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GRAND RAPIDS
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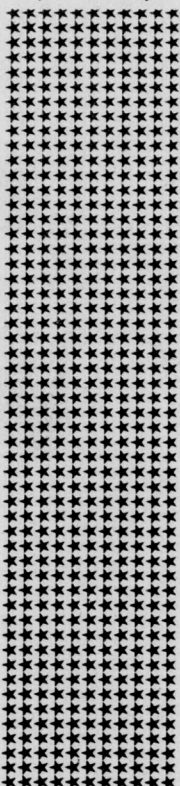
MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Forty-fifth Year

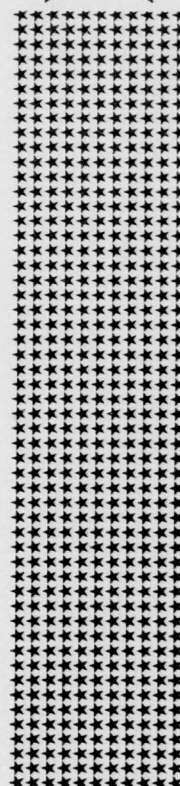
GRAND RAPIDS, WEDNESDAY, MAY 23, 1928

Number 2331



Memorial Day

Unbroken nor disturbed is the rest
Of our brave soldier dead. Their
grass-grown graves
Lie thick, so thick, in this fair land
where waves
The flag they served, the symbol of the best
High bond that ever gave a nation zest
In war or peace, one blessed cord
that saves
The darkest hour when valiant man
behaves
As 'fore his God, and thus fulfils his quest.
There let them sleep, those bodies in the
dust,
While their free souls from some far
wondrous height
Perchance look down on this their
martyr day
And then plead on before the God we
trust,
"That war shall cease." For this more
glorious fight
I see their mighty cohorts in array.



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*****JOHN GRIXSTON CURRIER*****

NEW ISSUE

Exempt from Michigan Personal Property Taxes

\$160,000.00

The Compound and Pyrono Door Co.

St. Joseph, Michigan

First (Closed) Mortgage 6½% Serial Gold Bonds

Dated May 15, 1928

\$5,000-----	May 15, 1930	\$12,000-----	May 15, 1935
5,000-----	May 15, 1931	12,000-----	May 15, 1936
6,000-----	May 15, 1932	15,000-----	May 15, 1937
7,000-----	May 15, 1933	20,000-----	May 15, 1938
8,000-----	May 15, 1934	20,000-----	May 15, 1939
	\$50,000-----		May 15, 1940

Due Serially as follows:

Coupon bonds in the denomination of \$1,000, \$500 and \$100; payable principal and interest (April 1st and October 1st) at the Commercial National Bank, St. Joseph, Michigan, without deduction of the normal Federal Income Tax up to 2%. Redeemable as a whole or in part on any interest date upon 60 days' notice on or before April 1, 1930 at 103 and accrued interest, and there- after until maturity at a premium of ½ of 1% for each unexpired year or fraction thereof.

COMMERCIAL NATIONAL BANK, St. Joseph, Michigan—Trustee

Mr. B. S. McConnell, President of the Company, summarizes his accompanying letter as follows:

HISTORY AND BUSINESS: The Compound and Pyrono Door Co., a Michigan Corporation, or its Predecessors, have been successful manufacturers of Pyrono and Key Veneered Custom Made Doors since 1899. They are America's oldest Veneer Door Specialists.

Pyrono Doors combine the rich beauty of real wood and masterful cabinet work with the utility and safety of asbestos fire-proofing. Their line of doors have been installed in the finest office buildings, hospitals, public buildings and semi-public buildings in this country. This Company's doors are specified by the finest and best-known architects in the building field. The following installations are typical:

Wrigley Building,
Chicago, Illinois

Straus Building,
Chicago, Illinois

Union Station,
Chicago, Illinois

Federal Reserve Bank Building,
Chicago, Illinois

Grand Rapids Savings Bank Bldg.,
Grand Rapids, Michigan

Pantlind Hotel,
Grand Rapids, Michigan

Equitable Trust Building,
New York City

Edsel Ford Residence,
Detroit, Michigan

SECURITY: These bonds are the direct obligation of The Compound and Pyrono Door Co., and are secured in the opinion of counsel by a First Mortgage on its real estate, buildings, machinery and equipment.

