is stale after the first week.

The best time to trim your window is every Thursday afternoon or Friday morning. If you are a member of a selling organization, put in your window the goods that are being advertised. Then get the chain store advertisements. Take their leaders and pick what you think you can meet and put them in your window. Then go over the advertisement and select the articles they have jacked up and put them in your window at your regular price. A customer passing, not only sees that you are meeting the price of the chain store's specials, but also sees that you are pricing some goods below theirs.

Now, place a special counter in front of your store. On it display not everyday sellers, but articles that sell slowly. Put the prices on these and on every article in your store.

Meet every salesman who comes in with a smile. Often he can give you valuable tips, but do not let him do your buying. When you give him an order, be sure you accept it when it is delivered.

Be fair to the manufacturer. When he gives you free goods, expecting you to share it with your customers, do so. Don't keep it for yourself.

Under no condition should an independent retailer buy goods from a chain store. No matter what the price, you are helping the chain store in its turnover. What would you think if you walked into a store and asked for a can of milk and the retailer handed you a can of milk with a chain store label?

I remember, Christmas week, a chain store sent me word that they had an over supply of large paper shell pecans. They offered me these at ten cents per

## WORDEN GROCER COMPANY

### The Prompt Shippers

When You Sell

# QUAKER

## Pork and Beans

You Sell Satisfaction

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

THE MICHIGAN TRUST COMPANY, Receiver



No other guarantee is  
needed on these  
products  
than the name  
they bear.



pound below the market. I was in the market for pecans, but I told their representative that rather than buy their pecans at ten cents below the market, I would go out and pay ten cents above the market.

The best thing you can do is to join a good retail grocers organization and be an active member.

Out in Kansas a young man watched the building of a bridge. After its completion he saw that the people on both sides of the bridge intermingled and became friends and did business with each other, whereas before the bridge was built there had been enmity, feuds and jealousies. This opened to him the vision of the life-work he had been seeking. If a bridge could make that difference, he decided that he would build bridges. He has since built thirty thousand bridges in the United States.

We want you to recognize in our organization just such a bridge, over which we can work together to draw into understanding co-operation with us the manufacturer, the jobber, the broker and the salesman, and, working thus, meet this chain store competition—together. W. H. Eitemiller.

#### Reflections on Arbor Day.

What in all the past has the observance of Arbor Day accomplished? I do not know.

Why, for all the trees planted by school children, are so many school grounds still devoid of trees and desirable shade? That I do not know.

It is very easy to say, "Plant a tree," as though that is all there is to it. What is the use of doing anything unless all the details are performed to the end to secure a living, thrifty tree which will become an ornament, a shelter or an asset in some respect? Tree planting on Arbor Day which does not attain some of these ends is evidence of ignorance as to how to plant and care for the trees or lack of interest to follow up the undertaking.

Simon says, "Thumbs up," and we obey. Arbor Day is observed because someone commands it, and it is gone through with without much previous study or planning and without the interest desirable. Unless school teachers and school officers are thoroughly interested the children will not be much interested or enthused.

April is the proper time to transplant trees, shrubs, vines, etc., in one's own garden or on his premises where it can have continuous care, but it is not the best time to plant a tree on the school grounds which in a few weeks will be deserted and the trees left to withstand the three hot, dry months without mulching or watering.

A mistake which many make is to leave all the branches on the tree just as it came from the woodlot. Probably one-half the root stock has been cut off and left in the ground where the tree grew. The part still left with the tree cannot supply enough nourishment to maintain all the original branches. Therefore one-half or more of the branches should be trimmed off, else the tree will die. A bare pole or slip will often live if plenty of moisture is present.

The tree should be set three or four inches lower in the ground than it grew. Care should be taken to save the tiny rootlets and after sprinkling them with water press the damp, rich, fine soil between, around and above them with the hand, spreading the larger roots to their fullest extent. Leave a depression about the tree trunk to collect the rain. Strong stakes and cord will help keep the tree from being swayed or bent by the wind. Stones about the tree will prevent the soil being scratched away.

The school ground which is unfenced on the highway side is liable to be invaded by straying animals which browse on the foliage, rub the tree trunk or root up the ground. Another reason for adequately guarding the trees.

April is often chilly and the fields usually damp or muddy for children to tramp over. So why not have another Arbor Day in October, when everything is more favorable? Trees are verging into the dormant stage—the best time for digging up and as good or better time for transplanting. The fall planted tree will wake up in spring with earth settled about its roots and no set-back will follow tearing up and re-setting after life starts in its veins.

What could be nicer than an Arbor Day school in the fields and woods with more than one to instruct the children how to distinguish each kind of tree, how to take them up, transport, transplant and care for them. Then let them set trees on the school grounds if needed or about their own homes in the days following.

Is it not reasonable to believe that it is much easier to awaken a child's interest in any project near the beginning of the school year than it is when that child's mind is all taken up with final examinations, school closing entertainment and the longed-for summer vacation. Then that interest could be fostered all through the school year and permanent results obtained.

If one cannot get needed information in his own neighborhood I feel sure full instructions can be obtained from the nearest nursery man, the State college or the U. S. Department of Agriculture. E. E. Whitney.

#### Stouts Sold as Regulars.

Many of the large stores plan, according to reports, to feature low-end and popular-price stout dresses in their regular merchandise departments. The reason given is that during the recent activity in women's and misses' dresses many women that could not be fitted from the regular stock on hand bought stout models. These dresses were shown and tried on without reference to the sizes. One buyer claims that the very word "stout" when mentioned hurts a sale.

#### Save Them a Cursory Examination.

"Do you know if the editor has looked at those poems I sent him?"

"Yes, sir; he glanced through them this morning."

"Oh—just a cursory examination, I suppose?"

"You're right, sir. I never heard language like it in my life."

TO YOUR  
CUSTOMERS  
THE NAME

*Domino*

means:—  
QUALITY  
SAFETY  
UNIFORMITY

American Sugar Refining Company

## WHITE HOUSE COFFEE

### The Package of "Repeats"

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

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

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

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



*The  
Flavor is  
Roasted In!*

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



### CURING ONE ILL BY ANOTHER

The doctor who had an infallible remedy for fits and who therefore threw his patients into convulsions and then proceeded to cure the convulsions may not have been the quack he is represented as being.

One of the medical discoveries of 1927 listed by the American Association for Medical Progress follows this picturesque procedure. A person suffering from paresis is inoculated with malaria and then cured of the latter ailment. The explanation of this treatment is perfectly logical. The paresis parasite is highly sensitive to heat. Malaria induces high fever. The fever destroys the paresis germ and then the malaria is cured by means of quinine. This is the discovery for which Professor Julius Wagner-Jauregg of Vienna was awarded the Nobel Prize for 1927.

The layman will impatiently await further applications of this delightful principle. If a person who is suffering from indigestion, for instance, can be made to develop a mild case of bronchitis and then be cured of the bronchitis many a life will be made happier.

But the most widely useful extension of this method would be its application to the common cold. Let anybody who catches cold be inoculated with fallen arches and then be cured of the same. Other suggestions, equally plausible will, occur to our readers.

We are not poking fun at the medical men. Truth, as they are demonstrating, continues to be stranger than fiction. It is in part their practical recognition of this fact that enables them to perform feats which are among the greatest and most beneficial of modern miracles.

### BUSINESS STILL LAGS.

Irregular conditions still prevail in the retail business of the country, according to reports received here, and unfavorable weather continues to be named as the chief adverse factor. The usual seasonal clearances have met with only indifferent results where old-line methods were followed and the emphasis placed entirely on bargain prices. In the more successful sales, newer merchandise has been freely offered.

If additional evidence were needed to picture the backward state of trade this season, the figures issued by the Federal Reserve Board during the week on department store sales last month would have supplied it. A drop of 8 per cent. under the same month last year was shown, the variations running from a 2 per cent. decline in the San Francisco district to one of 17.1 per cent. in the Minneapolis territory. Further chain store reports indicated similar losses on the per unit basis.

In the wholesale merchandise markets not much pick-up is reported. It will take a good spurt in retail trade to send buyers into the market for additional stocks. However, some houses are quite busy in spite of the general lethargy, and these are firms which have evolved some new styles or de-

signs which are purchased to stimulate consumer buying.

Looking ahead to the vacation period, it is felt that slow business so far this year must mean that consumer requirements should soon grow rather urgent and that between now and summer trade ought to make up in some degree for what has been lost.

### LAKE DIVERSION.

Arguments recently begun before the United States Supreme Court over the right of Chicago to divert waters from Lake Michigan through its sanitary canal involve issues that have not only National but international angles.

This is the latest and possibly final action in the suit brought by New York, Wisconsin and other lake states to halt the diversion. The consequent lowering of the lake levels, while experts estimate that the fall from this cause is not more than six inches, is declared harmful to commerce.

Chicago's need for such diversion to aid in city sanitation is not denied, but its opponents in this suit charge that the proposed lakes-to-gulf waterway and cheap power are among the benefits sought. Counsel for the dissenting states oppose the adoption of the report of Charles E. Hughes, special master, who recommended that the suit against Chicago and Illinois be dropped.

The right of Congress to delegate power to the Secretary of War to permit diversions is challenged, on the ground that the question of ultimate peace or war between the United States and Canada is involved in the controversy.

That contention is extreme, but there is no doubt that Canada is interested in this suit. It may not have been wholly a coincidence that the release of correspondence between the two Governments on his issue followed so closely that on the St. Lawrence waterway. It may even be an added reason for the delay in negotiations on that project which Canada has asked.

### COTTON GOODS SALES.

A better adjustment of output to demand was indicated last week in the cotton goods statistics for April. Sales exceeded production during the month by 17 per cent. At the same time, output was held 25 per cent. under the yardage made in March. Trading has been quieter in the goods market, but some prices have been marked up to bring them into better relation to the cost of the staple.

At the foreign wool sales the results were about as anticipated. Prices held quite steady on the best grades and slipped off some 5 per cent. on the medium and lower qualities. The domestic market is reported steady and the mills have been naming small advances on both clothing and garment fabrics. Clothing manufacturers report somewhat better business for fall and the women's wear producers are now preparing some early lines for that season.

Fall openings of the silk manufacturers are now under way, although there is more of a tendency this season to put off these showings until prospects

grow clearer. Crepes and velvets are being featured, and the latter look quite promising. Raw silk was lower on exchange.

Prospects in the apparel trades are considered very good for fall, because it is felt that the backward spring should make for extra purchasing by consumers later this year.

### THE BURST OF ACTIVITY.

The question raised now with respect to the general industrial situation is whether the burst of activity in the key lines has not about run its course. Apparently, the steel business in a record four months of production has made up for any shortage due to the slackening last year and is about ready to curtail. Building awards have not fallen, but permits are down. Automobile output is also easing.

It would appear as though the spurt in the basic lines has not brought about as much gain in other branches of industry as was expected. Once more the car loading figures are disappointing, and the four weeks of April reported run some 3½ per cent. under the same period last year.

The situation is one that offers many perplexing angles, and even those business prophets who have been quite positive in their views in the past are not prone to put their forecasting talents to the test just now. Speculation in the stock market and political uncertainties are factors requiring too much guesswork to fit together a plausible theory of the business outlook. A speculative setback might very well cause considerable upset in business, especially since so many business men, failing to make profits in their own field, are attempting to make money in securities.

### THE PRISON CENSUS.

Students of crime will find a mine of material in the Department of Commerce census showing that the population of American prisons is increasing at a much faster rate than the population for the country as a whole.

The report covers the period from 1910 to 1926 and presents statistics compiled from four Federal institutions and ninety-two out of ninety-five prisons and reformatories in forty-four states. Alabama, Florida and Idaho failed to provide statistics, while Delaware has no institution of the type classified. In the Federal prisons the number of admissions increased from 987 in 1910 to 5,010 in 1926. For the same period the increase in the states was from 26,415 to 41,942. The gain for each 100,000 population was from 1.1 to 4.3 for Federal prisoners and from 29.9 to 37.4 for state commitments.

Two factors in this situation are the reported increases in the number of crimes and more stringent laws for the prosecution of criminals. A third factor is the Volstead act, which penalizes as crimes certain actions not criminal in many states in 1910. The Department of Commerce report does not deal with causes, but it is a new challenge to all those who are trying to uncover the reasons for a greatly swollen prison population.

### FOUNDER OF THE RED CROSS.

Last week marked the one hundredth anniversary of the birth of Jean Henri Dunant, a Swiss author and philanthropist, who is credited with being the founder of the International Red Cross.

Deeply moved by the sight of wounded and dying soldiers lying on the battlefield of Solferino in 1859, he returned to Geneva to urge by writing and speaking the formation of a voluntary society to bring to such victims of war whatever measure of aid was possible. The result of his agitation was the Geneva Convention of 1864, at which the International Red Cross was organized by the representatives of ten nations.

Dunant himself always attributed the honor of inspiring the formation of the Red Cross to Florence Nightingale and declared that it was her work in the Crimea which led him to Italy in 1859. There is more than enough glory for both these pioneers in to-day's development of the movement they initiated.

The world could not get along today without the Red Cross. In time of peace as well as in time of war it does its humanitarian work. It is one of the significant institutions of modern civilization.

### BUILDING FOREIGN SALES.

Some automobile manufacturers may swallow hard over the statement of their representative in Washington last week that co-operation has been substituted for cut-throat competition in their industry, but other producers may grasp an idea well worth having in what Mr. Reeves had to say. "Instead of trying to take trade from one another," he explained, "the policy has been to help make all motor cars better and to enlarge the market so that every manufacturer would have a bigger field for his product."

This plan of pushing forward the interests of a whole industry is not new in these days of numerous trade institutes, but, on the other hand, the motor producers can point to some very positive results. They have made this headway, for example, under successively lower tariff rates and they are forging ahead to new records in the export field.

It would seem in the present difficult circumstances of domestic business that many manufacturers might emulate the motor car producers. They might switch, say, half the effort they now make in trying to get trade away from competitors toward the task of building up foreign sales.

Retailers make a mistake in thinking that by playing one wholesaler against another they are doing some smart business. Wholesalers are often in a better position to know what lines are in demand and will prove popular and it is certainly to their interest to push these lines. Retailers who will work with one or two wholesalers in whom they have confidence and put their problems up to them will profit in the long run.

How do you think? Logically or as a grasshopper jumps?



## PURCHASING PROFITEERS.

## They Are the Inquisition of Dictatorial Mass Buying.

Flint, May 15—Production, generally speaking, without serious contradiction, has lent itself gracefully to mass operation. To exploit great natural resources, to fabricate from raw materials, to manufacture—at least, to do these things in the typical American way—a stupendous outlay of capital under unified control—is essential. Witness the great steel mills, automobile factories, cotton mills, mining industries, all concrete evidence of the efficacy and adaptability of mass procedure.

The fact, however, must not be lost sight of that mass production is gainful because it serves a healthy, well-employed purchasing public. Our mills and factories must cater to consumers, not warehouses. It may be well to consider, then, whether mass distribution in its present role is grooming itself to fit harmoniously or inharmoniously in the scheme of things. How will it react in the same test tube with mass production? Does the manufacturer want it? Does it retard city development? How important is this great independent merchant class, anyway? Is it worth preserving? "Time, the mighty leveler" is, perhaps, in the last analysis the only true forecaster. It may not be amiss, nevertheless, to set out in the limelight certain reactions and tendencies which seem inevitable.

More specifically is this message addressed to mass distribution as related to food products. However, what is true in this classification is true to a greater or lesser extent in all contemporary independent merchant undertakings.

In 1922 approximately 3 per cent. of this country's business was done by chain organizations. To-day this volume has been roughly estimated at 9 per cent. Chain grocery stores in Chicago are doing 40 per cent. of the business and in other large Eastern cities the volume ranges from 65 to 75 per cent.

May it not reasonably be predicted that this new fetish of mass distribution, accelerating at its present rate will tend to place on a lower level the standard of living of the American people? It appears that "easy money" unrest is Europeanizing our purchasing power. Not alone does the independent merchant bear the penalty. The reflex, like a current of electricity, extends itself to every component part. The independent's portion of income over common wages passes generously out into his own community. It sustains no mean part of the city's tax budget; it inter-circulates between merchants; it is a boon to the real estate dealer, the insurance man, the trades, the professional man, the preacher; it is the banker's best customer. Finally, it sustains an important volume of production engaged in the manufacture of high grade and near-luxury class utilities. This large aggregate increment of income over wages contributed to the country's purchasing power by the merchant class is an item woven securely into our present high standard of living. It adds an important stimulus to the production of better homes, more elegant furniture, more expensive cars, more luxurious raiment, etc. Briefly, the independent's standard of living, considering all classifications of individual business, yields an income averaging high over the wage earning class.

Again let us observe the independent merchant class from still a different perspective. Taken as a class it is a virile, influential and powerful social group. Think of it, if you please, as ment of society. In the ever present attrition between the wage earner and capital in production we find this substantial American bourgeoisie as a

an appreciable part of the middle segment, a natural arbiter, a healing and cementing influence. Its individualism, its freedom of action and thought, has extended its capacity for constant self-improvement and naturally it reflects a high average of intelligent public opinion. It signifies much to democracy, that scores of this same class, usually recruited from the rank and file, have found it possible to rise to positions of affluence. We should not be averse then to consider some of the present day tendencies which are, with or without our consent, conspiring to retard the development of this institution.

That this new chaining steam roller shall have served the public better had it remained in its own company, mass production, is to say the least, a dominant subject. Generally speaking capital in mass production gains its objective through merger or by purchase. In satisfying its purpose it inflicts no widespread penalty. If it acquires another factory it usually absorbs the working personnel of that factory. Except in rare instances the earning power of employed labor is not adversely affected. It may even be improved and often is. The city itself which has grown around the industry continues to prosper.

Quite the contrary, however, capital in mass distribution. Here we encounter a more difficult problem. The steam roller is a destructive agency. Its aims and purposes are quite similar to mass production but the effects and consequences are diametrically opposed. Because the penalty of mass distribution is inflicted upon an important and populous estate—the great middle merchant class—the problem immediately becomes social as well as economic. Consider for a moment the part this rugged pioneering citizenship contributes to community building, to patriotism. Let us not forget either its contribution to buying power. The independent merchant administers utility, not waste. He is not just another patch in the economic crazy quilt, rather he is the silken threads that bind. He is to-day, at least, by far the greatest factor in distribution. The independent merchant class is just a big clearing house for the wages of production. The proceeds from sales are redistributed and eventually find their way back into some sort of productive enterprise. The increment of profit usually remains in the community. It cannot be denied that the chain stores' hired man also has a purchasing power. He has a purchasing power comparable to other wage earners. However, it is desirable in a healthy society that a substantial percentage of the people earn more than enough to cover the mere necessities of life. Because the independent merchant class earns an increment of profit beyond mere wages it is sustaining a tremendous volume of production grading into better class utilities to which I have heretofore alluded.

A little more industry and thrift and courage than the average is the stimulus that has prompted many individuals to leave the work bench or the farm or perhaps to rise out of the dull routine of a clerkship. Whatever the motive it is sufficient that a native pioneering instinct had the opportunity to function and in the economic scheme of things was permitted to find expression. "Equality of opportunity" is a slogan as old as this country. A noted statistical authority has recently reminded us that it will become increasingly more difficult for the rising generation to become gainfully established in individual enterprise. This authority has no doubt premised his observations on the present day tendency of distribution to mimic its big brother, mass production. This trend, this forced induction of the next generation's potential business men into the payroll class is unsound and un-American. It is important to labor,

it is important to capital that the permanency of the small business unit be guaranteed. Obstreperous capital bent upon waging its war of extermination may even come to a rude awakening. Who knows? It should be remembered that the public is still a changeable entity. "I came to bury Caesar, not to praise him." What a liar Mark Anthony was. But still he knew the fickle populace and soon had a hostile audience worshipping the murdered ruler they had slandered a fortnight before. The Roman empire has disappeared but human nature is the same yesterday, to-day and forever.

The conflict of mass distribution with independent business is an uneven contest. It is almost unsportsmanlike if we can conceive of sportsmanship in business. At least in the grocery field a live energetic merchant allied with a good jobber can cope with practically all the competitive punishment except in one respect—he cannot fight the capital itself. He cannot meet strictly a price war of extermination. His exchequer is not replenished by a steady stream of investment and speculative money. Mass distribution is only in its infancy, yet in a few of our larger Eastern cities we find that competition is principally between chains, most of the independent operators gradually having succumbed. At its present rate of progress, and without state or government interference, it is only a matter of time when the competition of the future will be almost entirely between a few big mass distributors. Such a consummation would reasonably suggest a potentiality of monopoly.

Does the manufacturer want mass distribution? This question may be answered by asking another question. Does mass bargaining power add to the stability of the manufacturer? "Purchasing profiteers" was an expression coined by somebody to properly announce the inquisition of dictatorial mass buying. Shylock would have exacted the pound of flesh had it not been for the Providential keenness of a smart lawyer. The tendency to take all the traffic will bear either in buying or selling is one of the most gruesome by-products of a highly competitive period. So menacing to the interests of the manufacturer is chain bargaining power that super-combines, embracing both manufacturer and distributor, are forming on the horizon of big business. Such a grotesque gesture toward monopoly would scarcely encourage a widespread public approval. Conceivably, with a broad application of this principle, the next generation may labor under the yoke of a bureaucratic overlordship verging on socialism. "Profitless prosperity" as some one has expressed it, is one of the legacies of this harrowing regime of mass purchasing. Enlightened business to-day comprehends the importance of uniform good wages; yet the manufacturer forced into cost cutting, must for his own preservation place his payroll in awe of the grim reaper. This condition is caused when the manufacturer is forced to cater to a small number of large customers instead of a large number of comparatively small ones.