ASSETS: The net assets of the Company, after application of the proceeds from the sale of these bonds, have been appraised at approximately \$509,746.27, or about \$3,185 for each \$1,000 bond of the issue to be presently outstanding.

Net current assets are \$206,151.76 and total current assets are \$233,269.25, against current liabilities of \$27,117.49, or a ratio of over 8 to 1.

Physical assets of the company have been appraised as of December 31, 1927, by the American Appraisal Company plus subsequent additions at cost at \$287,174.68, which is over \$1,800 in fixed assets for each \$1,000 bond.

EARNINGS: As shown by the report of Lawrence Scudder & Company, the average net income for the two years and three months ended March 31, 1928, after depreciation, but before Federal Taxes and interest on these bonds, and after elimination of non-recurring charges were \$45,034.17 or more than 4.30 times maximum interest requirements on this issue, and for the year ended December 31, 1927, \$59,795.02 more than 5½ times maximum interest requirements on this issue. It is expected that through the operation of this business under unified management the net earnings will show a still further substantial increase.

PURPOSE: The proceeds of this issue will be used to reimburse the Company for capital expenditures and for additional working capital.

MANAGEMENT: The active management of the Company will be in the hands of Mr. Ross D. Scamehorn in conjunction with Mr. B. S. McConnell, Mr. H. M. McConnell, and Mr. F. O. Ludlow, who have long been identified with the door industry.

All legal details pertaining to this issue will be approved by Gore & Harvey, Benton Harbor, Michigan, and by Travis, Merrick, Johnson & Judd, Grand Rapids, Michigan.

The audit of the Company's Records was certified to by Messrs. Lawrence Scudder & Company. Appraisals by the American Appraisal Company of Milwaukee, Wisconsin.

We offer these bonds for delivery when, as and if issued and received by us, subject to prior sale and approval of proceedings by counsel.

PRICES

1930-----	101.50	-----to yield about 5.70%
1931-----	101.50	-----to yield about 5.95%
1932-----	101.25	-----to yield about 6.15%
1933-----	101.00	-----to yield about 6.25%
1934—1940-----	100.00	-----to yield about 6.50%

CRESS, MCKINNEY & CO.

FIDELITY BUILDING BENTON HARBOR, MICH.

LINK, PETTER & CO.

MICHIGAN TRUST BLDG. GRAND RAPIDS, MICH.

All statements relating to securities are made after careful investigation and while not guaranteed are accepted by us as accurate.

GRAND RAPIDS
PUBLIC LIBRARY

MICHIGAN TRADESMAN

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, MAY 23, 1928

Number 2331

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.

PROBLEM OF THE RADIO.

In a recent article in the Outlook Stuart Chase has asked some rather searching questions as to the future relationship between advertising and radio. His own answer to the problem is the recommendation that the Government should take over broadcasting on the English license basis, cut out indiscriminate advertising over the air and provide the funds necessary for good programs by taxing the owners of radio sets for their entertainment.

This is not a proposal which will appeal to a Nation that has always fought shy of governmental interference in either its business or its pleasure, but the picture which Mr. Chase draws of conditions in the field of radio broadcasting clearly indicates that there is something wrong with the present system. As it is now managed broadcasting stations send out two programs—a "sustaining" program which is at their own expense and a "sponsored" one for which some commercial firm pays in return for the privilege of having its name or products mentioned by the announcer.

The trouble with this plan is that the public has shown itself bored to death with the advertising and the advertiser has no reason to believe that he is getting his money's worth when all he gains is a brief mention of his existence which the radio fan may not even hear.

"The result," writes Mr. Chase, "is not a happy one. The public gets a rotten program, the advertiser gets a rotten deal, while the station itself is losing money, or making only a narrow margin. Worse economics it would be difficult to imagine."

The development of radio has been along the lines of more music and less advertising. The good old days of direct appeal to radio fans to buy more shoes and sealing wax and dill pickles have gone, except with some of the smaller stations at which rousing campaigns are still carried on—though it is doubtful if many people listen to them—in the interest of local merchants or such dubious advertisers as

the manufacturers of patent medicine. To-day all that business can hope to gain by going on the air is a vague good will. Will it continue to support broadcasting when it is impossible to gauge how successful as a selling force this good will may be and experts tend to agree that broadcasting is not a good advertising medium?

In the United States we have some 700 broadcasting stations, nearly 10,000,000 receiving sets and a total radio audience which has been estimated at from 30,000,000 to 40,000,000. The annual cost of our broadcasting is put at \$15,000,000. Who is to foot this bill if the public's reaction to advertising causes the present advertisers to withdraw from the radio field?

AMBITIOUS AIR PLANS.

Secretary Hoover's recent statement that the United States leads the world in all forms of commercial aviation except passenger service and that before long "this exception should cease to exist" seems now to be in a fair way toward realization.

Certainly the announcement that a transcontinental air and railway system has been organized with a capital of \$5,000,000 is the most important move in this direction which has ever been taken in this country. It is a significant development which we can compare only with the inauguration of the air mail just ten years ago.

In time airplane passenger service in this country may be operated independently of the railways, but it has always been the opinion of no less an aeronautical authority than Colonel Lindbergh that the future of air transportation in the United States is closely linked with the existing rail systems. The vast distances which must be covered and the difficulties of night flying—not only those of the pilot but also those bearing upon the passenger's comfort—make this combination eminently practicable.

We face in this country far different problems from those of Europe, where air travel has already made such phenomenal strides. The distances separating European capitals lend themselves more easily to air transportation. In the United States the airplane is virtually useless for short routes, because the time consumed in getting from landing fields to urban centers cuts down the time saving which the airplane might otherwise effect. For long routes the wear and tear of airplane travel does not commend it to the ordinary traveler.

Two years ago we should not have felt sanguine about the success of this projected forty-eight-hour service between New York and Los Angeles, but since then the Nation has become so air-minded that we see no reason

why it will not in time establish a definite position for itself in our transportation system. It is one of the direct result of the spectacular long-distance flying which we have witnessed during the past year.

AFRICA MYSTERIOUS STILL.

"Africa is better material than ever before," says Martin Johnson in his new "saga of the African blue" which he calls "Safari." The radio, the airplane, the motion-picture camera have not taken away the mystery of the ancient continent. There are still trackless desert and impenetrable forest; there are gold and mahogany and ivory and diamonds. There are the wild animals, of course, and in the book are stories of encounters with them which seem to justify the climax, "Osa was scared stiff."

We should perhaps be grateful for Mr. Johnson's conclusions about Africa, for they arrive at almost the same moment at which Daniel W. Streeter, another author and explorer, threatens us with disillusionment. He has reached Paris on his way home from an expedition into the jungle, which he described, according to the cables, as "seven Babbitts after an elephant." He advises us not to go big-game hunting in Africa because the journey is too long and too expensive for simple pleasures and "a couple of good scares." The scares could be had more cheaply in Chicago, he thinks.

Between the romanticism of Mr. Johnson and the cynicism of Mr. Streeter we might find ourselves not knowing whether to go to the Congo or Lake Michigan. But, happily, even Mr. Streeter admits that, while the flora and the fauna of a once dark continent have become more or less accustomed to armored cars and machine-gun fire, Africa still offers piquancy and mystery. Since that conclusion is identical with Mr. Johnson's, it is evident that we can have our romance for a little while and be confronted by no dreadful alternatives of travel.

Africa is changing, but when the last conquest shall have been made by the Romans of the New World we can still stay home and read books about the good old days of lions and elephants.

PEACE, POISE AND POWER.

If Marconi had not believed that messages could be transmitted through the ether, he could not have invented the wireless; if Lindbergh had not had faith that he could fly across the ocean, he would never have reached Paris. Surely if this is true in the material progress of the world, it must be even more in higher spiritual things. What we humans need in this modern age

is greater conviction if we are to find peace, poise and power.

The reason that so many are restless, disappointed and upset is because in the desire to be up to date they have surrendered their beliefs and have nothing new to take their place. Individuals, societies and even churches are weak to-day because of this. What we all need, young and old, are convictions—the ability to know when to say "yes" and "no", and then to say it. Unless the Church can give this to her children then its teaching and preaching is vain; we have missed the power that comes through belief.

It may be possible for a person to establish moral standards without having a religious faith; it is even possible for one of little faith to know the difference between right and wrong. But the real test comes, not from action but from knowledge. The strength and the will to chose the right, especially in the face of criticism and ridicule, can come only from the power that comes through believing. Every day we are called upon to make decisions, and if we have a genuine belief in the reality and personality of God, if we can think of Him as Jesus did, as a loving Father who is interested in our welfare and who hears and answers our prayers, then we have something that will carry us through stress and storm and will bring sweetness and light into our lives.