The assumption would seem inescapable that no manufacturing enterprise would voluntarily exchange its position of profit, affluence and self-respect for one of commercial servitude. Whether with his consent or against it the manufacturer to-day is losing caste. The anomaly, mass distribution, is emerging as a most irritating and vexatious slave driver.

Particularly for the National advertising manufacturer the task of pacifying conflicting interests is becoming increasingly more difficult. As an adjunct to physical manufacturing this class of manufacturers have combined the function of marketing, through the medium of advertising and specialty

sales contact with retailer and jobber. The broad public reception enjoyed by Nationally advertised commodities has been bought and paid for. It has been accomplished through a tremendous outlay of capital. Furthermore, it should be remembered that no appreciable resistance has heretofore been placed in the path of the National advertising manufacturer by the independent jobber and retailer. It is not the purpose of this article to delve into the subject of National advertising. Suffice it to say, that because of universal consumer acceptance, the chain stores, for its advertising leaders, have adopted National advertised merchandise in the same happy family with their own private brands and the occasion is not rare where the National advertising manufacturer has capitulated to the chain store interests through the granting of advertising allowances and other methods of price concession. This brief summary of facts is only advanced to explain the general hostility which is developing in the independent retail camp against this class of merchandise. It also accounts to a certain extent for the stimulation of independent manufacturing enterprise engaged in private label business, usually under the wholesaler's trade mark.

Admittedly the National advertising manufacturer is a victim of circumstances. He did not invite the regime of mass distribution. It came without his consent. He undoubtedly has aided and abetted the movement, even as have a good many wholesalers, through the medium of price scalping to chain organizations. Be this as it may, the National advertising food manufacturer is seriously weighing the incorrigibility of chain mass bargaining power against the more tractable status of the independent jobber and retailer system of distribution. The National advertising manufacturer is in a state of trance. He has picked the proverbial white daisy, murmuring as he plucks the petals, "She loves me; she loves me not." While he is thusly doing the "hesitation" he is experimenting with direct selling from the mere elimination of the jobber to wagon routes direct to the consumer. It is not hard to believe that the National advertising manufacturers rue the day that "easy money" discovered in mass distribution the hen that lays the golden egg.

Quite often are we reminded that the mortality of small business is high. Does this fact furnish us any assurance that the waste of commercial failure will be eliminated by the extinction of small business? Will the future riotous competition between chains guarantee a lesser mortality in dollars? Now comes another bull in the arena—the big mail order houses are blossoming out in retail chain store regalia. This most recent prospector may be depended upon to intensify the chaos of mass competition. It is quite conceivable that future statistics will show a mortality in chain competition that will totally eclipse the ratio of the independent operator. Contrary to a universal opinion the benefits of merger are still a subject of debate. Even manufacturing mergers under the acid test of facts and figures do not in every instance, at least, make a creditable exhibit. Professor Arthur Stone Dewing of Harvard University, Finance Department, has made an exhaustive survey of thirty-five industrial mergers in 1903. In a ten year average of the consolidated companies' earnings, the profit yield was actually less than the aggregate yield of the independent companies before the merger. In the last decade the public has been fed up on the economies of consolidation. This popular belief should be accepted with reservations and not swallowed blindly as an oyster.

Admittedly, economists are theoretically correct in using cold blooded



mathematics to prove the economies of merger. A group of consolidated companies hitched up to a given volume of sales theoretically should save something in operating expenses over independent companies with the same aggregate sales. It should, but it doesn't always do it. Promoters have always assured us without reservation that we can't expect the small manufacturer to earn on his capital a percentage in any way comparable to that of the merged unit. "They can't put you in jail for that," the lawyer peering through the bars from the outside, vociferously reminded his client. "But I am here," retorted the other. Professor Dewing's investigations intimated that the executives of the independent companies retained as employed managers of the merged units did not display the same degree of constructive ability. A superior capacity inherent in proprietorship is here again manifest. The instinct of possession may be a selfish one, yet it is the urge that makes an individual desire to acquire his own home as against renting, to operate a business of his own as against hiring out, to grow, to rise, to reach out—this is life itself. The economist has set man as an engineer would scrutinize a machine. The economist has considered man's physical and mental capacities but has discarded the human element in business—the spirit.

Congress, sensitive to the fact that we are in a new and baffling era, is in many ways taking the temperature of business, big and little. It is gathering statistical information to help clarify the many maladjustments in business; it is delving assiduously into causes. As its introspection becomes more comprehensive it will, undoubtedly, determine upon ways and means of maintaining the integrity of small business enterprise. The recent decision in the long drawn out Packers Consent Decree was a splendid victory for small business. Massed capital has made a worthy contribution to progress in production. The encroachment, however, of massed capital in distributive enterprise, for reasons heretofore outlined, will disturb a very significant equilibrium. Constructive government regulation through bureaus will protect big business against itself. Capital is its own greatest enemy, on the other hand, mankind's greatest benefactor. In this hectic and paradoxical period of business readjustment who can say but what a little regulation is desirable. Not a glowering, dictatorial bureaucracy, by any means—just a comfortable four-wheel brake on business. Sam B. Moffett.

#### Teamwork Brings Results.

The Wetherby-Kayser Shoe Co., of Los Angeles, Cal., has started a clever idea that helps trade. Co-operating with Brandstatter's cafe, the shoe firm is staging a series of dancing contests at the cafe, for which the shoe company gives a prize to the winning couple of a pair of shoes or imported French chiffon hose.

This draws diners and dancers to the cafe, thus advertising both the shoe firm and the restaurant. Increased business is the result of this clever teamwork, which is proving popular with the patrons. The contests are held on Saturday night, and the crowds are growing.

On "Cinema Night," the movie stars are there to join in the fun, which makes the attendance much greater, and adds to the fun.

When applying for a job, you never list your ability to play pool as one of your qualifications.

#### THE HOME MERCHANT.

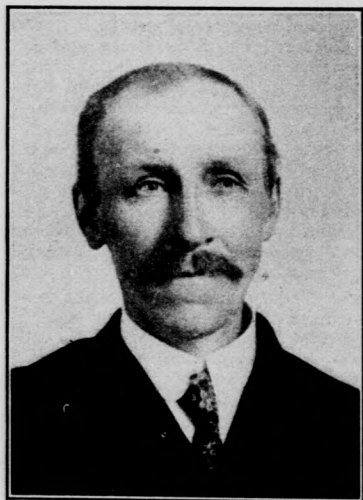
##### His Rights and Obligations in Regard To the Town.

Written for the Tradesman.

The obligations of the people to the home store may be an old story to many; but there must be some to whom it is new. To everyone in business there is a first time of meeting various questions, and whether important or unimportant the sooner each one is investigated, decided and disposed of the better for the merchant.

A merchant may believe that the people are under many obligations to him; but it is of little use to inform them of the fact; of little use to preach to them what they ought to do, especially if such doing is apparently to advance the interests of the merchant.

There are a right way and a wrong way to call anyone's attention to his



E. E. Whitney.

duties. The beginner, the novice, the apprentice, in any line, if left to himself almost invariably tries the wrong way first. As a general thing it does no good to tell people what they ought to do. Some will listen to argument; some will not. Some will admit the point in contention; some will not. Some will do as they believe they ought and some will not.

It is in no wise derogatory to the reputation of people in general to say that the chief factor to be taken into consideration in dealing with the public is self interest—the interest of the customer, not of the merchant. People are first and foremost looking out for themselves; studying what is best for them, what will pay best, how and where they can save money. Whether in training a child, subduing an animal or dealing with a customer one should always try to work in accord with natural tendencies; in other words, work along the line of least resistance. To inculcate a desire or inclination to do a certain thing one must hold forth an incentive—a promise of gain or reward. And the most effective arguments in favor of loyalty to home institutions are those which clearly point out the benefits accruing to the individual from his loyalty.

Not every merchant who conducts a store in a community is entitled to be called a "home merchant." To be worthy of such designation one must

**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.

# LIPTON'S TEA

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

*Home of Lipton* Tea Planter Ceylon

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

## MICHIGAN BELL TELEPHONE CO.

Long Distance Rates Are Surprisingly Low

For Instance:

*for* **\$2.20**

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

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

#### From Grand Rapids to:

Station	Day Station to Station Rate
ALTOONA, PA.	\$2.00
BUFFALO, N. Y.	1.80
CHARLESTON, W. VA.	2.00
DES MOINES, IA.	2.20
DULUTH, MINN.	2.00
ELMIRA, N. Y.	2.20
ITHACA, N. Y.	2.20
LEXINGTON, KY.	1.85
LOUISVILLE, KY.	1.80
MINNEAPOLIS, MINN.	2.00
PITTSBURG, PA.	1.75
ST. LOUIS, MO.	2.00
SUPERIOR, WIS.	2.00
WHEELING, W. VA.	1.70
WILLIAMSPORT, PA.	2.20

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

Evening Station-to-Station rates are effective from 7:00 p. m. to 8:30 p. m., and Night Station-to-Station rates, 8:30 p. m. to 4:30 a. m.

A Station-to-Station call is one that is made to a certain telephone rather than to some person in particular.

If you do not know the number of the distant telephone, give the operator the name and address and specify that you will talk with "anyone" who answers at the called telephone.

A Person-to-Person call, because more work is involved, costs more than a Station-to-Station call. The rate on a Person-to-Person call is the same at all hours.

Additional rate information can be secured  
by calling the Long Distance operator





do more than simply transact business in a village, town or city. The fundamental principle of trade is even exchange—full value given by both parties to a transaction. Hence he who expects loyalty from the people must himself be loyal to them. The patronage, support and loyalty of the people to the home store depend largely upon the degree in which the merchant realizes the place he should occupy in the community and the efforts he puts forth to fulfill its duties. In other words, his attitude and example help or hinder the loyalty.

He is a home merchant who takes pride in home institutions and helps forward home enterprises; who employs home labor and encourages home talent; who buys for himself and family as much as possible from fellow merchants in other lines. He is a home merchant who contributes of his own free will and according to his ability toward local benevolent objects and helps support the religious workers; who considers himself as one of the people—their interests his, their needs a claim upon his endeavors; who holds the idea that all should work together for the best interests of the town, and that buying, selling, producing, manufacturing, directing and serving are but incidents in the general life of the community.

He is not a home merchant who does not regard the town as his home; who is only a sojourner for an indefinite period with a view of accumulating and carrying away money. He is not a home merchant who operates a syndicate store although he may give employment to many people and introduce improved methods of merchandising.

He is not a loyal home merchant who invests his surplus capital abroad when he might invest it safely and profitably in the town. He is not a loyal home merchant who desires to profit by the enterprise and advance spirit of the town yet will not yield assistance when he might.

He is not worthy of support who is jealous of the success of others. Neither is he worthy of support who considers himself above the people—a little better than anyone else. He is not apt to receive cordial support who carries himself as though he owned the town. He is no better than a fakir who looks upon the people as his prey.

He is not worthy to be called a home merchant or entitled to support who continually gives out that he is selling goods so cheap that he is barely making a living and at the same time is investing money regularly in outside securities—or perhaps insecurities. When some financial crash occurs and the people learn that So-and-So has lost ten or twenty thousand dollars thereby they are quite apt to say that he got just what he deserved.

Everyone is supposed to have the right to invest or spend his money where he pleases, and yet there is a popular sentiment that everyone ought to spend his money where he earns it. But obligations and sentiment aside, it is usually for the merchant's interest to do so. The possibilities for greatest profit to him are when every worker

in the place is fully occupied at reasonable wages. Until such is the case he is injuring his own prospects in more ways than one if he employs labor from abroad when reliable help could be obtained at home.

This whole question of loyalty of the people to the home merchant is best solved by the merchant first giving fullest attention to his own loyalty and second by doing his best to counteract outside aggression. When people are led away to trade he should try to lead them back. To the best of his ability he should offer "counter" attractions.

E. E. Whitney.

#### Mild Cured Corned Beef.

In preparing specifications for purchase of corned beef, especially when it is intended for immediate use, the Livestock, Meats & Wool Division of the U. S. Department of Agriculture requires that it shall be mild cured. There has been a lot of salty corned beef consumed in this old world of ours but this was not because people liked the excess salt, but because salt is such a good preservative that it was about the only practical way the corned beef could be kept in an edible condition. The corned beef that we are talking about is packed in barrels and used quite a long time after it is prepared and where refrigeration space is lacking, not at all available, or too inconvenient in location to be used. Many ships in the days when refrigeration was not so generally used had to depend on the keeping qualities of meats under what we might deem unfavorable circumstances. Even ships operated by the U. S. Government did not always have refrigerated space to devote to the storage of corned beef and pork. Those who ate of this beef used to call it "Old Horse" in some cases, and perhaps this expression tells how well they did not like it. They ate this salty corned beef in many cases because they had to eat it or go without meat, and going without meat is quite a sacrifice for those who have become acquainted with it from constant use. This old custom is not entirely separate from the dietary habits of some stewards to-day, both with respect to themselves and the men they provide for. Some retailers have paid less attention to the records of their corned beef tanks than they should and it is by no means impossible to get salty corned beef to-day right in our neighborhood. This could be remedied if people who buy meats would insist on having their corned beef mild cured. There is no question about the greater degree of satisfaction from the use of the milder product. No one who has tested the deliciously cured product modern methods make possible would ever think of going back, even for one trial, to the less palatable and less carefully prepared kind. Mild cured corned beef proves a mighty good change for most people who are used to eating steaks, roasts and chops most of the time. More corned beef would be in demand if it were nice and mild. Another thing: it doesn't have to be red to be good.

You can lift more when you smile than when you scowl.

# Increased Demand

for a product depends upon **HIGH QUALITY**—full satisfaction guaranteed.

**RIGHT PRICE**—to the consumer.

**PROTECTION**—to the dealer's profit.

All three have been vital factors in the ever increasing demand for

# K C Baking Powder

*No better at any price*

**25 ounces for 25¢**

(more than a pound and a half for a quarter)

**Same price for over 35 years**

The price is established—it is plainly shown on the label.

**That Protects Your Profits**

**Millions of Pounds Used by Our Government**

## FINANCIAL

### Review of Business Conditions in Michigan.

Supported chiefly by a high rate of activity in the building, steel and automobile industries, general business continues to improve moderately and is now on a level close to that prevailing a year ago. The situation, however, both in trade and in industry is somewhat mixed. Unemployment, a disturbing factor in the outlook early in the year, is diminishing rapidly; warmer weather is stimulating trade and outdoor activities and business generally is more stable. The fact that this is a presidential year apparently is not affecting business one way or another. While there probably will be a seasonal lull during the summer, the present outlook is for continued moderate improvement generally.

A number of significant things happened in April. Commercial failures dropped 7.6 per cent. below the same month a year ago and aggregate liabilities were 34 per cent. less. Construction contracts awarded broke all previous monthly records exceeding March by 9 per cent. and April a year ago by 6 per cent. Automobile production was on a high level. Steel ingot production was 3.1 per cent. larger than in March and established a new high record. Reflecting this improvement in business, car loadings of revenue freight showed good gains during the last two weeks of April compared with the first half of the month and for the last week in April were only 3 1/3 per cent. under those for the same week in 1926, a year of extraordinary prosperity. There are other factors which are having a good influence. Higher prices for agricultural products and a good supply of farm labor argue for a profitable season for the farmers. The ford production, according to present schedules, will be doubled within two months. Further improvement is taking place in economic conditions abroad. The spending power of the American people is being maintained. Inventories remain small, commodity prices are firmer and are well stabilized, and there are plenty of funds available for all legitimate purposes.

By far the most serious aspect of the present business situation is the frenzied speculation in securities which has become Nation-wide in its scope. The great majority of purchases are purely speculative. Brokers' loans have reached new high levels. Advancement of the rediscount rate to 4 1/2 per cent. by five Federal Reserve banks, large exports of gold, sales of Government securities and higher money rates should sooner or later exert a strong corrective influence. Meanwhile, commercial borrowers will be obliged to pay higher interest rates.

Reports received from over 100 Michigan bankers and business executives show that business generally throughout the State is on a high level. Industry particularly has shown a good improvement during the past month. Overtime in the factories has increased quite perceptibly. Only

seven correspondents report manufacturing activity below normal. The automobile industry, of course, is very active. Paper mills and furniture factories are doing a larger volume of business compared with a month ago. Iron foundries, as a whole, are not enjoying a volume of business commensurate with their production capacities. Activity continues on the increase at the copper mines in the Upper Peninsula. A few iron mines have closed but others have been reopened and a normal season is in prospect.

Cars and trucks produced in the United States and Canada during April, according to a preliminary estimate, totaled approximately 414,354 units, including ford production estimated at 44,500 vehicles. Output for the industry for the first four months of 1928 amounted to 1,425,795 cars and trucks including the 100,000 ford units as estimated by Edsel ford. Excluding ford production, automobiles manufactured in the first third of this year were 19 per cent. greater than in the same period in 1927 and 31 per cent. above the corresponding months in 1926. It is now estimated that between 4,000,000 and 4,500,000 automobiles will be produced this year. A seasonal curtailment of production schedules is not anticipated until the latter part of May and possibly not at all this month. Nash and Buick are working on new models which will be displayed, it is reported, around July 1 and August 1, respectively. The general sales condition is good and the used car situation is much improved. Some improvement is noted in the truck branch of the industry.

The trend of employment in Michigan continues upward and is well above the level of a year ago. Building, public improvements and farm work have taken up the slack which existed in the employment situation last winter. There is a shortage of skilled labor in some sections. Lake shipping, held back by unusual ice conditions at the Soo and at Buffalo, is beginning to open up and is providing employment for a large number of workers. Detroit's employment figures are climbing steadily upward. On May 8 the number employed in factories comprising two-thirds of the city's working population totaled 253,835, which was 6,394 greater than a month ago, 28,477 more than a year ago, and several thousands higher than for any week since April, 1926.

Construction cost of buildings for which permits were issued in April in nineteen of the larger cities in Michigan amounted to \$18,012,792 as compared with \$19,877,425 in the same month last year, the decrease being due chiefly to a falling off in the larger type of construction in Flint and Detroit.

Weather conditions this spring have not been favorable to the farmer. However, crop work is now proceeding in good fashion. Dairying is on the increase. Fruit trees are in good condition.

Trade was retarded the latter part of April by unfavorable weather, but is now responding to more seasonal

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temperatures. Collections are better. Merchants are looking forward to a large volume of tourist business, tourist associations reporting that indications point toward a new high record this year in out-of-state visitors. Almost all the banks in the State report money conditions easy.

Wayne W. Putnam, |  
Director Public Relations, Union  
Trust Co., Detroit.

#### 1928 Earnings Trend Upward.

Enough first quarter earnings statements now have come to light to show that back of the 1928 stock market is an improvement in corporate profits broader than early conclusions indicated.

A canvass of the 150 corporations whose first quarter earnings have been published reveals that these enterprises at least made 10 per cent. more in the first three months of 1928 than in the corresponding months of 1927. If the earnings of the country's two giant industries, General Motors and the Steel Corporation, be deducted from the list an early 1928 gain of 7½ per cent. is revealed.

Without ignoring the fact that the best reports usually come in first the conclusion is warranted that America's industrial enterprises on the whole are earning more this year than a year ago. At first that generalization may not seem so significant since, as everybody knows, the late 1927 reports were not brilliant. Last year's decline in earnings did not begin until the second and third quarter, however, so the early 1928 figures here are set in comparison to the very best 1927 quarter.

Doubtless the introduction later of companies not in so prosperous a condition will cut down the general gain of 10 per cent. now indicated, but no subsequent reports can change this fact—150 companies already have reported and they did 10 per cent. better than last year.

In times past the balance of current earnings has often bettered the previous year only by the aid of sharp gains contributed by General Motors and the Steel Corporation. Significant is it that in the early 1928 tabulations at hand improvement has been general. An advance in profits is shown even with the two giant earners left out of the comparison.

Easily the outstanding contribution to the general gain shown by the 150 companies came from the seventeen motor enterprises included in the list. These reported net profits of \$90,000,000 in the first quarter of 1928 as against \$73,000,000 for the same months last year. Henry Ford's earnings of course are not given and doubtless the handsome profits ground out by other motor makers in part may be explained by his tardiness in reaching maximum production this year.

Nobody will contend that the advance in stocks represents solely an increased earnings position for companies. Stocks have risen faster than earnings. It is nevertheless important to note that 1928 to date has brought a fairly pronounced turn apparently in the earnings trend.

Paul Willard Garrett  
[Copyrighted, 1928.]

#### Living Costs Down a Fifth From 1920 Peak.

More can be bought with a dollar by householders now than at any time in the last five years. With the decline in living costs during March, the purchasing power of the dollar rose to its best position since June, 1923, if we accept the National Industrial Conference Board's new study.

What the board finds is that the long decline in the general price level which began in 1925 has tended, in a broad way, to lower retail costs. Roughly it has reduced the cost of living a fifth since prices were at their dearest levels at the 1920 peak. A fairly steady decline for more than two years in living costs has brought them down to their new recent low.

Shrinkages in the cost of food items and rent account primarily for the general fall in living costs. Retail food prices in March were 31 per cent. under their post-war peak of 1920. Rents last month were 11 per cent. under their post-war peak, reached in 1924.