GERMAN PLEDGES VIOLATED.

The death of several Hamburg people by lethal gas, which is used only during wartime, will be a shock to the enthusiastic Americans who proceeded on the theory that Germany was tired of war; would never again engage in war and would keep her solemn pledges not to resume a warlike policy.

When Germany was admitted to the League of Nations she signed an iron-clad agreement not to engage in the manufacture of lethal gas and also pledged herself not to permit its manufacture within the German lines, because it has no legitima place in the industries of any nation.

The discovery that there is enough recently produced lethal gas stored in Hamburg to kill a hundred million people will cause many good Americans to wonder if any more reliance can be placed on the solemn pledges of the German republic than could be placed on the infamous pledges of the most perfidious monarch who ever sat on a throne.

A systematic course of study in meat retailing has been carried on by the Shoshone Meat Council of Wallace, Idaho, and has opened the eyes of the retailers concerned as to methods of preventing waste and more efficient methods of merchandising.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

San Francisco, May 19—At various times during the past several years we have had reports from retail grocers in different sections of the country that a man claiming to represent this company had defrauded them of small amounts under various pretenses.

This bulletin is sent you in case this man shows up in your territory. We will appreciate it if you will pass the information along to your readers in order that the latter may not be swindled out of even the small amounts which this man usually attempts to secure.

This operator generally gives his name as J. M. Crane and the concern he represents as the Pacific Exploitation Co., publisher, or the Pan-Pacific Exploitation Co., or some similar name.

He generally represents himself as soliciting subscriptions, at \$1 per year to the California Graphic. There is such a publication in Los Angeles. However, the publishers assure us that they have also received complaints from various parts of the country, regarding the activity of this man, and that he has absolutely no connection with their publication and that they have never received any subscriptions through him.

Quite often this man will claim that a demonstration car of the California Packing Corporation will be in the local market at some specific time, from which the retailer can secure a supply of our products direct at ridiculously low prices. Sometimes this story is altered to the effect that the retailer will be given weekly quotations on our products at these low prices, the deliveries to come from some large out-of-town jobber, claiming that local jobbers are not large enough to handle the distribution.

At other times this man claims himself to be a representative of the California Packing Corporation, advising the retailers that this company appreciates their patronage and has authorized him to present the retailers with a fountain pen as a token of this appreciation. Also, he states that this company has adopted the California Graphic as a medium of informing the retailers of our quotations, etc., that the cost of subscription was borne by this company, but that the retailer should pay the postage for one year, which would be \$1.

The story this man puts up is varied from time to time to suit the occasion. Apparently the sole object is to collect \$1 from the retailer and the only thing the retailer receives is a fountain pen of little value and the receipt.

Probably this man misrepresents other prominent lines of grocery products as well, as his operations during the past several years have extended over a wide territory. We have had reports from the New England states, New York, Ohio, Michigan, Wisconsin, South Dakota, Texas and Kentucky.

For instance, in February of this year we had a report of his operations in Houston, Texas. By the time the complaint was made he had, of course, skipped out. The next report we had was from Indianapolis, Ind., the latter part of March.

We have tried to apprehend this man, going to the expense on occasion of having a private detective agency try and pick him up. However, as the retail grocers victimized rarely make a report of it until several weeks have passed, when the magazine for which they subscribed has not been received or the exhibition car has not put in an appearance, the man in the meantime having changed his base of operations, we have not been able to get him.

Neither this company nor any of its representatives have any connection

with this man. Nor has this company ever sent out an exhibition car or any car from which our products could be sold to any class of trade whatsoever.

We will appreciate it if you will post all your retail customers, so that they may avoid being victimized should this man put in an appearance in your territory.

California Packing Corporation.

Henry McCormack, the pioneer merchant of Ithaca, paraphrased the letter from Coats & Sons, Ltd., in last week's Tradesman, as follows:

Ithaca, May 17—Your dun received. For supreme gall it sure surpasses anything we have ever seen. Who are you, anyway? We never heard of you or your needles before and we have been in business here for nearly half a century. You evidently do not know much about sending goods unsolicited.

We want you to understand that we do not care two whoops in Hades for your poor grade needles and advise you to mind your own business and not bother us with your unordered packages.

Send and get them when you want them. I wouldn't bother taking them to the office. Get that?

Henry McCormack.