Significant is it not only that American wage earners and persons of moderate means now can get more for their dollar than at any time in five years but that they now have more dollars. The last available figures show that the average weekly earnings for workers in manufacturing industries run substantially more than twice the pre-war rate. Thus, concludes the Conference Board, "the purchasing power of an industrial worker's weekly pay in February of this year averaged 35 per cent. higher than it did at the outbreak of the World War, and the purchasing power of his wage on basis of hourly earnings was 43 per cent. greater."

It is only fair in this connection to point out that if the general wholesale price level continues its recent upward trend, the decline in living costs eventually will be checked. Over a long period retail prices follow the trend of wholesale prices. Just as the broad downswing of commodities at wholesale prices will, if maintained, eventually terminate the decline in retail costs.

Nobody at this period knows, of course, whether the pronounced upturn in basic wholesale values of the last two months will be continued throughout 1928, but in any calculations of future living costs this change in wholesale prices must be taken into account.

The fact, nevertheless, remains that American workers now not only are getting more for their money than at any time in recent years, but that likewise they are earning more.

Paul Willard Garrett.  
[Copyrighted, 1928.]

#### Tit For Tat.

A pompous physician who was inclined to criticize others was watching a stonemason build a fence for his neighbor, and thought the mason was using too much mortar. "Jim," he said, "mortar covers up a good many mistakes, does it not?"

"Yes, doctor," replied the mason, "and so does the spade."

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## MUTUAL FIRE INSURANCE

### Advanced Living Demands Advanced Protection.

Chief Engineer W. F. Steffins of the Fire Protection Bureau of the New York Central Railroad has an unusual angle worth viewing on the subject of fire prevention.

"With the advance of civilization," he says, "human beings are no longer satisfied with mere existence, they demand increasing degree of creature comforts, even to the point that what was yesterday a luxury, to-day becomes a necessity. With the advance in the scale of living has been created a demand for those things with which this revised scale can be met. In the whirl of life many fundamentals are overlooked and, in most instances, forgotten, due to a sort of mental inertia or belief that what is, always has been. Yet a reflective moment invariably proves otherwise.

"Contrast, for example, the standard of living of fifty years ago with that of to-day, in the average home, not only as far as food is concerned, but also with reference to such incidental details as heating, lighting, plumbing, ventilation, interior decoration, telephone, radio, phonograph, vitaphone, moving pictures, etc. In brief, while we live in an age of marvels, as viewed from the standard of fifty years ago, do we appreciate these comforts and privileges sufficiently to be willing to protect them? They are the direct products of man's own labor and brains, yet the absence of application of brains of the most elemental character too frequently is the direct cause of the destruction in a few minutes of these comforts and conveniences that have been created by so many years of effort.

"The most striking illustration of destructive forces due to lack of application of brains is reflected in the National fire losses. Fire, one of the most useful agents in the service of man, becomes a hostile agency in careless hands, one that annihilates annually in the United States and Canada property valued at almost six hundred million dollars, an amount increasing annually at such a rate as to warrant every effort to control this useless waste.

"We are a progressive Nation, blessed with natural resources and wealth beyond the wildest dream of a Croesus, yet, if these natural legacies are continually squandered, there will come a time when the losses will seriously affect the individual, as an example of the application of the inexorable law of demand and supply. Usually, as the supply of any article diminishes, the price increases. An immediate example of the general principle can be cited, that of insurance, which is a method of distributing losses over wide geographical territory. As National fire losses increase, the premiums exacted correspondingly increase, and at a greater rate, inasmuch as to the direct indemnity paid out a percentage must be added covering handling charges and profit.

"Much has been accomplished in the study of the causes of fire, and the

means for preventing it by guarding the critical details in various processes of manufacture, by perfecting mechanical and electrical installations and by superior construction. Railroads have fire hazards, some of general character, but others peculiar to the special details connected with their operation. The general distribution of gasoline, fuel oil and acetylene demands unusual care to prevent fire and explosion.

"The tendency to fires from overheated stoves can be controlled by more careful installation, but especially through intelligent handling of fuel and manipulation of stove draughts. Safety fuses can be arranged in electric circuits for their protection, but may cease to be of use if replaced with improper devices. The careless use of matches and smoking materials is responsible for more fires than any other cause, and is too frequently associated with the presence of loose waste material of combustible character. Clean premises, or good housekeeping, means a long step toward elimination of fire hazards. Even if a structure is of fire-resistant character, however, the contents are probably combustible.

"The main item in fire prevention, therefore, is, and always will be, careful and thoughtful men, those who realize that fire can be prevented, and who will help to prevent it. Direct evidence is available as to organized effort in handling other problems of the roads, not the least of which is the showing made in reducing loss and damage claims. If the same spirit that has actuated this class of effort is persistently shown with respect to eliminating causes of fire, the fire loss record of the lines will be still further improved."

### Zoning Progress.

Zoning has made astonishing progress in American cities. The latest department of commerce report indicates that three-quarters of the largest of them now have the benefit of zoning ordinances. Many smaller municipalities have followed suit.

In American cities zoning has been until recently in the experimental stage. Its advocates did not want to press forward too vigorously until they knew how the public would submit to the restrictions and how the courts would regard them. The recent supreme court decisions—there have been three others since the Euclid case—may fairly be said to have brought that early phase to a close.

Property owners in increasing number have come to realize that regulation of height, area and use redounds in the end to their own benefit.

For equitable statutes there is no longer legal hazard. From now on zoning becomes mainly a legislative matter. It is bound to spread rapidly to those communities which have not yet enjoyed its benefits. Philadelphia, Detroit, Cleveland, New Orleans and Louisville should soon be in line.

Prices cannot be reduced any further until we find more efficient machinery, more efficient production methods, more efficient marketing means, or hitherto unknown devices of distribution.

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### Michigan's Greatest Enemy Is the Fire Fiend.

Grandville, May 15—Fire in the woods was what set everybody's nerves tingling back in old lumbering days. Living in the woods, little settlements surrounded by a tinder box of brush and pine tops, there is little wonder that when a cry of fire was raised everybody was on tiptoe from the smallest child to the oldest inhabitant.

And there were fires in those days, let me tell you, that would put to shame the imitations of later years. At one time the little lumber settlement of Sand Creek was surrounded by fire on three sides, the fourth side being fire proof because of the big Muskegon river, and when such fires raged there was deep anxiety in many hearts until the flames were conquered.

Even the little schoolhouse was threatened and boys climbed on the roof which they kept wet down to prevent danger of ignition from the clouds of sparks and burning brands flying through the air. It seems that a big fire creates a wind. At any rate nearly all the forest fires were wind swept which fact made the trouble so much the greater.

There was no fire towers in those days. The clouds of rising smoke above the treetops were the first sign that warned the settlers of danger. Tall dead pines, skeletons of earlier fires, blazed a hundred feet in air, from the tops of which burning brands were hurled through the air, setting new fires all over the land.

Many times tired millmen were roused from slumber at midnight to take part in a battle to save the town from destruction by the fire god. Those were strenuous days never to be forgotten.

Fighting fire was no child's play in those early days. The air, hot from a burning sun, was many times increased by the addition of burning trees and brush piles.

Sand Creek entered the Muskegon between high bluffs the sides of which furnished feeding ground for the red elements. On either side of this gully settlers' houses had been built, and when fire threatened, men were lined up the steep sides of the cut to fight fire, not with water, as that would have been of little avail, but with hoes, shovels and axes prepared to dig up the soil forming a sand trail over which the fire did not pass.

The principal danger was from the flying brands of fire which sailed across deadlines into new territory, causing new fires to spring up as if by magic.

In many of these fire fighting squads I, as a boy, had a part. Sometimes craving water for the thirsty, sweating men who, blackened and discomfited by the heat, were having a hard struggle to keep going.

It has been estimated that nearly as much pine timber was destroyed by the recurring forest fires as was cut into merchantable logs. However, this may be, the one fact remains dominant that millions of dollars went up in smoke and down to ashes—a sacrifice to the careless methods of the early lumbermen.

One of the oldest settlers was up two nights watching and fighting to save his little dwelling from destruction by one of the early forest fires. His family did not sleep, but kept watch and ward with the head of the household, and when all danger was past members of the family were quite prostrated, necessitating the care of a doctor, who was obtained from Muskegon, twenty miles distant.

At the present time we have the tower system of fire guards and it may serve its purpose much better than the old way of meeting the fires when they came in a hand to hand struggle for the mastery.

Coming down a few years later the lumber country experienced some se-

vere conflagrations through the settlements. It was at this time a lamp was capsized in a Chicago stable and the city of that name became largely destroyed.

At the time of the Chicago fire the whole Northwest was a blaze of burning forests and despoiled towns. Holland was one victim, Peshtigo another. Those times of annual destructive fires were almost as bad as war, so far as destruction of property was concerned.

It would be hard to estimate the loss entailed by these numerous wildwood fires. Digging up the soil, setting back-fires to meet the main rush of burning woods, constituted the principal work of the early fire fighters.

At the time of the Chicago fire the citizens of the aforementioned village of Sand Creek kept watch and ward for several days and nights. Two dwellings were burned, while thousands of acres of timber was sacrificed to the flames.

It was a dry October in that year '71, and all the church people and even the humblest of the woods folk prayed for rain, which came after the damage had been done and more timber was not left to destroy.

Fire is one of the worst enemies the human family has to contend with and fire will always be here, although, perhaps, not in such great and devastating extent as in times gone by.

We may readily suppose that fire is the greatest enemy to the reforestation of our own State of Michigan. If fires can be kept down and replantings are properly attended to, we shall in time have a renewal in part of a once beautiful peninsula. Old Timer.

### New Rain-Making Device May Prove Practical.

Los Angeles, May 12—When it is recalled that many thousands of Pacific Coast fruit and vegetable growers must rely upon irrigation to mature their crops, the latest rain-making device, invented by Wm. Haight, may soon attract attention. He claims to have actually produced a cloud through his 125 foot tower (a former oil derrick). On the top of the derrick a housing was built, thoroughly insulated from the tower itself. Inside a 220 volt generator was installed, driven by a gasoline engine, the current being built up to as high as 1,000,000 volts.

Mr. Haight says that one one occasion the apparatus, after a half-hour run, caused a cloud to form of about 500 feet in diameter. The machine was shut down for fifteen minutes, when the cloud evaporated. He is confident that he will be able to cause clouds to condense and thus drop their moisture when desired, as well as to cause clouds to form where there were no clouds previously. He will continue his experiments during the Summer.

### Last Trade Trip of the Season.

Detroit, May 15—The last trade promotion trip of this season will be conducted by the Wholesale Merchants' Bureau of the Board of Commerce on Tuesday and Wednesday, May 22 and 23. Ithaca, Mt. Pleasant and Alma will be the principal cities to be visited. The retail merchants of those communities and the outlying cities and towns will be the guests of the Detroit wholesalers at luncheon and dinner meetings which will be addressed by local and Detroit speakers.

An afternoon will be spent at the very fine country club in Ithaca to which the Detroit party has been invited to play golf. The trip will be made by motorbus, leaving the Detroit Board of Commerce at 7:30 a. m., May 22. A large number of Detroit wholesalers are planning upon attending this trip, according to E. E. Prine, secretary of the Bureau, who has completed the plans for the trip.

Success in handling men is more a quality of the heart than of the head.

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## LIFE INSURANCE

## GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

Blossom week in the fruit belt of the Lake Shore was the deciding feature in selecting a route for Out Around last week. The day was perfect and the profuse flowering of the peach, plum, pear and some apple orchards was a sight never to be forgotten.

The first stop was at Ganges, where I renewed the subscription of Wolbrink & Sons for the forty-sixth year. These good people have taken the Tradesman ever since the first issue back in 1883. What is still more to their credit is that they have read every issue for nearly 2,400 weeks. There are only sixteen business houses which enjoy this distinction. I hope the principals all live to enjoy the half century celebration with which I am planning to crown our fiftieth birthday in 1933.

A brief call on David Reid, proprietor of the Reid House, at South Haven, disclosed the constant itching that genial boniface possesses to be up and doing all the time. He has recently redecorated his dining room and is about ready to start on the office and lobby. I did not call at the new hotel, the unfortunate reception I experienced at that place a year ago being still fresh in my memory.

As I passed the Fruit Mart of J. R. Spelman, some miles South of South Haven, I noted so many new features that I was impelled to stop and inspect them. Since I visited this wonderful outdoor store a year ago Mr. Spelman has erected and installed a power plant, a cider mill and two tourist cottages, which are designated as Peaches and Berries, respectively. He plans to create a restaurant this season. All his plant needs to make it thoroughly enjoyable is the liberal use of dust arrester on the broad expanse of gravel paving in front of his remarkable improvement.

My mercantile friends at Watervliet insist that their town needs two additions—an experienced hotel man and a manufacturer to occupy the vacant buildings which were erected to house a manufacturing undertaking which was not successful. I was assured that there is an unusually available location for a hotel and that local citizens would, undoubtedly, make liberal subscriptions to such a cause.

Purchase of a part of the old Baker-Vawter business, now a unit of the Remington-Rand Corporation, is announced at Benton Harbor. Back of the deal is W. A. Vawter II, formerly president and general manager of the Baker-Vawter business at Benton Harbor. The Vawters have purchased the fanfold business of what is now the Remington-Rand plant. The fanfold business has to do with the manufacture of manifold billing forms. It was a large factor in the Baker-Vawter before the merger with Remington-Rand and to-day there is a heavy demand for this type of office paper equipment. W. A. Vawter II will be president and general manager of the new company, which is to be called the Vawter Fanfold Co. The new company is making

an investment of approximately \$250,000. The Vawter company is renting part of Plant M, the Metal Sectional plant at the head of Willow drive and will carry on the business there. At the start about thirty people will be employed.

At St. Joseph I was greatly disappointed because of my inability to see Tupper Townsend, who has worked incessantly for the past year to create the new Hotel Whitcomb, which opened for business about two weeks ago. Mr. Townsend suffered a nervous breakdown about three weeks ago and has been unable to attend any of the festivities attending the opening of one of the finest hotels in Michigan. Mr. Townsend is gradually recovering from the malady which attacked him and expects to be in evidence in about two weeks. The patronage already accorded the hotel is beyond expectations.

My disappointment in not being able to see Mr. Townsend was somewhat mollified by making the acquaintance of Mr. J. O. Wells, President of Cooper, Wells & Co., who is also largely interested in the Hotel Whitcomb. I found Mr. Wells to be a gentleman of progressive ideas, elevated ideals, broad sympathies and extended vision. All his life he has consistently exhibited an integrity which not only has met all the demands of the law and all the requirements of common morals but has gone far beyond them. I am not a psychologist or the son of a psychologist, but my acquired knowledge of human nature, gained by nearly seventy years' residence on this planet, leads me to believe that Mr. Wells is a general and a gentleman, quick to command, quick to obey; stern to judge yet ready to forgive; severe with himself yet gentle with others; loved by his friends, respected by his foes, if any there be; indifferent to honors while granting them freely; generous in giving and in well-doing; a shadow of a great rock in time of need; in all things a true and courteous knight whom it is a delight to honor.

Of course, I undertook to meet that prince of entertainers, Charles Renner, at his Edgewater Club Hotel. I found, to my regret, that he was not at St. Joseph, but located him at his hotel at Mishawaka, Ind. In his proverbially big hearted way, he promptly volunteered to meet me at the Four Flags Hotel, at Niles. He took over the Four Flags May 1 on a fifteen year lease and has entered upon the work of rejuvenation and readjustment with great care and thoroughness. His long-time friend, the retired sea captain, will look after the details at Niles, which is a sufficient guaranty the hotel will become very popular with the traveling public. I obtained from Mr. Renner data for a biographical sketch which will appear in the Tradesman as soon as the subject sends me a photograph to enable me to run his portrait in the biography. I have finally solved the problem of Mr. Renner's success as a hotel operator—he works as fast as he talks and never forgets a friend or neglects to reward a friend for favors received. He stood shoulder to shoulder with Mr. Wells, referred to in the

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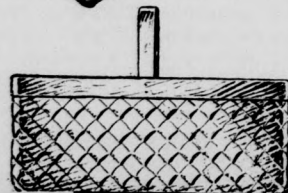
## Shredded Wheat

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.



## Let turnover polish your shelves

Here's a quick test of the business health of your store: Run your hand along the tops of the shelves. SLIPPERY? Good! That means the wood has been worn smooth by the rapid movement of goods, on and off. Especially off!

If there's a rough, dusty surface on one of your shelves polish it off quick with the Beech-Nut line. If you like a tin-polished shelf, stock it with Beech-Nut Prepared Spaghetti, or Pork and Beans. If you prefer a glass finish, keep Peanut Butter, Catsup and Chili Sauce sliding over the top.

Depend on this: No well-displayed Beech-Nut product lingers long on your shelves. To your regular and first-order customers "Beech-Nut" means pure food—and a flavor that tastes like more. Keep your shelves slippery with the fast moving Beech-Nut line.

BEECH-NUT PACKING COMPANY  
Canajoharie, N. Y.

**Beech-Nut**



preceding paragraph, as a member of the Rough Riders in the Spanish-American war and the two will be firm friends as long as life lasts. As the active manager of three hotels and the owner of a hotel in the Black Forest, Germany, it would seem as though Mr. Renner would have his hands full, but he still aspires to even greater responsibilities and achievements. I hope he lives to see the fruition of his hopes and the accomplishment of his ambitions.

Dowagiac is adding a fourth manufacturing concern to its list of factories engaged in production of furnaces, stoves and ranges. The Dowagiac Steel Products Co. is about ready to get into production and will make a steel furnace. The plant is located in the former home of the Dowagiac Drill Works. The authorized capital is \$200,000 part of which has been sold.

E. A. Stowe.

#### Get This Thought To the Housewives

Everyone connected with the business of food distribution realizes the harmful effect of the chain stores, not only on the independent wholesale and retail grocers, but also their dangerous tendency towards combination and monopoly.

We know these facts. The trouble is, the buying public does not. How to spread this information is the problem that confronts us to-day.

This fact was brought home most forcibly when the writer was in conversation with one of our local school teachers.

To this young lady, it seems to be merely a question of where you can buy the necessities of life for the least money. In other words, she has been so busy teaching young America how many points on an oak leaf and how to read, without knowing their alphabet or how to spell that she was entirely dormant to the great question, "Shall one man or group of men dictate the prices of the necessities of life in over thirty thousand stores?"

This dormant position on her part is the position of hundreds of thousands of other women in America to-day, and so this article is written in hope that in some way it may get into the hands of some housewives and wake them up.

The fact, dear lady, is that when you are drawn into the chain stores by some especially low prices on advertised articles with which you are familiar, you are in the position of a fish swimming in the river with a nice fat worm dangling temptingly in front of you.

Neither you nor the fish realizes that the worm contains a hook. You know as well as we, that no one could sell you goods for less than they cost and make money. The chain stores pick out several articles each week and offer them to you at less than cost. They do this for two reasons: first, to attract you into their store and sell you not only those articles, but other articles at prices higher than the ordinary retail grocer would charge you. The second reason is, to give you the impression that the independent grocer has been overcharging you.

Now, the facts in the case are, that

figures show that about one-quarter of the articles sold in the chain stores are sold at cost or less than cost, and all these chains are making money out of you. It stands to reason that they are charging you enough on the remaining 75 per cent. of your purchases. That is, one-quarter of the goods that you buy at a chain store, you buy for less than the man who is selling you, pays for them. On the other three-quarters, you make up for these loss leaders.

The tendency of the chain stores all over the country is for several chains to combine, forming a larger chain. This enables them to buy in larger quantities, to close up some of their stores, and dispense with some of their help. This process of amalgamation keeps going on until there are now some so strong that their power is unlimited. When these combinations are completed, they will work together and charge you any prices they please. Every time you buy from a chain store you help this process of merging and gouging along. If they should succeed in their aim, there will be no competition, and if you want to eat, you simply pay their price or starve.

Your only safety lies in patronizing independent retail grocers. You will find that your dollar will buy as much, if not more, in the neighborhood store, as it will in any chain store.

Prove this. Make a list of the goods you intend to buy next Saturday. Get your chain store man to price it for you. Then go to a reputable independent store, and have them do the same. We will abide by the result.

Remember, if you do not want to be bled raw in the coming years, you must perpetuate competition, and the only possible way that can be done is by patronizing the independent grocer.

#### Long-Time Credit.

The local church was making a drive for funds, and two colored sisters were bearing down hard on Uncle Rastus.

"I can't give nothin'," exclaimed the old negro. "I owes nearly everybody in this here old town already."

"But," said one of the collectors, "don't you think you owe the Lord something, too?"

"I does, sister, indeed," said the old man, "but he ain't pushing me like my other creditors is."

#### Love Plus Business.

"Will a dollar pay for your hen I just ran over?"

"You'd better make it two; I have a rooster that thought a lot of that hen, and the shock might kill him, too."



"The Bank on the Square"

## GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

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Investment Securities

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### Your Home Company

Offers You a Policy That Permits Your Passenger  
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It guarantees to pay judgments.

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It protects you against claims made by occupants of your car.

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It insures against liability instead of loss.

Can you beat it? NO!

Preferred Auto Insurance Co.

822-827 G. R. National Bank Bldg.

## 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.

### Lacey Effects Gain Sway in Neckwear.

In the new neckwear shown for late Spring and early Summer there is to be seen a decided tendency toward frills and lace effects. One of the newest collars is made with two long streamers and both they and the collar itself are finished with finely shirred lace. Another of white georgette has circles of the same material applied with a yellow silk thread, and the entire edge has a ruffle of the material also hemmed with yellow. A full tie of the material is treated the same way. Cuffs are quite deep and finished with a banding inside.

One of the new vestees is made of organdie tucked on the width, and without sleeves but with a regulation back. The collar, although somewhat in a Peter Pan fashion, is much larger and is made without trimming of any kind. A narrow black silk ribbon serves for a tie.

Another collar that is especially attractive for young folks is round and quite deep and fastens to one side. It is made of organdie with a wide hem of pique with embroidered dots of white. Red, green and maize colored linen are used. Cuff sets are made to match. They are doubled and scalloped, and are to be attached outside the sleeve and buttoned together.

### Old-Fashioned Stocking Hat Revived.

Woven hats made of either silk or straw in one and two tone effects are very popular. They are to be pulled on the head just like the old-fashioned stocking hats worn by children. An attractive model has a black top and white border. Some are finished with silk or feather ornaments on top, although most of them depend upon the way they are worn for their style, or on novel trimming effects.

The well-dressed child will be seen this Summer in smart, crisp little ensembles made up of gay prints in linen, organdie, cretonne, silk crepe, dimities and voile. The coats are mostly plain with turn-back collars and cuffs. Dresses are either made with very short sleeves or none at all. With the dresses are attractive little bloomers made in several styles, some with elastic at the bottom, others cut straight and those for the very tiny tots cut at an angle. Lace is used profusely on the more dressy frocks, which are made of fine handkerchief linen, voile or organdie. Hand-drawn work and French knots are also seen as trimming. Although more color is noted, white still predominates.

### New Pearl Line Offered.

A new line of Summer pearl jewelry is being featured in red, white and blue combinations, such as were brought out this Spring by Chanel. These colored pearls are featured in chokers, sixty-inch necklaces, three-strand short necklaces, earrings, brooches and bracelets. Both uniform and graduated

pearls are used, although in most of the items there is a tendency toward the medium sized pearl, rather than the very small or large bead. The different colors are grouped in some instances, used alternately in others, or blue and white pearls are strung together with an occasional red pearl inserted for contrast. Prices range from \$12 a dozen and up.

### Jewelers to Revive Miniatures?

Offerings of some of the leading French jewelers indicate a revival of miniatures, according to information just received in the local market. Some of the Paris shops, it is said, are showing a number of pins, rings, pendants and bracelets that make use of a kind of miniature. These show small figures, usually in white on a background of blue, in the style of the old-fashioned brooch. They are set in silver and platinum, with small pearls. Other jewelers are putting some effort on the revival of old miniatures and are showing them in a form that can either be worn on a silk cord or used as a pendant or a pin.

### New Gift Items Sought.

Instead of the usual re-ordering on staple numbers, buyers of gifts and notions appear to be more interested in new items. They are asking for hat stands in styles for bedroom, hall and closet use, and for children's novelties featuring animal heads and nursery characters. Stationery is also wanted in new boxes. Pocket combs with cases of composition to match are being re-ordered. Shopping bags of straw, sewing boxes and pouches are wanted for Summer resort items. Buyers are ordering from sample on imported powder cases, bathing accessories and ash trays.

### Negligee Trade Active.

Manufacturers of women's negligees, lounging pajamas, beach costumes and pullman coats in general seem pleased with the business placed this season. They attribute it to the showing of more varied styles, the use of new materials and the careful designing which has now become an important factor in these lines. At present, buyers are ordering pullman robes in all grades for the vacation period. There is also an active demand for light negligees to be featured for June brides. Resort shops are interested in the beach and lounging pajamas in the better grades.

### Better Jewelry Tends to Follow.

The leading Parisian couturiers continue to strongly dominate in the origination and popularization of novelty jewelry. This development is now so strongly marked, it was claimed yesterday, that the finest jewelers in France as well as in this country have almost reached the point where they are following what the couturiers present rather than, as formerly, taking the lead themselves. Thus, the pace in both high-grade and so-called novelty jewelry is being set more and more by what the trends in the latter accessories are.

### Slip-On Gloves Sought.

In the better grades of women's gloves, the slip-on styles in suede,

chamois and washable kid are selling well for immediate and Summer wear. Beige and blond tones predominate, although there is a small demand for whites. Orders placed so far for Fall merchandise in the same grades indicate a preference for black, then beige and brown gloves with either plain or fancy cuffs. White gloves are being ordered cautiously; buyers seem unwilling to lay in stocks until they are more certain of the new Fall fabrics and colors.

### Glass Rise Pleases Trade.

The recent announcement of an increase in window glass prices, which took effect last Friday, met with a highly favorable trade reaction. Stabilization of the market leading to restoration of a profit margin basis is hailed as a probable result. The demand for window glass increased during the week, in anticipation of the rise. Output, it is estimated, will run below the figures of recent months. Orders on hand for plate glass are reported large enough to maintain operating schedules on a satisfactory basis.

### Ensembles Stimulate Boys' Wear.

The ensemble idea has proved a stimulating development in the boys' clothing field for the Spring season, and the indications are that it will be played up even more strongly for Fall. The plan of offering matching hats, topcoats or overcoats, and blouses was described yesterday as "the biggest thing in the boys' trade in years." Some manufacturers met difficulty in securing production of the complete ensemble, inasmuch as they did not make all the items, but steps are being taken to eliminate this for Fall.

### House Robe Buying Gains.

The slackening up that was felt early in the season in both men's and women's tailored robes is being made up for now, according to manufacturers of high-class merchandise. Salesmen on the road report good business in house robes, beach coats and Pullman robes. Buyers are interested in seeing new items featuring the latest fabrics and trimming details. Price, even on the cotton and rayon numbers, does not seem to influence the placing of an order, salesmen report. Style and fabric are the chief factors.

### Put Off Showing Felt Hats.

In an effort to prolong the Spring and Summer millinery seasons, several manufacturers of popular priced goods are putting off the showing of felt hats until June 1. Then they plan to show only white and pastel shades. Not until last week did business become really good on straws. Most of the blame is put on the weather. Many claim that by showing straws early they were able, in a measure, to reduce the popularity of the felt hat, which has been so harmful to the industry in general.

### Too Vivid Reminder.

The landlord had at last agreed to repaper the sitting room. "What kind of paper would you like?" he enquired. "Something with large figures?" "Decidedly not," answered the tenant. "They would be a constant reminder of the rent I have to pay."

## Duro Belle HUMAN HAIR NETS

### Ask About Our SPECIAL Free Goods Deal

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

## Hair Nets That Satisfy

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

### Gorgeous Store and Window Display FREE

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

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

### Doubling Hosiery Sales.

Hosiery sales for George Mannfield & Sons, Indianapolis, have been more than doubled since the store instituted a little change in its method of keeping the stock. Boxes containing stockings of the same size and of different shades are assembled in one group, but the box at the very top of each group is filled with one pair of each of the shades. When a woman asks for hosiery in size 9, let us say, the salesman merely reaches for the top box in the size 9 group and spreads out before the customer all the shades in that size. As a result, a customer sees all the shades in that size.

### This Explanation Has Sold Many.

Clerks at a store in Boise, Idaho, are forbidden from using the phrase, "We are all out of it" whenever a customer asks for a certain style which happens to be out of stock. Instead, they are trained to say, "we shall have to deliver the shoes to you to-morrow" or "next Friday" or whenever they expect them in again. This phrase, the store has found, has a better effect upon customers than the usual remarks and frequently it impells a customer to wait a few days for the shoes rather than go elsewhere.

### An Old Idea Always Effective.

Some day when you're wrinkling your forehead for an idea for a window display, get a clothes dummy from any lodge brother of yours who happens to be in the clothing business. Rig up this dummy with a brand new set of clothes, shirt, tie, and hat, but on the feet put the most dilapidated pair of shoes you can coax from the junk pile. Install the dummy in your window surrounded by a dozen or so of the newest things in footwear.

No signs, for the story will tell itself.

### New Method of Acquiring Customers

It took five full pages in a local newspaper for Hurst Brothers Co., Dallas, Texas, to list the names of all those whom they wanted as charge customers. The names were printed in agate type and were alphabetically arranged.

The response was considerable, and the store gives the credit for this to the facts that people like to see their names in print and that they like to have all the world know their patronage is desirable.

### Combination Worked Both Ways.

Noting that customers from the men's clothing shop next door often came in for footwear immediately following a purchase, a shoe retailer in Omaha conceived of an idea to make it more convenient for them to walk in. Getting together with the clothier, he cut a passageway through the wall dividing the two shops. As a result, sales began to increase not only for the shoe retailer but for the clothing merchant as well.

### Baby Weighing Machine Brings in Business.

Ever since a baby weighing machine was installed in a women's shoe shop

in Yonkers, about five months ago it has not been idle for a moment. The store is located in a district where most of the families are only recently married, and the weighing machine has proved to be a tremendous attraction. Aside from the good will which the idea creates, it serves to give the shop a busy air at all hours of the day.

### To Avoid Mismatching.

To avoid mismatching in the London stores, each shoe is marked on the inside edge of the heel with a number, and the mating shoe to the pair must bear the same number. Numbers are checked as the shoes are placed in the box to be wrapped and given to the customer. This is a guarantee that the customer will not be handed two shoes of different style or size or two shoes for the same foot.

### This Novel Mirror Stops Them.

Affixed with cement to the plate glass of the window of the Bryant store, Washington, N. J., is an oval mirror about 8 inches wide and a foot high. So many people pause for a glimpse of their reflection in the glass that the store has erected the mirror to help them. Of course, anyone who steps up to make use of the mirror has an opportunity of looking over the merchandise on display.

### Building Good Will.

Twelve weeks after a customer has bought a pair of shoes in a certain Des Moines shop, the store sends him a pair of laces. The establishment has found that, about this time, laces begin to snap—tempers along with them. The unexpected arrival of a relief set of laces at such moments has created for the store a distinct sense of good feeling in the hearts of many customers.

### Selling the Ensemble Idea.

Although the ensemble has been advocated for some time, the public to a great extent must still be educated to it. One retailer accomplishes this educational work by collecting from all manner of sources, pictures of the latest styles in apparel. These he pastes up in a loose leaf scrap book, allowing one type of dress to a page. At the top of each page, enclosed by a ruled box, he then included a photograph of the shoes most appropriate with the dress ensemble pictured.

The book is kept on a stand at the front of the store, and it is referred to whenever the retailer broaches the question of ensemble to customers.

The pictures, of course, do more than mere words could do to drive the matter home.

### Umbrella Demand Active.

Judging from reports current in the trade, the umbrella business has been fairly good so far this Spring in women's popular priced lines and children's novelties. Buyers appear to be interested in black silk umbrellas when they have the new colored frames and handles. In the retail end, Prince of Wales handles are selling well, although there has been quite a demand recently for the large ringed handles. In covering, solid colors with satin or brocaded borders are wanted in preference to stripes and prints. Children's

umbrellas are selling with novelty animal head handles and coverings in prints, plaids and cretonnes.

### Copy French Bags Too Closely.

Close copying of French bags has hurt business in women's popular-price handbags, according to a leading manufacturer. He explains that the majority of American women buying popular-price merchandise are not content with style alone in a bag. They want bags that are easy to manipulate and serviceable as well, features not usually found in exact French copies. He also added that the variation in demand for garments and accessories as between different sections of the country is an important factor. The mistake is often made of trying to sell the same bag to all localities, he said.

### Children's Day Toy Feature.

The toy trade is carrying out plans to have Children's Day, which falls this year on June 16, become an important date in retail toy distribution. The idea was experimented with last year, and the results were so gratifying that a Children's Day Promotion Committee, representative of all branches of the industry, has been appointed to prepare and carry out its plans on a Nation-wide scale. The response of retailers this year leaves no doubt of the success of the campaign and its continuance as an annual feature.

### Fabric Style Trends Discussed.

The question of style trends was discussed at the group meeting of producers of women's wear worsteds and woollens held last week under the auspices of the Wool Institute. About a dozen novelty and staple fabrics of French origin were on display at the meeting. The group, it is understood, plans to devote much attention in the future to the development of more exact knowledge regarding style developments as they affect woollens and worsteds. Further discussion of price policies was also had. Those present represented 73.3 per cent. of the women's wear loomage of the country.

A druggist in Hillsdale, Mass., noting the increase in shopping by proxy, words his advertisements in such a way that each item wanted can be checked in the margin and includes the prices, so the customer will know just how much money to send.

## United Detective Agency, Inc.

Michigan Trust Bldg.  
GRAND RAPIDS, MICHIGAN  
CIVIL CRIMINAL

and  
INDUSTRIAL WORK  
Only Bonafide and Legitimate Detective Work Accepted



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



## NEW

### "The Legionnaire"

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

In Stock

\$3.45

Style 953—Medium Tan

Style 954—Black

Manufactured and fully  
guaranteed by

Herold-Bertsch Shoe Co.  
Grand Rapids, Mich.

Manufacturers of Quality Footwear since 1892.

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY LANSING, MICHIGAN

### Prompt Adjustments

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L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

## RETAIL GROCER

Retail Grocers and General Merchants Association.

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

### Mercantile Ups and Downs in Montana.

Montana is a big country. Into its 140,000 square miles could be placed England, Scotland, Wales and Ireland, with room to spare for Indiana; but geographically Montana is only part of the region. The whole embraces perhaps as much more of the vastness of Saskatchewan.

Montana and that portion of Saskatchewan was a land of copper and stock raising. As such it was prosperous. Then came the dry farming idea. Somebody somewhere made a success of dry farming by means of deep plowing and straightway many semi-arid regions were put under the plow. I know a young grocer in Butte whose family cultivated a big area and lost out several seasons in succession until they were behind \$20,000. That was the situation when I last talked with him. Western-like, they were game to hang on for the turn; but they were fortunate in having a good food business to depend on.

A letter comes from one familiar with that region. It tells the story so well that I think we might profitably read most of his letter. He writes:

"There is a half circle which includes Southeast Alberta, Southwest Saskatchewan along the international boundary; the other half lying in Montana—all risky country. Dry seasons come too close together. Credit business in such a region is a gamble, no less; though it was a good credit country in stock raising days."

"In our small town there are four general merchandise stores. Of these, John Blank is leader; in fact, the other three are just keeping their heads above water. Blank is a keen business man and while he says he made nothing last year, that possibly was because he did a heavy credit business, which is worse than playing the wheel in the semi-arid belt.

"About a year ago, Blank announced he was going on a strictly cash basis, as he had already borrowed to capacity to carry customers, and he had to choose between selling for cash and going into receiver's hands—so he was going to choose the lesser evil. It will interest you to know that, besides his general merchandise, Blank sells a great deal of farm machinery. Already this season he has sold some twenty McCormick-Deering tractors in addition to perhaps fifteen last fall. He sells these for \$375 down, \$500 in the fall and \$500 the year after that. Inasmuch as Blank is said to carry this paper himself, it is evident that there is some business in this neck of the woods."

"We had a good crop last year and the farmers are all crazy. Some got out of debt for the first time in ten years or more. Lots never will get out of debt, for they owe the Provincial and Dominion governments more than their land is worth. Lots of them owe

for seed grain, taxes and even for subsistence furnished by a paternal government. Many have become so pauperized by government coddling that they are not at all backward about saying that the government has to keep them, so any money they get hold of they spend on a new car."

I think of a morning a few years back when I was eating breakfast in a diner in Eastern Canada. A man across the table remarked on a recent great improvement in the price of wheat. "That will be fine," I answered, "if the farmers will now pay off their mortgages and get back to independence again." He smiled as he answered: "O, that would not be human nature. A few will do that, but most of them will buy a new car."

Human nature must be taken into account always; and we better think of that when we are asked to approve plans for "helping the farmer." The farmer who is a good business man needs no help. The farmer who needs help is not a good business man. So help either way is certain to prove a losing venture; and every attempt to set aside the law of economics always fails. Besides, we need no more production at this time. We are producing more than we consume. We need to improve distribution. Also coddling is not a remedy. It is not even a fairly good palliation. Let us watch out.

Let us note that in such a remote, unpromising region, one merchant masters conditions and is successful, while the other three just keep their heads above water. Let us copy the sketch of one of the failures:

"We have the store of Hans Schlundt and George Merig. Until lately, we had a cash store run by a man who grew rapidly until he had three stores, then even more rapidly got out by the Credit Men's Association route. I judge from some of his stunts that he was a guesser, bluffer, plunger, that he did not know what he was doing but trusted to luck.

"Schlundt does quite a little business, mostly credit. He has been in business, more or less, all his life. He knows everything that is to be known about a store, which is probably the reason he is the worst buyer and poorest credit man I ever knew. When one knows it all one no longer has any business on earth. One's place is with the angels.

"Poor man! He works long hours, sweats blood to get money enough to pay for his goods cash in advance, staves off his creditors by any means in his power, must take what his jobber chooses to send and pay whatever he is charged, gives everybody credit and asks, when he does ask, for money, which is rarely, in an apologetic manner."

It is easy, of course, for anybody to snap his fingers at such a picture; but both the farmer described and this last storekeeper are representatives of men in all walks of life who need help; and whom no help can benefit.

With all that, there is a fascination about that wondrous Western land of elevated plains and mountains; where the air is so laden with ozone that it intoxicates with optimism; where a

(Continued on page 31)

# Don't Say Bread

— Say

# HOLSUM

## DON'T FORGET THE BIG CONVENTION! NEW ORLEANS, JUNE 11TH TO 14TH

Don't fail to attend the Annual Convention of the National Association of Retail Grocers, New Orleans, June 11th to 14th, under the leadership of Mr. John Coode, President and Mr. C. H. Janssen, Secretary. Learn the latest in the industry—have the time of your life in this wonder city of the South.

Ask your local Secretary or your Fleischmann man 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



## Cake Candies

in  
Transparent  
10c  
Packages

A  
POPULAR  
SELLER

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

Grand Rapids, Michigan



## MEAT DEALER

### Heavy Lamb Legs.

We have mentioned several times during the past three years the difficulty many retailers have in disposing of heavy lamb legs, their high quality in most cases, their low price compared with lighter legs, and how they may be used to the advantage of consumers. We have pointed out that chops may be cut from the loin end to provide delicious cuts for broiling and frying, and that steaks may be cut from the center of the leg, leaving the ends for stewing, roasting, etc. We have noticed recently that some meat magazines have devoted space to the same thing, and in some cases pictures showing just how the cuts may be made have been prepared and broadly distributed. But we get some reaction from our suggestions, and a meat retailer came to us the other day and said: "If I cut legs of lamb as you suggest, what am I going to do when I accumulate more rumps and leg pieces than I can sell?" Personally, I do not think that more pieces than can be sold are liable to accumulate, providing they are sold low enough to interest buyers, but in case the demand is normally poor it might be necessary to sell them so low that the compensating price on the steaks would be too high. We all know that legs of lamb sell best on Saturdays, while cheaper cuts sell more readily during the week. This is true with respect to ordinary localities. This is how a large retailer told us he handles the situation. He says he gets his heavy legs of lamb in early in the week and keeps them in a well-cooled meat box. He instructs all his clerks to try to move rumps of lamb during the week, cutting the leg down to around six pounds. He hangs the legs he does not need for his week-day demand back in his cooler, and has them on hand for his big Saturday business. In many cases he says he bones out the rump, and after tying them neatly and securely he passes them out as good, meaty lamb roasts. He says he has developed quite a business this way, and is able to sell his legs of lamb on Saturdays considerably lower in price than he could if he bought only light legs. He is able to stock quite a few of them also, since he can realize enough on these delicious steaks to enable him to sell the shank end of the leg quite reasonably. His experience seems to show a way out for the complaining retailers and suggest to consumers when and what to buy.

### High Quality Sausage in More General Consumption.

In a recent publication of a technical nature, released by the meat industry, a statement is made to the effect that more general use of sausage has been due, among other things, to higher quality merchandise. Sausage, as the term is used in this book, refers to the fresh and smoked domestic products, such as frankfurters, bologna, liverwurst, pork sausage, and other similar kinds. Well made sausage is a good food and fits in very well with other meats readily prepared for the table, or outdoor lunches. It is pretty well

recognized by everyone closely connected with the meat industry that there is a great deal of difference in sausage according to the way it is made. The quality of the meats from which the product is made is reflected in the taste and general suitability of the sausage when eaten. While the spicing and methods of preparation strongly influence the flavor and appetizing qualities of sausage in greater measure than most other meat products, it is not possible to prepare strictly high quality goods unless high quality meats go into the manufacture of them. Price is a very important consideration in the sale of sausage as in other meats, but it is found that quality is of even greater importance with many people. There will probably always be an outlet for large quantities of wholesome sausage of ordinary quality to people who feel they must conserve in their buying, but the possibility of broadest expansion in the future is liable to be among consumers who put quality ahead of price. As a result of this logical demand, many sausage manufacturers throughout the country are giving their attention to improving their products where they do not measure up fully to the demands of critical consumers, and giving just as much attention to maintaining the high quality standard once it is established. The more general use of dainty morsels served as appetizers before dinners or as an opening course has broadened the use of certain sausage delicacies. Liverwurst spread on thin rectangular pieces of toast and equally dainty squares of bologna served in a similar way, with strips of anchovies, are examples. Such particular use of sausage demands the highest quality possible to produce, of course.