We always knew Mr. McCormack was a good merchant, but we never suspected him of being a humorist. We gladly doff our hat to him and cheerfully accord him an honored seat by the side of Mark Twain, Josh Billings and Will Rogers.

Poorly formed toes on an otherwise perfect lady, and a gentleman's defective left eye. These are the defects which are said to be present in a series of counterfeit \$100 bills in circulation in the Middle West, according to information received by the Realm from the Secret Service Department of the Government. The counterfeit bill design, according to the Treasury Department, is very clever. It is made upon the Federal Reserve Bank of New York, series of 1914, and bears the signatures of John Burke and W. G. McAdoo, and a portrait of Franklin. On the back of the counterfeit bill appears the lady, the Goddess of Liberty, with deformed toes, and the gentleman, Benjamin Franklin, with a conspicuously large eyeball.

Washington, May 21—Knowing of your interest in the question of protecting the public from fraudulent advertising, I am taking occasion to write you as follows:

For the past year I have been studying this question. While it cannot be stated with accuracy, I believe the amount of which the people of this country are annually robbed by such advertising exceeds five hundred million dollars. The greater part comes from the poorer classes, who are apparently unable to protect themselves or to successfully demand redress. I have examined magazines which carried in a single issue more than fifty false and misleading advertisements. I do not refer to the advertisements that are apparently true or in the twilight zone, but to those which are shamelessly and brazenly false and known to be so by the publisher.

The Postoffice Department, the Department of Justice, and the Federal Trade Commission have all tried to suppress and control this gigantic fraud but they have failed. This is largely due to the fact that these crooks are generally fleeting and irresponsible. When suppressed in one place, they change their names or move to another



To Every Man His Work

EDUCATION and training fits certain people for certain work. If you want to put them at a disadvantage try forcing them into strange jobs.

The duty of an Executor under a Will is familiar work to us because we have specialized knowledge and training in what to do and how to do it.

Come in and let us tell you some of the puzzling problems that might arise in settling any Estate....yours for example.

THE
MICHIGAN TRUST
COMPANY
GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN

locality, and continue their practices. What is the remedy? What of the publisher? Without his help these schemes could not be successfully consummated. The publisher helps perpetrate the fraud. He shares in the ill-gotten gains. The publisher is the "go-between" who brings the crook and his victim together. Why should not the publisher be made a party to the suit? I believe that one action against a publisher would often have more effect than fifty against the advertiser alone.

I know it has been argued that it is a grave responsibility to place upon the publisher to make him responsible for the truth of the advertisements he publishes. But every man must take the responsibility of conducting his business according to law. The honest publisher does not ask to be made an exception. Many publishers carefully censor the character of their advertisements.

One of the most valuable assets of the publisher is the belief of the public in the honesty of the advertisements he carries.

The Commission has a practice that it frequently follows of inviting the representatives of an industry to a conference, where those who attend may of their own motion adopt rules of practice for their guidance. These conferences furnish an opportunity for an industry to clean its own house and, on its own initiative, to abolish practices that are unlawful.

It does not mean that those who attend such conferences are themselves guilty of unfair practices. Quite the contrary is generally true, for these conferences are usually urged and brought to a successful termination by those in an industry who are obeying the law, and who wish not only to protect the industry, but the public.

The Commission is now considering the advisability of calling such conference in the publishing industry. This plan is the farthestest possible from an attempt in any degree to censor the press. It is simply an opportunity to abandon practices already declared unlawful in the industry. It is proposed to call first a conference with the publishers of periodicals, as we thought from the size of the industry that the best results could be obtained by dividing it into different branches. However, at this conference of the periodical publishers we should like very much to have some of the leading newspaper publishers represented.

I may add that I have discussed this matter with representatives of probably one-half of the publishing industry of the country, and without a single exception they have approved such proposed plan.

I should like very much to have your thought in relation to this matter, and if you approve the proposal and the Commission finally decides to hold such conference, may we have your assistance and co-operation?

W. E. Humphrey,
Chairman Federal Trade Commission.

Clare, May 21—I write to inform you of the settlement of my account with E. L. Rice & Co., of Detroit. You will remember airing this matter some months ago in the *Realm of Rascals*. I informed the company, on receipt of the goods, that they were unsatisfactory and were held subject to their order. They tried to intimidate me and force collection by letters, collection agencies and drew on me through the banks. They finally gave the matter to an attorney here. I stood firm and in every case said the goods are subject to the firm's order. After a time they offered to settle our differences if I would send in the goods and pay them \$30 and retain the show case. The show case was all right and the price was right. It happened I could use the case, so I sent in the goods, deducted five dollars for express charges, which I had paid, and sent

them a check for \$25 to balance account.