### 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
<b>Pelts.</b>	
Lambs	50@1.25
Shearlings	25@1.00
<b>Tallow.</b>	
Prime	07
No. 1	07
No. 2	06
<b>Wool.</b>	
Unwashed, medium	@40
Unwashed, rejects	@30
Unwashed, fine	@30

### "Skinless" Sausage Now Permissible.

The United States Department of Agriculture has issued the following order:

Notice is hereby given that the bureau has withdrawn its objection to the use of the term "skinless" in labeling sausage from which the casings have been removed.

When submitted for approval, each label, carton and other material showing the term "skinless" should bear a written statement describing the product.

J. R. Mohler,  
Chief of Bureau.

### New Note For Ailment.

Laundress—I couldn't come yesterday. Miss Johnson, I had such a pain.

Mistress—What was it, Melissa, dyspepsia?

Laundress—Well, ma'am, it was something I eat; the doctor called it acute indiscretion.

Always Sell

## LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham      Rowena Pancake Flour  
Rowena Golden G. Meal      Rowena Buckwheat Compound  
Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

## GRAND RAPIDS PAPER BOX Co.

Manufacturers of SET UP and FOLDING PAPER BOXES  
SPECIAL DIE CUTTING & MOUNTING.

GRAND RAPIDS MICHIGAN

## VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

Strawberries, Pineapples, New Potatoes, Oranges, Lemons,  
Bananas, Vegetables, etc.

## A "Uneeda Bakers" Cracker Department Means—

Fresh Products.  
Highest Quality.  
Attractive Displays.  
Ease in Selling.  
Quick Turnover.  
Small Investment.  
Sure Profits.

NATIONAL  
BISCUIT COMPANY  
"Uneeda Bakers"



Phone

Automatic 4451

WHOLESALE FIELD

# SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

25-29 Campau Ave., N. W.

GRAND RAPIDS, MICHIGAN

## HARDWARE

Michigan Retail Hardware Association.  
President—Herman Dignan, Owosso.  
Vice-Pres.—Warren A. Slack, Bad Axe.  
Secretary—A. J. Scott, Marine City.  
Treasurer—William Moore, Detroit.

### Salesmanship a Vital Factor in Spring Paint Selling.

Some time ago the president of a large wholesale firm received a letter from a customer he knew quite well. "I had a window full of your goods for two weeks," complained the customer, "and I never made a single sale."

The wholesaler had received his training on the road and had come into pretty close contact with the trade. He had one of his best salesmen call on that dealer to look into the matter. The salesman found that the window display had been a reasonably good one. The goods should have sold well. Where was the trouble?

It took some probing and questioning before the salesman located the trouble.

"See here," he said, "your window is the best advertising medium you have. It reaches the public most directly at the one time and place where they are most likely to respond. But you can't expect your window to do it all."

"Your window will do a lot for you. It will attract attention. It will interest the customer in the goods. It will get him inside the store. But when a window display has done this, it has done practically all it can do. With the customer's mind receptive and the customer on the other side of the counter, it is up to the salesman to close the sale. Your salespeople must co-operate to the limit."

That is true of any line on display. There are cases, of course, particularly with small wares, where the window will practically sell the goods, but with most articles in the hardware stock, and particularly with the higher priced articles, the window can merely start things moving; it is up to the salesman to finish them.

This is true of the paint business. Probably the most effective form of paint advertising is a good window display; but to get results the window display must be backed up by the best kind of salesmanship. If the salesmanship is poor, or even merely indifferent, the results will be decidedly small.

Paint is not a line which sells itself. It has to be sold and, more than that, it has to be pushed energetically. A constant and continuous process of paint education is necessary before the sale can be effected. You have, first, to convince your prospect that paint is worth while; and, second, to convince him that the line you handle is the line for him to use. More than that, you have, as a rule, to repeat a large portion of this process when you re-sell the same man a few years later.

Salesmanship will materially increase your sales of paint specialties and accessories. More than that, the alert salesman can quite often make present sales pave the way to future business.

Good salesmanship will quite often develop a lot of extra business. A case

in point occurs to me. A lady went into the paint department of a hardware store to purchase some mahogany stain. The sale amounted to 55 cents. The sale, moreover, did not make itself; the customer was interested, but it took quite a bit of salesmanship to bring her to the buying point. The salesman was able, however, by shrewd suggestion, to sell her also a brush for 40 cents. That represented the total of the customer's immediate requirements.

The salesman, however, took a few minutes, while wrapping the parcel, to ask in a casual way if the customer was thinking of having any exterior painting done that season. She replied that the house really needed painting, but that she felt she could not afford it; that it would probably have to do for another year.

That was the salesman's cue. Carefully avoiding any appearance of eagerness, he proceeded to point out why it was advisable to paint at once rather than delay for another year. He pointed out that less paint would be required than if the job was left wait too long, that the house would appear much more attractive, and that a good ready-mixed paint was an excellent protection against the weather. He also showed the customer a booklet of colors and suggested color combinations that could be used.

The customer took the booklet and some advertising matter home with her. The salesman also secured her address, telling her that he would have the manufacturer send her further information. Her name was duly forwarded to the manufacturer, together with certain specific information the salesman had skillfully secured.

A few weeks later the customer called again; and after considerable talk, and a good deal of selling effort, she ordered around \$35 worth of paint and \$5 worth of brushes for the job.

Now, this sale was the direct result of good salesmanship. Even the first 95 cent sale could not have been made if the salesman had not been on the job.

It is along these lines that the wide-awake paint salesman has to work. He cannot afford to wait for the customers to come to him and buy paint. The salesman who depended solely on volunteer orders of this sort would sell very little paint. He must put real selling effort into his work, at every stage of the same. Paint has to be sold; it does not sell itself.

But to compensate for this selling effort, a few good paint sales make an appreciable difference in the week's business.

No salesman should run away with the idea that he is going to make sales every time he makes suggestions. If he works on that assumption, he is pretty sure to be disappointed. The salesman will make suggestions in a great many cases where he gets no results, either immediate or remote. But he should not on this account allow his selling efforts to become perfunctory. He must put the same enthusiasm into every selling effort, and must talk to every customer as earnestly and as enthusiastically as if he fully

## NEW AND USED STORE FIXTURES

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

### Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Call 67143 or write

N. FREEMAN, Mgr.

## BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting Goods and

Fishing Tackle

WE  
CARRY



A  
COMPLETE  
STOCK OF

HEATH & MILLIGAN DEPENDABLE PAINTS AND VARNISHES

**Foster, Stevens & Co.**  
Founded 1837

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

THE BEST THREE  
AMSTERDAM BROOMS  
PRIZE *White Swan* Gold Bond  
AMSTERDAM BROOM COMPANY  
41-55 Brookside Avenue, Amsterdam, N. Y.



expected to make a sale in every case.

There is an immense amount of paint business to be done. The actual sales even under the best conditions are not 50 per cent. of what they might be. If you doubt that, at the end of the season go up and down the streets of your community and take careful note of all the houses that have been freshly painted, and all the houses that still need paint. You will almost invariably find the latter class of homes in the majority.

In every community there is an undeveloped mine of paint business. This business can be developed in only one way—by aggressive salesmanship. Find out the individual prospects who ought to paint. Get them interested. And keep after them until you sell them—or until some other dealer sells them.

Quite often a salesman gets enthused with the idea of developing paint business among the store customers. He starts to talk paint to everybody who comes in. He interests a few customers out of the many he approaches, but gets no immediate sales. Then he says, "What's the use?" and quits trying.

To be successful in selling paint and developing paint prospects, the salesman must be persistent. He cannot afford to allow himself to be discouraged because the first few customers he approaches show little or no interest. If he keeps at it, talks paint to all comers and gets the knack of approaching his customers tactfully, he will be able in the course of a season to show a substantial increase in paint sales.

In such selling, it is of course essential to be tactful. A few words, provided they are the right words, will often accomplish a great deal more than a lot of tedious talk. Two things are important; not to bore your prospect, and not to show annoyance if the customer does not immediately fall in with your arguments.

In fact, the good salesman thrives on contradiction. For contradiction reveals interest, and interest is an essential preliminary to paint selling.

Proper display of the goods in the paint department will often be sufficient to arouse the interest of customers and lead them to ask questions. This gives the salesman a good chance to explain the uses of the paint lines. In trying to close a sale it is better not to talk too much. Rather, encourage the customer to talk, to ask questions, and to disclose his paint problems.

A single customer gained by extra effort or the salesman's part will quite often bring other customers. A newly-painted house usually leads other house owners in the vicinity to consider painting, and they naturally make enquiries as to where the paint was purchased. It is often a good stunt to do a little outside canvassing in territory where a job has just been done with your paint—particularly if it is a job that shows up well. The fact that one man in the neighborhood has confidence in your paint will inspire confidence in his neighbors, or will at least help you materially to interest them. While the job is in progress, or immediately after it is finished, is a good time for your best salesman to

call on the nearby property owners and talk paint.

Personal salesmanship is the most vital factor in paint business. Newspaper advertising, window and interior display, direct by mail advertising, all help to interest the prospect; but it takes personal salesmanship to clinch the sale. Into this personal salesmanship your staff should put their very best efforts. Victor Lauriston.

#### Tomato Juice Popular.

Tomato juice is a popular beverage at French Lick Springs, a well-known health resort. According to the manager, R. J. Tompkins, the guests consume over 4,000 gallons of specially prepared tomato juice each year. In commenting on this, Mr. Tompkins says:

"In late years physicians and dietitians have demonstrated that the juice of the tomato contains many beneficial elements, the chief of which are the three vitamins, A, B, and C, and the recently discovered vitamin E, which assists the red blood cells in absorbing iron from the blood. These are necessary for nourishing and strengthening the entire human organism.

"Tomato juice may be served plain or with a pungent seasoning in it," says the Modern Hospital. "One method of preparing it is to pour the juice out of the can and press the pulp through a sieve. Chill and season with salt and pepper. Add lemon juice, tabasco, or Worcestershire sauce, if desired or any other seasoning.

"The use of canned tomato juice has been growing ever since the discovery that the canning process acts as a preservative of vitamin C, which not only prevents scurvy but is necessary for growth and good health. Much of this conservation is due to the acid content of the tomato itself. In addition to vitamin C, tomatoes rank with lettuce and green string beans as a source of vitamins A and B.

"Increasing popularity of the tomato as a source of vitamins is due to the fact that it can be obtained all the year around at a comparatively stable price, and because the labor of preparing it for use is smaller than for almost any other source of the vitamins, a matter of importance in the hospital or health resort."

#### Increases in Novelty Jewelry.

Manufacturers of novelty jewelry have had an active Spring season, most producers having done a business substantially in excess of last year. The almost weekly introduction of new items has played no small part in the situation of re-orders. The trade anticipates a fair volume of Summer business to come, in which oxidized silver sports novelties are expected to be favored. Fall lines will be shown about July 1. Costume jewelry in sets for the new season is particularly well regarded. Earrings are in growing favor and are held likely to sell quite well.

Frozen fish, which used to be inferior to fresh fish because of the rupturing of muscle fibers in freezing, are now much improved because of the

discovery that rapid freezing does not affect the cell walls of the fish.

SELL  
**Ge Bott's  
Kream FrydKaKes**  
DECIDEDLY BETTER  
Grand Rapids Cream Fried Cake Co.  
Grand Rapids, Mich.

**BIXBY**  
OFFICE SUPPLY COMPANY  
GRAND RAPIDS, MICHIGAN

**COCOA**  
**DROSTE'S CHOCOLATE**  
Imported Canned Vegetables  
Brussel Sprouts and French Beans  
HARRY MEYER, Distributor  
816-820 Logan St., S. E.  
GRAND RAPIDS, MICHIGAN

**The Brand You Know  
by HART**



Look for the Red Heart  
on the Can

LEE & CADY Distributor

**Corduroy  
Tires**

**Sidewall  
Protection**

**Stands  
for:**

LONG  
MILEAGE  
RIDING  
COMFORT  
GOOD LOOKS

**CORDUROY TIRE COMPANY**  
OF MICHIGAN  
GRAND RAPIDS - MICHIGAN



**Sand Lime Brick**

Nothing as Durable  
Nothing as Fireproof  
Makes Structure Beautiful  
No Painting  
No Cost for Repairs  
Fire Proof Weather Proof  
Warm in Winter—Cool in Summer

**Brick is Everlasting**

**GRANDE BRICK CO.**  
Grand Rapids.

**SAGINAW BRICK CO.**  
Saginaw.

**I. Van Westenbrugge**  
Grand Rapids - Muskegon  
Truck Service  
Central Western Michigan  
DISTRIBUTOR

**Nucoa**

**KRAFT CHEESE**

"Best Foods"  
Salad Dressing  
"Fanning's"  
Bread and Butter Pickles  
**Alpha Butter**

Saralee Horse Radish  
OTHER SPECIALTIES

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

Phone 61366  
**JOHN L. LYNCH SALES CO.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-210-211 Murray Bldg.  
GRAND RAPIDS, MICHIGAN

**Stonehouse Carting  
Co.**  
38 years of efficient service.  
338 Wealthy St., S. W.  
Phone 65664

**Henry Smith  
FLORAL Co., Inc.**  
52 Monroe Avenue  
GRAND RAPIDS  
Phone 9-3281

Ship By  
**Associated Truck**  
GRAND RAPIDS, LANSING and  
DETROIT.  
Every Load Insured. Phone 55505

**TER MOLEN & HART**  
GLUE POTS for  
FACTORY USE  
Successors to  
**Foster Stevens Tin Shop,**  
59 Commerce Ave.  
GRAND RAPIDS, MICHIGAN

**Expert Chemical Service**  
Products Analyzed and Duplicated  
Process Developed and Improved  
Consultation and Research

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

ASK FOR  
**KRAFT CHEESE**  
A Variety for Every Taste



## HOTEL DEPARTMENT

### MEN OF MARK.

**Charles Renner, Proprietor of Four Good Hotels.**

Wise is the builder who is capable of designing a structure and fortunate is he if he may be privileged to participate in its erection. When the foundation on which the structure is to stand is laid he should see that every detail of the work is properly carried out and at each subsequent stage must be on hand and exercise that discriminating care and supervision without which perfection cannot be achieved. If the coveted goal, perfection, is to be reached it is necessary that he direct the operations, watch every detail, see that every part of the building is satisfactorily completed before subsequent additions thereto shall be begun, to leave no flaw behind which may result in the undoing of his labor. Without the exercise of this high degree of concern may creep in carelessness of construction to nullify all the anxious thought and watchful labor that have been expended.

Many worthy enterprises are abandoned or left incomplete because the attention and interest of the originator are allowed to waver. Concentration of every energy and application until the conceived project has been carried to a successful conclusion or admitted failure are necessary qualifications for those who achieve more than ordinary success or position. The originator must follow closely the lines that he has designed, giving no greater heed to the gratuitous advice or recommendations of others than meets with his approval and coincides with his own judgment. Offers of greater remuneration and greater honors must be weighed in the balance with the aims, hopes and endeavors which beckoned at the beginning, and on the comparative showing made must the decision ultimately be based.

Not all the logic of the universe will make a success of a man destined to failure nor, on the other hand, can the difficulties and obstacles which circumstances sometimes build up in the path of the ambitious serve as effectual bars to their progress. If wise be the man who understands what he wants and how he is going about it, then doubly wise is he who is equipped with that indescribable attribute which enables him to understand and appreciate his fellows and to bind them to him and his interests with the substantial bonds of friendship, based on a proper recognition of their rights and their welfare which always secures mutual respect.

The only kind of business success worthy of the name is that which permits of the accumulation of a fortune and the retention of old friendships and what is probably more to the point, the perpetuation of the disposition and character which distinguished the builder when the project was begun.

Charles Renner was born of "poor but honest" parents in Baden, Germany, Sept. 14, 1872. As soon as he was old enough to work he left school to add his earnings to the family income. He attended night school and

his mother managed to economize in the family expenses so as to pay 300 marks to educate her son as a pastry cook. When he was 17 years old the family came to this country, locating in San Francisco. His first employment in America was as pastry cook at the Hotel Del Monte at Monterey. He subsequently occupied the same position with the Coronado Hotel, at San Diego, for four years. The next connection was the Midland Hotel, Kansas City. He afterward took the management of a hotel in Oklahoma, which put him on his feet, financially. He then took the management of the Neatawanta Hotel, in Grand Traverse Bay. The destruction of this hotel by fire before the end of the first season completely stranded him, financially, but he soon secured the management of the Wolverine Hotel, at Boyne City, which he opened to the public Jan. 1, 1912. He subsequently took the management of a hotel at Lake Geneva, Wis., which soon put him on Easy street. He then took the management of the Hotel Dwan, at Benton Harbor, where he made more real money. His next move was the purchase of a hotel at Urbana, Ill., which he put on a good paying basis and sold at a handsome profit. In the meantime he had purchased the Mishawaka Hotel, at Mishawaka, Ind., which has made him a fortune. Three years ago he purchased the Edgewater Club Hotel and cottages, at St. Joseph. He acquired \$250,000 worth of land and buildings for \$50,000 and has paid for the property out of the earnings. May 1 he took over the Four Flags Hotel, at Niles, on a fifteen year lease. Unless all signs fail, he will own this property long before his lease expires.

Besides his three hotels in Michigan and Indiana he owns a hotel in the Black Forest, Germany.

Mr. Renner was married in 1905 to Miss Fany Junghans, of Baden, Germany. They have had five children, each one born in a different state. Four children—two boys and two girls—are still living. The oldest boy, now 20 years of age, will work in the kitchen of the Stevens Hotel, at Chicago, during the summer vacation. He has decided to espouse the occupation in which his father has achieved so remarkable a success.

Mr. Renner is a devout member of the Roman Catholic church. He is also a member of the B. P. O. E. He has no hobby to speak of except work, with which he has never had a falling out. He has one obsession, however—his connection with the Rough Riders of Theodore Roosevelt. He was the first man to enlist in that organization at Albuquerque and was the last man to lay down his sword when the organization was disbanded. He has many letters from Mr. Roosevelt and other members of the Rough Riders, which he treasures highly.

The secret of Mr. Renner's success is readily apparent to everyone who watches him for ten minutes. It is his contagious personality. He wins the confidence and esteem of everyone who comes in contact with him at any angle. Men will go 100 miles out of their way to become a guest of

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

## PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

## MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.



## Warm Friend Tavern

Holland, Mich.

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

E. L. LELAND, Mgr.

"We are always mindful of our responsibility to the public and are in full appreciation of the esteem its generous patronage implies."

## HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.



FOR "The original patrol" YOUR PROTECTION

## SARLES

MERCHANTS' POLICE

and INSPECTION SERVICE

The Original Patrol in Uniform.

Under Police Supervision.

401 Michigan Trust Bldg.

PHONES—4-8528, if no response 8-6813

Associated With

UNITED DETECTIVE AGENCY

## WESTERN HOTEL

BIG RAPIDS, MICH.

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

WILL F. JENKINS, Manager

## NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

## HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER, Manager.

## Wolverine Hotel

BOYNE CITY, MICHIGAN

Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT

HOTEL. American Plan, \$4.00 and up; European Plan, \$1.50 and up.

Open the year around.

## HOTEL FAIRBAIRN

Columbia at John R. Sts. Detroit

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

100 Rooms with Lavatory and Toilet \$2.25

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

Rates by the Week or Month

"A HOME AWAY FROM HOME"

## Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon -:- Michigan

## Columbia Hotel

KALAMAZOO

Good Place To Tie To

## CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.

\$2.50 up with bath.

CAFETERIA IN CONNECTION

## HOTEL GARY

GARY, IND. Holden operated

400 Rooms from \$2. Everything modern. One of the best hotels in Indiana. Stop over night with us en route to Chicago. You will like it.

## HOTEL KERNS

LARGEST HOTEL IN LANSING

300 Rooms With or Without Bath

Popular Priced Cafeteria in Connection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor



"Charley" Renner because of his compelling personality and perennial good nature.

The history of the hotel business in the United States is marked by probably a greater number of moderate financial successes than is that of any other industry in this country. Of course many great fortunes have been made in other lines of business, but it is the many fortunes of five or six figures which have made this line of activity particularly remarkable. Many of these fortunes have been the inevitable result of a great increase in the value of real estate owned by fortunate holders, but in the majority of cases the money has been made by applying the ordinary business principles and adhering to them strictly and persistently until success has been reached as a result of applied effort.

By this word "success" is not meant merely the accumulation of a large amount of money, but rather the creation of an unimpeachable record for honesty and integrity in business to which the financial rating of the concern is merely a desirable complement. It is a fact very gratifying to the hotel profession generally that the industry contains so many individual firms and corporations which might come under this classification. Possibly the nature of the business has something to do with the character of those who engage in it. Buying and selling hotel service is cleaner work than is buying and selling many other things. The purchases and the sales are large and the condition is reflected in the broad-minded way in which they are made.

As it is in building a house, so it is in the erection of a commercial edifice—if either is to endure it must have a strong foundation, and in outlining a business success it is only proper that due attention should be given to the sources from which it sprung and which form the foundation—the corner stones—upon which its record was built.

As an example of a success in the highest sense of the word and one which was brought about through the application of the business attributes already referred to, the history of hotel keeping in America will not furnish a better exemplification than the subject of this sketch.

#### Gabby Gleanings From Grand Rapids.

Grand Rapids, May 15—H. S. Reyn, manager of the Grand Rapids branch of Richman, Phipps Co., received a call this week from the State manager, L. C. Kountze, of Detroit.

W. M. Ten Hopen states that he and his wife will take one month's vacation in California, instead of six months, as previously published.

"Pete" Flickema, who for years has been clerk at the Hotel Occidental, Muskegon, has been transplanted to the Hotel Rowe, Grand Rapids, instead of the Hotel Pantlind, as stated last week.

The Sureset Jelly Powder Co. has been dissolved and taken over by the Sureset Dessert Co., Inc.

L. P. Temple, dealer in general merchandise at Silverwood, renews his subscription to the Tradesman and writes: "We would not like to be without our paper."

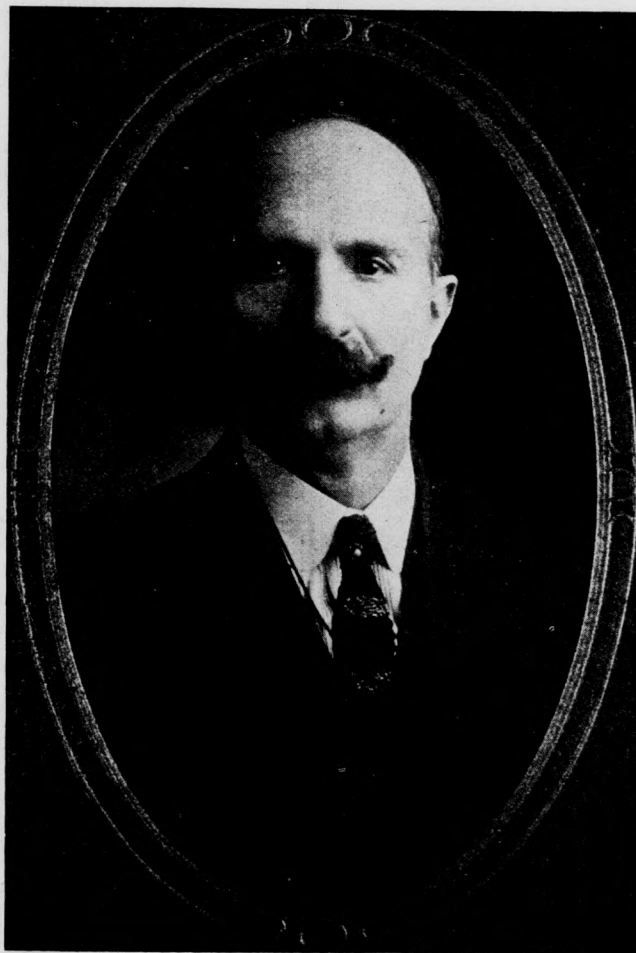
#### Items From the Cloverland of Michigan.

Sault Ste. Marie, May 15—It is beginning to look as if the winter is over here. The pop corn man, J. H. Wager, is back on the job, which means that the season is on again. The trees are beginning to bud and the boats are passing through the locks in greater numbers than they did last year. The clean up committee appointed by the Civic and Commercial Association are at work and will keep at it until the city will be ready to show the tourists that we are classed among the beauty spots, as well as an ideal place to spend any extra time they might have to enjoy the things we have to offer.

John Hennessy, who has been in charge of the Sheedy grocery since the death of Mr. Sheedy, which occurred about two years ago, has moved to Conrad, Montana, where he will en-

place a general overhauling. John has decided to discontinue the grocery and will cater to the meat consumers. The location is one of the best in the city. The busy season just starting and the Eddy market going out of business June 1 will make considerable more business for Mr. Hotton, as it is in the same neighborhood. We are pleased to see Mr. Hotton continue here, as he is the oldest meat merchant and one of the early pioneers.

H. P. Hossac, the well-known merchant prince of Cedarville and proprietor of the Cedar Inn, one of the best hotels on the Les Cheneaux Islands, was a business caller last week. He is looking for a banner year, as many improvements and some fine summer homes have recently been built there, which will be occupied during the summer, which will add much to this beautiful summer resort.



Charles Renner.

gage in the lumber business. Mrs. Sheedy will continue the business, with the help of her daughter, until she is able to sell the business. Mr. and Mrs. Hennessy have made many warm friends while in this city who wish them every success in their new home.

A Scotchman called his knee philanthropic because it was always giving away.

Jas Biskus re-opened the Lincoln cafe last week, after having been closed since last fall. The place has been re-decorated and some changes made and now compares favorably with the best in the city. This is a popular place with the tourists and enjoys a good patronage.

John Hotton, who closed his grocery store and meat market a short time ago to engage in business elsewhere, has decided the Soo looks better to him after looking elsewhere. He has re-opened his market after giving the

The freckle faced girl can surely wear the new polka-dot motifs to excellent advantage.

William C. Tapert.

#### Death of Mrs. M. J. Rogan.

A telegram from M. J. Rogan, the veteran clothing salesman, announced the death of his wife at the family residence, Detroit, Sunday afternoon.

Mrs. Rogan was 71 years old, having been born in Northumberland, England, in 1857. She came to this country with her husband in 1878. The young couple settled in Otsego, where Mr. Rogan was engaged in the clothing business. They subsequently removed to Kalamazoo, where they lived until they removed to Detroit, nearly forty years ago. She was active for many years in Visitation church. Funeral services were held from there. Surviving are her husband, two daughters, Mrs. F. H. Wellington, South Bend, Ind., and Margaret L. Rogan, of Detroit, and four sons, Henry F. Rogan, Thomas A., Joseph A., and James J., all of Detroit. There are also eighteen grandchildren living in Detroit. She also has one sister, Mrs. William Carey, and a brother, Thomas A. McDermott, both of Loraine, Ohio.

#### CHARLES RENNER 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 are maintained on the high standard established by Mr. Renner.

**DUTCH  
TEA  
RUSK**

**THE TOAST SUPREME**

**A milk and egg  
toast that's pure  
delight. At meals  
and between times  
you'll enjoy every  
morsel**

**DUTCH TEA RUSK CO.**  
Holland Michigan

## 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.

### Novel Fountain Features Which Create Profits.

A town of medium size has many of the characteristics of a large city. It may also retain much of that friendly spirit belonging to a place where people know each other well. In a large city a housewife living up-town may not visit the retail shopping district once a week. Some make their visits more infrequent than that. The man with an up-town business may not get downtown once a month. He has in his neighborhood restaurants, clothing stores, shoe shops, churches, lodgerooms, markets, and moving picture theaters. He may once in a long while go downtown at night to see a road show. But in a town of medium size a large percentage of the population gets "downtown" every day and again every night. Also there is the social side of life to be considered. All these things, wisely handled will pay dividends.

Available floor space naturally cuts a big figure. With plenty of room we can accomplish many things. The Luncheon Club is getting to be a popular institution.

We might have:

The Lawyer's Club.  
The Doctor's Club.  
The Business Men's Club.  
And so on.

These various eating clubs are informal. Three or four congenial spirits may get together and start one. They originate in many walks of life, among women teachers, telephone girls, young men clerks, high school girls, professional men, wherever a few people who like one another form the habit of lunching together.

Well, what can the dispenser do about it?

Encourage this tendency.

Let us say that the dispenser has noticed four lawyers lunching together frequently.

If he has plenty of room he can set aside a table for them in a quiet corner.

He can drop around daily to see that they are getting good service.

He may ask in a friendly manner: "Well, how is the lawyers' Club today?"

That sort of thing has caused many a little coterie to begin calling themselves a club.

I used to know a keen dispenser who would assign four people a table large enough for five. When they added a fifth "regular" the table would be large enough for six. In this way he ran one professional men's club up to twelve. They came in every day at the same hour, and always had the same table.

In due time a dispenser gets to know

his informal clubs well. He learns from the high spirits in evidence that it is Bill's birthday. So he passes the cigars around at the conclusion of luncheon that day.

Or he learns a day ahead that Bill is going to celebrate his birthday. On that day the table has a vase of flowers.

He misses Tom two or three days and is told that Tom is ill. Immediately he telephones Tom's home to ask if there is any service he can render. When Tom gets better perhaps he sends over a package of ice cream.

Mrs. Bill decides that she will bring in four ladies to lunch with her. On that day the table is decorated with favors.

On St. Valentine's Day every lady customer gets a suitable favor.

At Hallowe'en sweet cider and pumpkin pie are on the menu. Every customer gets a noise-maker.

If some customer has been elected to office, his table gets special attention the first time he comes in.

If the gang wishes to give Jim a surprise luncheon, the boss helps out with the arrangements.

With this sort of thing going on, the establishment speedily becomes a pleasant place to visit. The boss is taken into all kinds of secrets, and helps out with many surprises.

It takes time, trouble, and a little money—but what are we in business for?

Returns are ample.

A great deal may be accomplished by simply going around among friends and strangers alike, and asking: "How are things to-day? Are you getting good service?"

Under such conditions strangers soon become friends.

The cosy atmosphere of the soda booth is very helpful to club spirit. Four or five business men can get together and talk with some privacy. Lawyers can transact a great deal of business in this manner. Any man who knows that he can find the members of his clan at a certain place at a certain hour must realize that he can save himself many steps. It stands to reason that he will begin to frequent that place. In this way a court house pharmacy may easily become a club, most of the lawyers in town trying to be there at the noon hour.

The same applies to any section where people in the same line of work are grouped, as for instance, the diamond merchants, the cloak makers, the real estate men, or the bankers, but of course these groups are only extensive in large cities.

However, we find certain groups in all towns.

Hot soda, supplemented by a food feature, can be so handled as to make the fountain the popular lunching place in a town of medium size.

I would suggest:

Toasted sandwiches, by all means.  
Chicken salad.  
Potato salad.  
Potato salad with hot frankfurter.  
With a good line of custom:  
Fruit salad in season.  
Tomato and lettuce salad in season.  
If hot dishes are desired:  
Baked beans in individual pots.

\$4,000,000

## Public Utilities Consolidated Corporation

FIRST MORTGAGE TWENTY-YEAR 5½%

GOLD BONDS

Series of 1948

Approximately 67% of the gross revenue is derived from electric properties, 14% from artificial gas properties, 12% from water properties and 7% from telephone properties.

As recently appraised by independent engineers, the properties have a sound depreciated value in excess of \$7,100,000.

The average net earnings for the three year period, as shown above, were equal to 2.13 times the annual interest requirement on these bonds and such earnings for the calendar year 1927 were equal to 2.31 times the annual interest charge on these bonds.

Price 97 and accrued interest to yield about 5.75%

## HOWE SNOW & CO.

Incorporated

GRAND RAPIDS

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

MINNEAPOLIS

PHILADELPHIA

LOS ANGELES SYRACUSE



YOU spend a life time getting your fortune together. Why not spend an hour in setting up a control of it by making a Will?

THE  
**MICHIGAN TRUST**  
COMPANY

GRAND RAPIDS



Chowder, stews, hash.  
Individual beef pies.  
Individual chicken pies.  
Hot roast beef.  
Mashed potatoes with gravy.

With hot dishes we assume the use of a steam table, and special dishes for various days. Vegetables will have their place.

The hot soda department will furnish us with a line of soups and we have, of course, a full line of pies and pastry.

Most people wish to order a lunch at from twenty-five to forty cents. In potato salad we have a good deal for the money, and this applies to toasted sandwiches, baked beans, chowder, individual meat pies, and mashed potatoes, all popular sellers. These are the dishes to feature. We can find others. The customer who wishes to order a two-dollar dinner is apt to pick out some hotel.

But in a town of medium size, the keen dispenser can make his place "the place."

He can round up the local business, with some tourist and floating trade to help out. The field is good.

William S. Adkins.

#### Forest Lifts Tax Burden.

A community forest which not only pays all taxes but this year will pay dividends as well is described by the United States Weather Bureau.

Since time immemorial the Parish of Orsa, in Dalecarlia, Sweden, has owned certain forests in common, and for many years the forests have yielded sufficient revenue to make all local taxes unnecessary. This year, instead of paying taxes, the residents of the parish are to receive a dividend from the community. At a town meeting it was decided to appropriate 90,000 crowns for the purchase of new seed

grain for Spring sowing for free pro rata distribution among the land-owners.

Community forests are growing in number in the United States, says the bureau. Several town forests in New England date back to Colonial days, and within the last few years town and county forests have been established in many parts of the country.

The experiment of having his wrapping paper printed with announcements of articles carried, together with prices, was successful when tried by a Denver merchant, who found that the cost was small and the novelty of the idea brought sales.

Good advice from an enemy is better than flattery from a friend.



**AWNINGS**

**TENTS**

**Camp Equipment**

**Boat Supplies**

**CHAS. A. COYE, INC.**  
GRAND RAPIDS, MICH.

## INSECTICIDES FOR 1928



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

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

**Hazeltine & Perkins Drug Company**  
MANISTEE Michigan GRAND RAPIDS

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		<b>Cotton Seed</b>		<b>Belladonna</b>	
Boric (Powd.)	12 1/2 @ 20	Cubebs	1 35 @ 1 50	Benzoin	21 44
Boric (Xtal.)	15 @ 25	Eigerson	6 00 @ 6 25	Benzoin Comp'd	22 40
Carbolic	38 @ 44	Eucalyptus	1 25 @ 1 50	Buchu	22 16
Citric	63 @ 70	Hemlock, pure	2 00 @ 2 25	Cantharadics	22 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50 @ 4 75	Capsicum	22 28
Nitric	9 @ 15	Juniper Wood	1 50 @ 1 75	Catechu	21 44
Oxalic	16 1/2 @ 25	Lard, extra	1 55 @ 1 65	Cinchona	22 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25 @ 1 40	Colchicum	21 80
Tartaric	52 @ 60	Lavender Flow.	6 00 @ 6 25	Cubebs	22 76
<b>Ammonia</b>		Lavender Gar'n.	85 @ 1 20	Digitalis	22 04
Water, 26 deg.	06 @ 16	Lemon	4 25 @ 4 50	Gentian	21 35
Water, 18 deg.	05 1/2 @ 11	Linseed, raw, bbl.	@ 76	Gualac	22 28
Water, 14 deg.	04 1/2 @ 13	Linseed, boiled, bbl.	@ 79	Gualac, Ammon.	22 04
Carbonate	20 @ 25	Linseed, bld less	86 @ 99	Iodine	21 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	83 @ 96	Iodine, Colorless	21 50
<b>Balsams</b>		Mustard, artill. oz.	@ 35	Iron, Clo.	21 66
Copaiba	1 00 @ 1 25	Neatsfoot	1 25 @ 1 35	Kino	21 44
Fir (Canada)	2 75 @ 3 00	Olive, pure	4 00 @ 5 00	Myrrh	22 52
Fir (Oregon)	65 @ 1 00	Olive, Malaga,		Nux Vomica	21 80
Peru	3 00 @ 3 25	yellow	2 85 @ 3 25	Oplum	25 40
Tolu	2 00 @ 2 25	Olive, Malaga,		Oplum, Camp.	21 44
<b>Barks</b>		green	2 85 @ 3 25	Oplum, Deodor'd	25 40
Cassia (ordinary)	25 @ 30	Orange, Sweet	5 00 @ 5 25	Rhubarb	21 92
Cassia (Salgon)	50 @ 60	Origanum, pure	@ 25		
Sassafras (pw. 60c)	@ 50	Origanum, com'l	1 00 @ 1 20	<b>Paints</b>	
Soap Cut (powd.)		Pennyroyal	3 25 @ 3 50	Lead, red dry	13 1/4 @ 13 3/4
35c	20 @ 30	Peppermint	5 50 @ 5 70	Lead, white dry	13 1/4 @ 13 3/4
<b>Berries</b>		Rosemary	13 50 @ 14 00	Lead, white oil	13 1/4 @ 13 3/4
Cubeb	@ 1 00	Rosemary Flows	1 25 @ 1 50	Ochre, yellow bbl.	@ 2 1/2
Fish	@ 25	Sandelwood, E.		Ochre, yellow less	3 @ 6
Juniper	10 @ 20	I.	10 50 @ 10 75	Red Venet'n Am.	3 1/2 @ 7
Prickly Ash	@ 75	Sassafras, true	1 75 @ 2 00	Red Venet'n Eng.	4 @ 8
<b>Extracts</b>		Sassafras, art'l	75 @ 1 00	Putty	5 @ 8
Licorice	60 @ 65	Spearment	8 00 @ 8 25	Whiting, bbl.	@ 4 1/2
Licorice, powd.	60 @ 70	Sperm	1 50 @ 1 75	Whiting	5 1/2 @ 5 1/2
<b>Flowers</b>		Tany	7 00 @ 7 25	L. H. P. Prep.	2 90 @ 3 00
Arnica	1 75 @ 1 85	Tar USP	65 @ 75	Rogers Prep.	2 90 @ 3 00
Chamomile (Ged.)	@ 40	Turpentine, bbl.	@ 37		
Chamomile Rom.	@ 50	Turpentine, less	64 @ 77	<b>Miscellaneous</b>	
<b>Gums</b>		Wintergreen,		Acetanalid	57 @ 75
Acacia, 1st	50 @ 55	leaf	6 00 @ 6 25	Alum	08 @ 12
Acacia, 2nd	45 @ 50	Wintergreen, sweet		Alum, powd. and	
Acacia, Sorts	20 @ 25	birch	3 00 @ 3 25	ground	09 @ 15
Acacia, Powdered	35 @ 40	Wintergreen, art	75 @ 1 00	Bismuth, Subni-	
Aloes (Barb Pow)	25 @ 35	Worm Seed	5 50 @ 5 75	trate	3 15 @ 3 40
Aloes (Cape Pow)	25 @ 35	Wormwood	16 50 @ 16 75	Borax xtal or	
Aloes (Soc. Pow.)	75 @ 80			powdered	6 1/2 @ 15
Asafoetida	50 @ 60	<b>Potassium</b>		Cantharades, po.	1 50 @ 2 00
Pow.	75 @ 1 00	Bicarbonate	35 @ 40	Calomel	2 72 @ 2 82
Camphor	85 @ 90	Bichromate	15 @ 25	Capsicum, powd	60 @ 60
Guaiaac	@ 80	Bromide	69 @ 85	Carmine	7 00 @ 7 50
Guaiaac, pow'd	@ 90	Bromide	54 @ 71	Cassia Buds	30 @ 35
Kino	1 25 @ 1 25	Chlorate, gran'd	23 @ 30	Cloves	60 @ 65
Kino, powdered	@ 1 20	Chlorate, powd.		Chalk Prepared	14 @ 16
Myrrh	@ 75	or Xtal	16 @ 25	Chloroform	53 @ 60
Myrrh, powdered	@ 1 00	Cyanide	30 @ 90	Chloral Hydrate	1 20 @ 1 50
Opium, powd.	19 65 @ 19 92	Iodide	4 36 @ 4 55	Cocaine	12 85 @ 13 50
Opium, gran.	19 65 @ 19 92	Pernanganate	20 @ 30	Cocoa Butter	65 @ 90
Shellac	65 @ 80	Prussiate, yellow	40 @ 50	Corks, list, less	40 % - 50 %
Shellac	75 @ 90	Prussiate, red	@ 70	Copperas	2 1/2 @ 10
Tragacanth, pow.	@ 1 75	Sulphate	35 @ 40	Copperas, Powd.	4 @ 10
Tragacanth	2 00 @ 2 35			Corrosive Sublim	2 25 @ 2 30
Turpentine	@ 80			Cream Tartar	35 @ 45
<b>Insecticides</b>				Cuttle bone	40 @ 50
Arsenic	08 @ 20			Dextrine	6 @ 15
Blue Vitriol, bbl.	@ 07 1/2			Dover's Powder	4 00 @ 4 50
Blue Vitriol, less	09 @ 16			Emery, All Nos.	10 @ 15
Bordea. Mix Dry	12 @ 26			Emery, Powdered	@ 15
Hellebore, White				Epsom Salts, bbls.	@ 03
powdered	18 @ 30			Epsom Salts, less	3 1/2 @ 10
Insect Powder	42 1/2 @ 50			Ergot, powdered	@ 4 00
Lead Arsenate Po.	13 1/2 @ 20			Flake, White	15 @ 20
Lime and Sulphur				Formaldehyde, lb.	11 1/2 @ 30
Dry	08 @ 22			Gelatine	80 @ 90
Paris Green	24 @ 42			Glassware, less	55 %
<b>Leaves</b>				Glassware, full case	60 %
Buchu	@ 1 05			Glauber Salts, bbl.	@ 02 1/2
Buchu, powdered	@ 1 10			Glauber Salts, less	04 @ 10
Sage, Bulk	25 @ 30			Glue, Brown	20 @ 30
Sage, 1/2 loose	@ 40			Glue, Brown Grd	16 @ 22
Sage, powdered	@ 25			Glue, White	27 1/2 @ 35
Senna, Alex.	50 @ 75			Glue, white grd.	25 @ 35
Senna, Tinn. pow.	30 @ 35			Glycerine	20 @ 45
Uva Ursi	20 @ 35			Hops	75 @ 95
<b>Oils</b>				Iodine	6 45 @ 7 00
Almonds, Bitter,				Iodoform	8 00 @ 8 30
true	7 50 @ 7 75			Lead Acetate	20 @ 30
Almonds, Bitter,				Mace	@ 1 50
artificial	3 00 @ 3 25			Mace, powdered	@ 1 60
Almonds, Sweet,				Menthol	7 50 @ 8 00
true	1 50 @ 1 80			Morphine	12 83 @ 13 98
Almonds, Sweet,				Nux Vomica	@ 30
imitation	1 00 @ 1 25			Nux Vomica, pow.	15 @ 25
Amber, crude	1 25 @ 1 50			Pepper, black, pow	50 @ 60
Amber, rectified	1 50 @ 1 75			Pepper, White, pw.	65 @ 75
Anise	1 25 @ 1 50			Pitch, Burgudry	20 @ 25
Bergamont	9 00 @ 9 25			Quassia	12 @ 15
Cajeput	2 00 @ 2 25			Quinine, 5 oz. cans	@ 59
Cassia	3 00 @ 3 25			Rochelle Salts	31 @ 40
Castor	1 45 @ 1 70			Sacharine	2 60 @ 2 75
Cedar Leaf	2 00 @ 2 25			Salt Peter	11 @ 22
Citronella	75 @ 1 00			Seidlitz Mixture	30 @ 40
Cloves	2 50 @ 2 75			Soap, green	15 @ 30
Cocoonut	27 1/2 @ 35			Soap mott cast.	@ 25
Cod Liver	2 00 @ 2 45			Soap, white castile	@ 15 00
Croton	2 00 @ 2 25			Soap, white castile	
				less, per bar	@ 1 60
				Soda Ash	3 @ 10
				Soda Bicarbonate	3 1/2 @ 10
				Soda, Sal	02 1/2 @ 08
				Spirits Camphor	@ 1 20
				Sulphur, roll	3 1/2 @ 10
				Sulphur, Subl.	4 1/2 @ 10
				Tamarinds	20 @ 25
				Tartar Emetic	70 @ 75
				Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 50 @ 2 00
				Vanilla Ex. pure	2 25 @ 3 50
				Zinc Sulphate	06 @ 11



# GROCERY PRICE CURRENT

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

## ADVANCED

Veal

## DECLINED

Pork

### AMMONIA

Quaker, 24, 12 oz. case 2 50



### AXLE GREASE

48, 1 lb. ----- 4 35  
24, 3 lb. ----- 6 00  
10 lb. pails, per doz. 8 50  
15 lb. pails, per doz. 11 95  
25 lb. pails, per doz. 19 15

### BAKING POWDERS

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

### K. C. Brand

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

### BLUING



### JENNINGS

The Original

### Condensed

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

### BREAKFAST FOODS

#### Kellogg's Brands.

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

#### Post's Brands.

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

### BROOMS

Jewell, doz. ----- 5 25  
Standard Parlor, 23 lb. 8 25  
Fancy Parlor, 23 lb. 9 25  
Er. Fancy Parlor 25 lb. 9 75  
Er. 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 50

### 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 sli. ----- 1 35  
Pineapple, 2 sli. ----- 2 45  
P'apple, 2 br. sl. ----- 2 25  
P'apple, 2 br. sl. ----- 2 40  
P'apple, 2 1/2 sli. ----- 3 00  
P'apple, 2, cru. ----- 2 60  
Pineapple, 10 cru. ----- 8 50  
Pears, No. 2 ----- 3 00  
Pears, No. 2 1/2 ----- 3 50  
Raspberries, No. 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, 1/2 s ----- 3 10  
Salmon, Red Alaska ----- 3 75  
Salmon, Med. Alaska ----- 2 85  
Salmon, Pink, Alaska ----- 2 25  
Sardines, Im. 1/4, ea. 10@28  
Sardines, Im., 1/4, 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, 1/4s ----- 3 60  
Hamburg Steak & Onions, No. 1 ----- 3 15  
Potted Beef, 4 oz. ----- 1 10  
Potted Meat, 1/4 Libby ----- 5 1/2  
Potted Meat, 1/4 Libby ----- 9 1/2  
Potted Meat, 1/4 Qua. ----- 90  
Potted Ham, Gen. 1/4 ----- 1 85  
Vienna Saus., No. 1/4 ----- 1 45  
Vienna Sausage, Qua. ----- 95  
Veal Loaf, Medium ----- 2 25

### 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 60  
Green Beans, 2s 1 65@2 25  
Green Beans, 10s ----- 7 50  
L. Beans, 2 gr. 1 35@2 65  
Lima Beans, 2s, Soaked ----- 1 15  
Red Kid, No. 2 ----- 1 25  
Beets, No. 2, wh. 1 75@2 40  
Beets, No. 2, cut 1 10@1 25  
Beets, No. 3, cut ----- 1 60  
Corn, No. 2, stan. ----- 1 10  
Corn, Ex. stan. No. 3 ----- 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  
Peas, No. 2, Ex. Sift. ----- 2 25  
E. J. ----- 2 25  
Peas, Ex. Fine, French ----- 2 50  
Pumpkin, No. 3 1 35@1 60  
Pumpkin, No. 10 4 00@4 75  
Pimientos, 1/4, each ----- 12 1/2  
Pimientos, 1/2, each ----- 27  
Sw't Potatoes, No. 2 1/2 ----- 2 25  
Sauerkraut, No. 3 1 35@1 50  
Succotash, No. 2 1 65@2 50  
Succotash, No. 2, glass ----- 2 80  
Spinach, No. 1 ----- 1 25  
Spinach, No. 2 ----- 1 60@1 90  
Spinach, No. 3 ----- 2 25@2 50  
Spinach, No. 10 ----- 6 50@7 00  
Tomatoes, No. 2 1 20@1 30  
Tomatoes, No. 3, 1 00@1 25  
Tomatoes, No. 10 6 00@7 50

### CATSUP.

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

### CHILI SAUCE

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

### OYSTER COCKTAIL.

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

### CHEESE.

Roquefort ----- 45  
Kraft, small items ----- 1 85  
Kraft, American ----- 1 85  
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 ----- 65  
Beechnut Peppermint ----- 65  
Beechnut Spearmint ----- 65  
Doublemint ----- 65  
Peppermint, Wrigleys ----- 65  
Spearmint, Wrigleys ----- 65  
Juicy Fruit ----- 65  
Wrigley's P-K ----- 65  
Zeno ----- 65  
Teaberry ----- 65

### CLEANER

Holland Cleaner  
Mfd. by Dutch Boy Co.  
30 in case ----- 5 50

### COCOA.

Droste's Dutch, 1 lb. ----- 8 50  
Droste's Dutch, 1/2 lb. ----- 4 50  
Droste's Dutch, 1/4 lb. ----- 2 25  
Droste's Dutch, 5 lb. ----- 60  
Chocolate Apples ----- 4 50  
Pastelles, No. 1 ----- 12 60  
Pastelles, 1/2 lb. ----- 6 60  
Pains De Cafe ----- 3 00  
Droste's Bars, 1 doz. ----- 2 00  
Delft Pastelles ----- 2 15  
1 lb. Rose Tin Bon ----- 1 00  
Bons ----- 9 00  
13 oz. Creme De Cara-que ----- 13 20  
12 oz. Rosaces ----- 10 80  
1/2 lb. Rosaces ----- 7 80  
1/4 lb. Pastelles ----- 3 40  
Langues De Chats ----- 4 80

### CHOCOLATE.

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

### COCOANUT

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

### CLOTHES LINE.

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



### 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



### 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  
Carlene, Tall, 4 doz. ----- 3 80  
Carlene, 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 Betweens, 5 for 25 ----- 37 50  
Canadian Club ----- 35 00  
Little Tom ----- 37 50  
Tom Moore Monarch ----- 75 00  
Tom Moore Panetris ----- 65 00  
T. Moore Longfellow ----- 95 00  
Webster Cadillac ----- 75 00  
Webster Knickerbocker ----- 95 00  
Webster Belmont ----- 110 00  
Webster St. Reges ----- 125 00  
Bering Apollon ----- 95 00  
Bering Palmitas ----- 115 00  
Bering Diplomatica ----- 115 00  
Bering Dellosas ----- 120 00  
Bering Favorita ----- 135 00  
Bering Albas ----- 150 00

### CONFECTIONERY

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

### Mixed Candy

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

### Fancy Chocolates

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

### Gum Drops Pails

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

### Lozenges Pails

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

### Hard Goods Pails

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

### Cough Drops Bxs

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

### Package Goods

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

### Specialties

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

### Bar Goods

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

### COUPON BOOKS

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

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

### CREAM OF TARTAR

6 lb. boxes ----- 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. ----- 08 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 ----- 6 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.



## GELATINE



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

## JELLY AND PRESERVES

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

## JELLY GLASSES

8 oz., per doz.	35
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## OLEOMARGARINE

Van Westenbrugge Brands  
Carload Distributor



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

Wilson & Co.'s Brands  
Oleo

Certified	24
Nut	18
Special Roll	19

## MATCHES

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

## Safety Matches

Quaker, 5 gro. case	4 50
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## MOLASSES

## Molasses in Cans

Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	6 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
Falmetto, 24, 2 1/2 lb.	5 75

## NUTS—Whole

Almonds, Tarragona	26
Brazil, New	24
Fancy Mixed	25
Fliberts, 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
Fliberts	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 60
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuffed, doz.	2 25
9 1/2 oz. Jar, Stuff., doz.	3 50
1 Gal. Jugs, Stuff., dz.	2 49

## PARIS GREEN

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

## PEANUT BUTTER



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

## PETROLEUM PRODUCTS.

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

## ISO-VIS MOTOR OILS

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



## Iron Barrels

Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "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



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

## PICKLES

Medium Sour	
5 gallon, 400 count	4 75

## Sweet Small

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

## Dill Pickles

Gal. 40 to Tin, doz.	9 00
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## PIPES

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

Battle Axe, per doz.	2 75
Bicycle	4 75

## POTASH

Babbitt's, 2 doz.	2 75
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## FRESH MEATS

Beef	
Top Steers & Heif.	22
Good Steers & Hf.	15 1/2 @ 19
Med. Steers & Heif.	18
Com. Steers & Heif.	15 @ 16

## Veal

Top	21
Good	20
Medium	19

## 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	20
Shoulders	16
Spareribs	15
Neck bones	07
Trimnings	14

## 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	@ 23
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	23 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

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

## SALERATUS

Arm and Hammer	3 75
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## SAL SODA

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

## COD FISH

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

## HERRING

Holland Herring	
Mixed, Keys	1 00
Mixed, half bbls.	9 00
Mixed, bbls.	16 00
Milkers, Kegs	1 10
Milkers, half bbls.	10 00
Milkers, bbls.	18 00
K K K K. Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 65
Boned, 10 lb. boxes	15

## Lake Herring

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

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

## White Fish

Med. Fancy, 100 lb.	13 00
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## SHOE BLACKENING

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

## STOVE POLISH

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

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

## SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	2 00
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice	
cream, 100 lb. each	75
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
35, 4 lb., per bale	2 80
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 20



Per case, 24, 2 lbs.	3 40
Five case lots	2 30
Iodized, 24, 2 lbs.	2 40



## BORAX

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

## SOAP

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

## CLEANSERS



50 can cases, \$4.80 per case

## WASHING POWDERS

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 65
Grandma, 24 Large	3 65
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
Jinx, 3 doz.	4 50
La France Laun., 4 dz.	3 60
Luster Box, 54	3 75
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
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	@ 2



Proceedings of the Grand Rapids  
Bankruptcy Court.

Grand Rapids, May 4.—We have to-day received the schedules, reference and adjudication in the matter of Ernst C. Greiner, Bankrupt No. 3429. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Casnovia, and his occupation is that of a farmer. The schedules show assets of \$200 with liabilities of \$7,000.82. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Fred Brown, Grant	\$ 36.00
Gertrude Luce Mehrtens, Grand R.	2,140.00
Ilgentritz & Sons, Monroe	607.00
Higman Package Co., Grand Haven	206.00
Manly Berch, Sparta	1,500.00
George H. Shoup, unknown	97.00
Mich. Mutual Ins. Co., Detroit	422.00
Moe Levin & Co., Chicago	44.94
J. L. Morris & Son, Casnovia	308.72
Chamberlain Weather Strip Co., Grand Rapids	44.00
Vanden Berg Cigar Co., Grand R.	115.73
Tropical Paint & Oil Co., Cleveland	51.95
Fred Emmons, Grand Rapids	29.48
Estlow & Reed, Casnovia	1,100.00
Herb Ransom, Casnovia	24.00
George Notton, Casnovia	200.00
Birghoff, Grand Rapids	7.00
Leony Oil & Paint Co., Cleveland	22.00
Dr. Dunbar Robertson, Grand Rap.	45.00

May 4. We have to-day received the schedules, reference and adjudication in the matter of Louis V. Lillibridge, Bankrupt No. 3430. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a trucker. The schedules show assets of \$1,800 of which \$550 is claimed as exempt with liabilities of \$17,709.66. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$132.00
Guarantee Bond & Mortgage Co., Grand Rapids	5,000.00
Jewell, Face & Messenger, Grand Rapids	65.00
Mrs. Mary Barnard, Grand Rapids	480.00
Commonwealth Loan Co., Grand R.	280.00
A. J. M. Abel, Grand Rapids	224.50
Henry Van Aalderen, Grand R. unknown	
Coopersville Gas & Oil Co., Coopersville	260.00
United Motor Truck Co., Grand R.	650.00
Gerald Baker, Wayland	150.00
James Lillibridge, Marne	45.00
James Myles, Grand Rapids	75.00
I. H. Gingrich & Sons, Grand Rap.	112.00
Texas Oil Co., Grand Rapids	240.82
Comstock Tire Co., Grand Rapids	85.00
Aetna Casualty & Surety Co., G. R.	375.00
N. B. Kelley, Grand Rapids	375.00
G. R. Forging & Iron Co., Grand R.	58.20
Otto Byjema, Comstock Park	40.00
Muskegon Heights Lumber Co., Muskegon Heights	18.00
Aetna Welding Co., Grand Rapids	12.00
Division Ave. Tire Hospital, G. R.	18.00
Harder Welding Co., Grand Rapids	1.00
Riverside Lumber Co., Grand Rap.	1.50
Texas Oil Station, Grand Rapids	5.00
Mich. Welding Co., Grand Rapids	10.50
North Park Oil Co., North Park	16.50
Grombacher & Major, Grand Rapids	26.00
Electric Service Sta., Grand Rapids	8.00
W. K. Phillip Motor Co., Grand R.	38.00
Dey's Battery Service, Grand Rap.	6.50
Heth Auto Elec. Co., Grand Rapids	18.33
Automotive Parts Corp., Grand R.	24.00
Press, Grand Rapids	12.50
William Custer, Grand Rapids	20.00
W. H. Miner, Howell	171.28
Rudolph Steinke, Grand Rapids	290.00
Frank Clark, Grand Rapids	100.00
Max Heing, Lansing	200.00
United Automobile Insurance, Grand Rapids	621.65

H. Woodard, Grand Rapids	26.00
Time Insurance Co., Milwaukee	26.00
M. Brady & Sons, Grand Rapids	92.30
Sun Oil Co., Grand Rapids	10.67
United Service Garage, Grand Rap.	32.00
Wayland Oil Co., Grand Rapids	13.44
Homer D. Ruby, Imlay City	107.00
Grimes & Madigan, Grand Rapids	195.00
Vern Foster, Adrian	150.00
Ada M. Traxler, Grand Rapids	225.00
Nunica Garage, Nunica	37.00
Alden & Judon, Grand Rapids	7.25
Schull Printing Co., Grand Rapids	9.85
Sunbury Mfg. Co., Sunbury, Ohio	514.00
Brochu & Steckroth, Grand Rapids	10.00
Wolverine Storage Battery Co., Grand Rapids	50.00
Collins Northern Ice Co., Grand R.	12.00
Visser Plumbing Co., Grand Rapids	3.40
Hillman Hardware Co., Coopersville	22.29
Furniture City Vulcanizing Co., Grand Rapids	18.60
Ella Kate McColl, East Grand Pan.	25.00
Aupperlee & Veltman, Grand Rap.	7.50
George Janosi, Grand Rapids	341.25
Loxrite Corp., Grand Rapids	17.45
John W. Nienhuis, Holland	71.60
Up-to-Date Vulcanizing Co., G. R.	32.01
VandenBerg Oil Co., Holland	20.00
M. Thomas Ward, Grand Rapids	250.00
A. St. Clair Edison, Grand Rapids	31.20
Viscosity Oil Co., Grand Rapids	62.00
Chester Walcott, Marne	45.00
Harmon C. Wolfe, Grand Rapids	45.00

Litwin Tire Co., Grand Rapids	195.00
Landstra Realty Co., Grand Rapids	390.80
F. J. Larned, Grand Rapids	259.95
Cecil Stoner, Grand Rapids	92.00
Anthony Christian, Grand Rapids	130.00
Marshall Christian, Grand Rapids	125.00
Grant Christian, Grand Rapids	50.00
Perry E. Nichols, Grand Rapids	853.74
Mrs. Rebecca Carukin Winchester, Grand Rapids	300.00
Hub Clothing Co., Grand Rapids	35.00
Ella Platt, Grand Rapids	75.00
Welmers Dykma Fuel Co., Grand R.	19.05
Edward Bekins, Denison	435.00
Irving A. Milham and R. A. Campbell, Kalamazoo	679.63
Kent State Bank, Grand Rapids	279.88
Jewell, Face, Messenger & Grettenberger, Grand Rapids	65.00
J. G. Eddy, Grand Rapids	169.45
Auto Service Gar., Muskegon Hts.	30.56
Wolverine Metal Specialties Co., Grand Rapids	21.50
C. Christenson, Grand Rapids	125.00
Berlin State Bank, Marne	500.00
J. T. Preston, Grand Rapids	60.00

May 4. We have received the schedules, reference and adjudication in the matter of Lysander Gillmore and Leonard Gillmore individually, Bankrupt No. 3432. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and their occupation is that of grocers. The schedules show assets of \$1,244.53 with liabilities of \$1,190.34. The first meeting of creditors will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows:

Peopels Milling Co., Muskegon	\$ 12.00
Michigan Biscuit Co., Muskegon	120.00
C. W. Mills Paper Co., Grand Rap.	19.01
Coca Cola Bottling Co., Muskegon	11.40
Schutts Co., Grand Rapids	14.48
I. Van Westenbrugge, Grand Rap.	49.00
Hekman Biscuit Co., Grand Rapids	80.00
Mona Lake Ice Co., Muskegon Hts.	50.00
Anderson Packing Co., Muskegon	12.00
Delbert F. Helmer, Grand Rapids	15.51
Muskegon Candy Co., Muskegon	4.50
Mid-West Service Co., Chicago	10.38
Northville Chemical Co., Northville	9.55
Mich. Home Tele. Co., Muskegon	3.00
J. H. Frohman & Co., Chicago	34.00
Arbuckle Bros., Chicago	9.00
National Grocer Co., Grand Rapids	240.00
Moulton Grocer Co., Muskegon	45.17
Worden Grocer Co., Grand Rapids	90.29
Bish Meat Market, Muskegon	135.00
Drinan Roach Coal Co., Muskegon	10.00
Rex Candy Co.	9.00
G. H. Sales & Serv., Grand Haven	32.00
Bishop Furniture Co., Muskegon	32.00
Heights Co-operative Dairy Co., Muskegon Heights	80.00
Leo Langlois, Muskegon Hts.	61.00
Michigan Bread Co., Muskegon	2.00
Consumers Pow. Co., Muskegon unknown	
Fred Ridout, Muskegon Hts.	unknown

May 4. We have to-day received the schedules, reference and adjudication in the matter of Clyde Croel, Bankrupt No. 3431. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ionia, and his occupation is that of a merchant in tire and battery service. The schedules show assets of \$1,888.62 with liabilities of \$3,663.56. The first meeting will be called promptly, note of same made herein. The list of creditors of said bankrupt is as follows:

O. W. Hicks, Ionia	\$ 19.00
Bruce Minaker, Ionia	45.26
John Beattie, Jr., Ionia	45.00
Continental Ill. Co., New York	104.00
Fidelity Corp., Ionia	187.50
Brown & Sehler Co., Grand Rapids	88.00
Coruna Typewriter Co., Chicago	140.00
Defiance Spark Plug Co., Toledo	60.58
C. H. Elvine, Portland	12.00
Consumers Power Co., Ionia	18.36
Ray L. Croel, Portland	15.00
John Shoemaker, Ionia	25.00
Ionia Candy Co., Ionia	20.15
M. C. Stout Elev. Co., Ionia	36.00
Builders Supply Co., Ionia	17.57
H. Cooper, Ionia	13.68
O. W. Hicks, Ionia	300.00
Ionia Hardware Co., Ionia	28.97
Belding Oil Co., Belding	318.60
Vulcanizers Material Co., Grand R.	15.00
Wagner Bros., Ionia	7.58
Standard Oil Co., Grand Rapids	6.90
Ionia Cr. Exchange, Ionia	6.00
Ionia County News, Ionia	28.03
Lombard Coal Co., Ionia	5.00
Miller Tire Service Co., Grand Rap.	4.00
Ionia Daily Sentinel Standard, Ionia	14.75
Flint Sanitary Wiping Rag Co., Flint	7.00
Perry Mickel, Ionia	28.30
Lee Phelps, Ionia	122.50
Reliable Tire & Accessories Co., Grand Rapids	356.25
Brown & Sehler Co., Grand Rapids	9.05
Mfgs. Oil & Grease Co., Cleveland	32.36
B. F. Goodrich Rubber Co., G. R.	590.83
Willard Motor Co., Portland	225.00
Osborne Co., Newark	84.34
National Bank of Ionia, Ionia	225.00
Maynard Allen State Bk., Portland	400.00

In the matter of Clyde H. Smith, Bankrupt No. 3364, the trustee has filed his first report and account, and an order for the payment of expenses for preservation and for administration has been made.

In the matter of Arthur A. Anderson, doing business as Anderson Furniture Show Rooms, Bankrupt No. 3350, the sale of assets held by the auctioneer at the on March 21, was attended by several buyers as well as the trustee. The stock was sold to Maas Furniture Co., for \$685. The fixtures, after the bankrupt had taken a portion of them as exemptions, were sold to N. Rabinowitz for \$26. The sales were confirmed. The trustee filed his first report and account, and an order for the payment of expenses of administration has been made.

May 7. On this day was held the first meeting of creditors in the matter of Kryn Schippers, Bankrupt No. 3371. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. No creditors were present or represented. Claims were allowed. No trustee was appointed. The bankrupt was directed to pay the filing fee and upon receipt of such fee the case will be 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 Clee William Cooper, Bankrupt No. 3402. The bankrupt was present and represented by attorneys Corwin, Norcross & Cook. One creditor was present in person. No claims were proved and allowed. No trustee was appointed. The first meeting then adjourned without date.

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 Arus Brenton Cress, Bankrupt No. 3409. The bankrupt was present in person. One creditor was present. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Dezera L. Charon, Bankrupt No. 3418. The bankrupt was present in person. Creditors were present and represented by attorneys Corwin, Norcross & Cook and by G. R. Credit Men's Association. The bankrupt was sworn and examined without a reporter. Edward De Groet was elected trustee and his bond placed at \$500. The first meeting then adjourned without date.

May 7. On this day was held the first meeting of creditors in the matter of Harry E. Brown, Bankrupt No. 3419. The bankrupt was present in person. No creditors were present or represented. 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 8. On this day was held the first meeting of creditors in the matter of James S. Russell, Bankrupt No. 3403. The bankrupt was present in person and represented by attorneys Rogoski and Landman. No creditors were present or represented.

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



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

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

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

THE DIAMOND MATCH COMPANY

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

Fenton Davis & Boyle

Investment Bankers

Chicago  
First National  
Bank Building

GRAND RAPIDS  
Grand Rapids National Bank Building  
Phone 4212

Detroit  
2056 Buhl  
Building



resented. 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 Floyd H. Taylor, doing business as Taylor Beverage Co., Bankrupt No. 3407. The bankrupt was present and represented by attorneys Robinson & Parsons. 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 to May 15 to permit creditors to finance a suit, if they so desire; otherwise the estate to be closed as a case without assets.

On this day also was held the first meeting of creditors in the matter of T. S. Sebring, doing business as Sebring Tire & Battery Shop, Bankrupt No. 3351. The bankrupt was not present or represented. Creditors were represented by Jackson, Fitzgerald & Dalm, attorneys. Claims were filed. M. N. Kennedy, of Kalamazoo, was elected trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Frank C. Wagner, individually and as a copartner with Leser Raymer, formerly doing business as Wagner & Raymer, Bankrupt No. 3412. Creditors were present by attorneys Jackson, Fitzgerald & Dalm. The bankrupt was present and represented by attorney Fred G. Stanley. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

April 4. (Delayed). On this day was held the final meeting of creditors in the matter of Le June Smart Shoppe, Inc., Bankrupt No. 3091. The bankrupt was not present. The trustee was present. No creditors were present or represented. Claims were allowed. The trustee's final report and account was approved and allowed. The bills for expenses of administration were approved and ordered paid, as far as the funds on hand will permit. No dividends can be declared and paid. No objections were made to discharge. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Jay Oberley, Bankrupt No. 3009. The bankrupt was not present or represented. The trustee was present. No creditors were present or represented. Claims were approved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses and for the declaration and payment of a supplemental first dividend on new claims and a final dividend on all allowed claims of 8 per cent. No objections were made to the discharge of the bankrupt. The case then closed without date and will be returned to the district court in due course.

April 4. (Delayed). On this day was held the final meeting of creditors in the matter of Michigan Home Service Corporation, Bankrupt No. 3155. The bankrupt was not present or represented. The trustee was present. Creditors were not present or represented. Claims were allowed. The final report and account of the trustee was approved. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no funds for dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

May 5. We have to-day received the schedules, reference and adjudication in the matter of Archibald J. McDonell, Bankrupt No. 3433. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$175 of which the full interest is claimed as exempt, with liabilities of \$2,792.79. 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:

Standard Oil Co., Grand Rapids	\$48.63
Franklin Fuel Co., Grand Rapids	44.59
A. B. Knowlson Co., Grand Rapids	28.00
Texas Co., Grand Rapids	3.70
Brown & Sehler Co., Grand Rapids	81.16
Houseman & Jones, Grand Rapids	1.85
Kos & Co., Grand Rapids	167.98
A. B. Knowlson, Grand Rapids	58.85
Columbian Storage Co., Grand Rapids	7.50
Steketee & Sons, Grand Rapids	203.31
Consumers Ice Co., Grand Rapids	8.92
Madison Square Market, Grand Rapids	21.05
Leocadia Jones, Grand Rapids	15.00
Haddon's, Grand Rapids	36.00
Herpolsheimers, Grand Rapids	4.59
Friedman-Springs, Grand Rapids	184.91

Miller Furnace Co., Grand Rapids	2.00
Smith & Vandenberg, Grand Rapids	22.00
Dr. E. B. Crandell, Grand Rapids	6.00
Dr. E. W. Schnoor, Grand Rapids	16.00
Dr. D. A. Dickson, Grand Rapids	39.00
G. R. Clinic, Grand Rapids	26.00
Andy Mouw, Grand Rapids	80.00
Archibald McDonell, Grand Rapids	1,794.75

May 9. We have to-day received the schedules, reference and adjudication in the matter of Ferris Nigma, Bankrupt No. 3434. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$281 of which \$231 is claimed as exempt, with liabilities of \$1,529.31. The court has written for funds and upon receipt of same the first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$26.07
Dave Mohr, Grand Rapids	200.00
Harris Furn. Co., Grand Rapids	319.00
Young & Chaffee Bros., Grand Rapids	30.00
Regina Co., Grand Rapids	30.00
Consumers Power Co., Grand Rapids	9.76
Collins Ice Co., Grand Rapids	14.78
R. H. Denham, Grand Rapids	11.00
G. H. P. Cigar Co., Detroit	3.75
Arctic Ice Cream Co., Grand Rapids	25.00
Peoples Co. Co., Marshalltown, Ia.	80.00
Kings Market, Grand Rapids	12.00
Stalter Edge Tool Co., Grand Rapids	50.00
Vanden Berge Cigar Co., Grand Rapids	138.50
National Candy Co., Grand Rapids	76.95
Schust Co., Grand Rapids	76.95
National Grocer Co., Grand Rapids	115.79
Michigan Candy Co., Grand Rapids	15.50
Ferris Coffee Co., Grand Rapids	3.70
Folger's, Grand Rapids	32.85
Lee & Cady, Grand Rapids	152.91
Heyboer Co., Grand Rapids	21.63
Old National Bank, Grand Rapids	150.00

In the matter of Clara H. Sexton, Bankrupt No. 3349, the trustee has filed his return showing that there are no assets return exempt and having value. The case has therefore been closed and returned to the district court, as a case without assets.

### Mercantile Ups and Downs in Montana.

(Continued from page 20)

man who is rich to-day is poor tomorrow and suffers no social stigma therefor; where everybody helps everybody else; where barns and many other buildings still are built of solid timbers—squared logs—because timber is plentiful, at hand and cheap. So get more of the picture:

"This does not apply to the land farther North. There is a different proposition, lots of country that produces wonderful crops and never knows a failure. This immediate section is easily worked land, can be farmed on a big scale and produces well in a good season; but good seasons don't come close enough together. There are three grain elevators in our town and a fleet of trucks kept them all busy since last fall—yet business is not good.

"We have an oil refinery owned by U. S. capital, not large as refineries go, but still involves an investment of over a quarter million. Crude oil is pumped in from the South. Should we have a crop failure this year, both stores here and all in Other Town—except John Blank—will be hopelessly broke."

"I can remember when Beekins, Miles City, were doing \$350,000 per annum. Last I heard of Beekins they had a small grocery. Dodd-Whitcomb had a great business, but now running on much reduced scale—a shadow of the business that was. Hankins Bros. of Billings, had a great business, department store, ranches, sheep by the ten thousand, cattle by thousands, three banks. All melted away in the change of stock to dry farming country."

Paul Findlay.

You can always tell a live wire by his response to a suggestion.

### The Forgotten Man.

"Teh forgotten man" is that individual who does an honest day's work, pays his bills, brings up three or four children, indulges himself in a pipe or an occasional cigar, keeps up a small savings account, never asks for charity from anyone, never gets into trouble with the police, never makes a speech or writes a letter to the editor—in short, he's the individual who keeps going on his own momentum, good times, bad times or indifferent times.

When the hat is passed around for the down-and-outers, the Forgotten Man chips in his mite.

The tax gatherer visits the Forgotten Man regularly and collects toll for the upkeep of the police, courts, jails, workhouses and poorhouses—none of which the Forgotten Man ever uses.

Big business will become bigger. No man had imagination enough fifty years ago to picture what business would be to-day and no man to-day can picture what it will be fifty years from now. It is no harder to think straight in billions than it is in thousands.

### AUCTION SALES

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

SOUTHERN DIVISION.

At a Court of Bankruptcy held in and for said District and Division, at Grand Rapids, this 4th day of May, 1928.

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

In the matter of

MUSKEGON JEWELRY CO., Bankrupt.

Notice is hereby given that pursuant to an order heretofore entered herein, I shall sell at public auction and to the highest bidder, on Monday, May 21, 1928, at 2 p. m., Eastern Standard time, at the premises formerly occupied by the Bankrupt, No. 200 W. Western Ave., in the city of Muskegon, Michigan, all of the stock in trade and fixtures of said estate, consisting of jewelry and attendant fixtures for the operation of a jewelry store, scheduled by the Bankrupt to be of the value of \$4,000.00 approximately.

ABE DEMBINSKY,

Court Auctioneer.

GEORGE D. STRIBLEY, Custodian, Muskegon, Michigan.

In the matter of

DAVE APPLEBAUM, Bankrupt.

Notice is hereby given that pursuant to an order heretofore entered herein, I shall sell at public auction and to the highest bidder, on Tuesday, May 22, 1928, at 10 a. m., Eastern Standard time, at the premises formerly occupied by the Bankrupt, 224 E. Main St., Kalamazoo, Michigan, all of the stock in trade, fixtures, furniture and assets of this estate, consisting of men's and boys clothing, shoes, hats, caps, wearing apparel, etc., with attendant fixtures used in the business, all of the appraised value of \$4,047.72.

ABE DEMBINSKY,

Court Auctioneer.

M. N. KENNEDY, Trustee, Kalamazoo, Mich.

In the matter of

THE LEADER STORE, Bankrupt.

Notice is hereby given that pursuant to an order heretofore entered herein, I shall sell at public auction and to the highest bidder, on Tuesday, May 22, 1928, at 3 p. m., Eastern Standard time, at the premises formerly occupied by the Bankrupt, in the city of Dowagiac, Michigan, all of the Bankrupt stock in trade and fixtures, consisting of ladies' and men's wearing apparel, shoes and rubbers, all of which is appraised, including fixtures, at the sum of \$3,110.59.

ABE DEMBINSKY,

Court Auctioneer.

M. N. KENNEDY, Custodian, Kalamazoo, Mich.

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

HON. CHARLES B. BLAIR, Referee in Bankruptcy.

Consult someone that knows Merchandise Value.

GET YOUR BEST OFFER FIRST. Then wire, write or phone me and I will guarantee you in good American Dollars to get you more for your store or plant of any description.

ABE DEMBINSKY

Auctioneer and Liquidator

734 So. Jefferson Ave., Saginaw, Mich. Phone Federal 1944. Buyers inquiring everyday—

### Business Wants Department

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

FOR SALE—Men's shoes and furnishings store. Best location, best windows; established eighteen years. Will sacrifice for \$3,500. Arutz Bros., Muskegon Heights, Mich. 848

SALESMEN FOR UPPER PENINSULA—ad vicinity, to sell well known line Bull Dog boys' knickers—boys' longies—young men's trousers, as side line on commission. Complete line packed in sample case weighs about 20 lbs. References, Dunn & Bradstreet's. The D. C. Vactor Co., Manufacturers, 311 W. St. Clair Ave., Cleveland, Ohio. 849

EXCELLENT OPPORTUNITY—For a wide-awake dry goods store in a white American neighborhood, at 8635 Forest Ave., East, corner Fisher. Store is 20x45, full basement. Four-room flat, steam heat, on double car line. Only \$105 per month. Call owner 9664 French Road. Phone Drexel 1897, Detroit, Mich. 850

FOR SALE—General stock of hardware together with a two-story brick building close to our estate, or will sell either stock or block separately. Wm. Ge-Meiner & Son, 1012 Broadway, Lorain, Ohio. 851

FOR SALE—Small hotel on beautiful lake, fifteen miles from Petoskey, Mich. Without advertising have established good restaurant business with people who own summer homes on lake. J. W. Small, 1748 Winnemac Ave., Chicago, Ill. 852

FOR SALE—Birchlee Cottage—Four lots, ninety-foot water front, birch, oak trees. Fishing, bathing, boating. West side Bear Lake, Manistee county, U.S.31. Bargain. S. Brunk, Eaton Rapids, Mich. 855

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

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

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. 843

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—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 LEVINSOHN, Saginaw, Mich.



### Pertinent Letters From the Retail Trade.

Battle Creek, May 10—We have had the Tradesman so many years and our father, William Schoder, before us—that we feel we can not do without it. It is getting better every year.

Schoder Bros.

Millington, May 14—It may sound strange to you, but we have never had a pound of Maxwell House coffee in our store, and this is one of the main reasons—when the coffee was introduced into this section, a smart alec salesman came here with one of our regular grocery salesmen. He showed his wares and told his story. We did not feel inclined to purchase that day. (We were tired of the missionary work for every new product). The salesman informed us that it was all right because in a short time they would have all the coffee business and we would be compelled to buy it. I informed him at once that we had never been compelled to handle any special product and were not starting then and we have never bought a pound of Maxwell House coffee. A Gold Dust man came here with the same result. For years we did not handle Gold Dust. We are with you in all fights of this kind.

C. A. Valentine & Son.

Cincinnati, Ohio, May 10—Through the courtesy of a friend I have just finished reading some copies of the Michigan Tradesman.

I wish to congratulate you upon the live, up-to-date trade journal which you are publishing. It is just what we retailers need to help us through this critical period of so much unfair competition. Enclosed find my check for \$3 for a year's subscription to the Michigan Tradesman.

I was particularly interested in the fight you are making to have fair treatment accorded the independent trade by the Cheek-Neal Co. I sincerely hope that your efforts will be rewarded by a change in policy by this company that will place the independent merchant in a more favorable position.

Your statement in your issue of March 28 that the National Biscuit Co. was allowing the independent merchants of Kalamazoo 16 per cent. discount from list was certainly surprising in view of their claims in this territory that they have one price and one set of discount terms for everyone. On second thought I should not be surprised at these terms in Kalamazoo, for it has been rumored here lately that they are giving special concessions to the chain stores not accorded to the independent merchants. This seems to be proved by the fact that we are frequently able to buy their brands in chain stores cheaper than we can buy them direct. I wonder if you have heard any rumors in the Michigan territory regarding any special concessions to the chain stores which are in addition to the 17½ per cent. discount terms which they openly admit?

I wish you and the Michigan Tradesman success in the work which you are doing for the independent merchants.

Samuel Reis.

Wyoming Park, May 15—I think you are to be congratulated, Mr. Stowe, on the firm stand you have taken against the Maxwell House people and their nefarious practices.

I am real anxious to see what the outcome will be, as they are a gigantic concern and have a very good product and I cannot conceive that they will want to be branded in the minds of Michigan merchants as unfair.

This again shows that we as merchants must get together more and more, so that we can demand the inside price. At our Lansing convention the principle of collective advertising and buying was thoroughly discussed and it was agreed proper and

absolutely necessary in the face of keen competition.

We have not handled Maxwell House coffee for a long time and do not intend to do so until it can be shown that they are willing to play fair.

Paul Gezon.

Piedmont, Missouri, May 12—I wish to thank you for the sample copy of the Tradesman just received.

In looking over the paper my attention was attracted to an article "To the Procter & Gamble Co.," which was very much in line with an experience I have had with the same company in this part of the world. As with you, the Procter & Gamble business was built up by the jobber and when they felt they were able to go it alone they opened in St. Louis their own distributing depot, ignoring the jobber entirely. We were handling their soaps purchased of our jobber in St. Louis. We were unable to sell either their Lenox or Ivory at less than 5 cents straight. A chain store in our locality was selling seven bars of either for 25 cents, so I asked our grocery house for a price to enable me to meet the price and they frankly told me they could not do it. As they had no soap of a like nature, they thought I would have to stand it. I told them P. & G. soap would not be sold in our store at any price. I was thought to be very foolish. Some time later a representative of the P. & G. called with an order all made out, which he asked me to sign. He was told if he would make the same price the chain store paid the order would be signed. This, he said, he was not able to do, but wanted to know if I knew he was selling P. & G. soap and what I was going to do about it.

I finally found a small soap manufacturing company which was making a white and also a yellow soap and we asked him to send us samples, which we asked our trade to use and tell us if they thought it was equal to the P. & G. goods. The report was good and we have for the past three years absolutely done business without P. & G. being on our shelves. Ours is a small business, but P. & G. does not run it.

I very much like your position in this matter and herewith enclose our check for \$3 for the Tradesman for a year.

We think that Procter & Gamble are 99 and 44 hundredths per cent. Pure Hog.

John H. Jewett.

Nashville, Tenn., May 14—Yours of May 2, enclosing tear sheets, was duly received and I feel that your asking for action by the jobbers and retailers is entirely correct, for you well know we must do something for ourselves and not expect the trade press and other factors to do everything, while we sit complacently by.

J. W. Coode,

President National R. G. A.

### Another Sears Ethiopian in the Wood Pile.

Traverse City, May 15—I ate lunch at the Hannah, Lay Co. fountain today. At an adjacent table was a lady I formerly knew at Alden, but now living at Sutton's Bay. In renewing my acquaintance with her I learned that she was in quest of paint to paint her home. I steered her into H. L. & Co.'s hardware department and learned quite a few things about paint which I am glad to pass on to the readers of your valued journal. Sears, Roebuck & Co.'s Seroco paint sells at \$2.30 per gallon. Monarch quality paint, sold by Hannah, Lay & Co., sells for \$3.50 per gallon—a difference, apparently, of \$1.20 per gallon saved by buying Seroco paint. Is it a saving and how come? Now I shall lay all the cards on the table and we will dissect the proposition, looking the devil right in the face and judging the merits of the two paints strictly by contrasting the formulas given on the

two cans. Monarch paint carries this analysis:

White base	59.7%
Coloring material	.2%
Linseed oil	34.2%
Japan dryer	2.3%
Turpentine	3.6%

Total 100 %

Analysis of the white base:

Carbonate white lead	66.6%
Zinc oxide	33.4%

100 %

Coverage 450 square feet to the gallon.

Analysis of Seroco, the long life house paint, No. 243 O. S., is as follows:

	Liquid Material	Solid Material
Sublimate white lead	20. %	30. %
Zinc oxide	13.2%	20. %
Calcium carbonate	21.1%	32. %
Barium sulphate	6.8%	10.3%
Magnesium silicate	5.1%	7.7%
Raw Linseed oil	28.9%	
Naphtha dryer	4.9%	

100 % 100 %

I then went to a registered pharmacist in the drug division for information as to the merits and common names of the following ingredients:

Calcium carbonate (common chalk) deleterious. No value as paint. Simply used to weight the paint.

Barium sulphate impairs the quality of the pigment. No value whatever. (deleterious.)

Magnesium silicate (common ground talc) simply used to load the paint. The three ingredients compose 33 per cent. of the weight of Seroco paint. The above information the druggist and I secured from the U. S. Standard Pharmacopeia.

Coverage of Seroco paint 250 square feet to the gallon, 200 square feet less than Monarch paint.

Color of Seroco is a light yellow. Color of Monarch a brilliant, glistering white.

My lady acquaintance said thank you, we will purchase the Monarch paint.

Everything in this article occurred to-day. Yet after the darky in the wood pile. Don't stampee, fellows. Dig into every article and show Sears up on his merits.

Articles to follow: Sears four hole cook stove at East Jordan; mail order furniture out of Grand Rapids; how I operated the entire second floor of the Sears, Roebuck & Co. store for twenty minutes. Charles H. Coy.

## The Result of Fair Dealings

10,200 Policies Written and Renewed in March and April

Assets in April Increased \$57,000.00

Fair dealing has increased the business year after year since 1915. The grand old company has taken the lead and given service and satisfaction to its members. The size and strength of the company can be estimated by the fact that it has paid out more than \$5,000,000 for automobile insurance claims since 1915, leaving assets of over \$929,000 on December 31, 1927.

Members of the Supreme Court, Circuit Court, lawyers, bankers and business men in every part of Michigan are insured in this company. You are invited to enjoy Citizens' Mutual protection. We can furnish all kinds of automobile insurance at COST plus SAFETY.

See Local Agent or write to

**Wm. E. Robb**

Secretary of

**Citizens' Mutual Automobile Insurance Company**

Howell, Michigan