I wish to thank you sincerely for your kind attention and willingness to help. I concede gladly that you make good your claim "Unlike any other paper—frank, free and fearless for the good that we can do." I am strongly interested in the fight you are making in behalf of the independent merchant in these days of chain stores, frauds and general cussedness. I welcome your paper and read it carefully when it makes its weekly visit.

Dr. J. W. Dunlop.

Shipment of First Cantaloupe Car.

Los Angeles, May 19—Fred Bright, the well-known Imperial Valley cantaloupe shipper, received not only statewide publicity over shipping the first car by express but also National publicity, the value of which will be hard to estimate. The first car, as usual, was a "pool" car, the shipper being the one with the largest percentage in the car. This fact brought Bright into the limelight.

A newspaper clipping bureau reports that over 5,000 newspapers in the U. S. published this news item along with the name of shipper—in this case, Fred R. Bright, of El Centro. The same estimate shows that, placed end to end, these news items would measure over a mile in length. The Southern Railroad Co. also featured the first car in its own publicity; it also had the first crate sent by air mail to President Coolidge.

This first crate news item secured front page position in several hundred prominent daily newspapers. It was sent out by the Associated Press to all Eastern, mid-Western and Southern circuits. Including the hundreds of agricultural papers and local weeklies in many states, this special news item, it is stated, had a circulation of upward of 20,000,000 copies, thus again making the Imperial Valley product prominent Nationally.

New Director of the State Board of Pharmacy.

Garfield M. Benedict, county clerk of Sanilac county, was named director of the State Pharmacy Board May 15 to succeed H. H. Hoffman, whose resignation became effective on that date. J. Edward Richardson, of Detroit, was appointed a member of the Board to succeed Alexander Ried, of Detroit, who resigned.

After spending his childhood on a farm near Sandusky, Benedict taught in the country schools for eight years, spent four years in the Auditor General's department at Lansing, passed the State Pharmacy examination in 1911 and conducted a drug store at Applegate until 1921, when he was elected county clerk.

Benedict is president of the Sandusky board of education and was an active supporter of Governor Green.

Last Meeting of Kalamazoo Council.

Kalamazoo, May 15—At the regular meeting of Kalamazoo Council last Saturday evening, Milford Tower and W. L. Marker were initiated and C. T. Norman was reinstated.

The Council went on record as favoring sickness insurance, as per the proposed amendment by W. H. Lewis, P. G. C.

Our delegates to the grand lodge go instructed to work and vote for sickness insurance (same amount and cost as our present accident insurance).

D. L. Goodrich was requested to take care of hotel reservations at Petoskey June 14, 15 and 16.

Our Secretary, F. A. Saville, is very ill with tonsillitis and is too weak to even sit up.

J. J. McGuire.

Home Guard Protection...

The New Era Life Association is a home organization that protects financially the families of its members when the supporting arm is taken away. It is a legal reserve association whose business methods, surplus and safety are governed by those who pay the premiums. They choose the officers and through a representative body express their wishes as to the management of their insurance.

*The New Era Life Association
is a Grand Rapids Organization
and Managed by Grand Rapids
and Michigan Men*

NEW ERA LIFE ASSOCIATION

(A Legal Reserve Organization)

2nd Floor, Grand Rapids Savings Bldg.
Grand Rapids, Michigan

Telephones 9-3189; Evenings, 8-7797.

MOVEMENTS OF MERCHANTS.

Manistee—The Mertens Drug Co. has opened its store No. 2 in the corner store of the Aarons building.

Detroit—The Henderson Tire Co., 5918 Second boulevard, has increased its capital stock from \$25,000 to \$150,000.

Muskegon—The Rice Clothes Shop, Inc., 934 Second street, has increased its capital stock from \$10,000 to \$25,000.

Holland—The French Cloak Co. has opened a branch store in the newly remodeled Van Bree building at Zee-land.

St. Johns—Fred C. Burk has installed a modern meat market in his department store. It is thoroughly equipped with mechanical refrigeration.

Otsego—C. Clay Benson recently purchased the Townsend building on East Allegan street and will remodel it. The first floor will be occupied by his funeral chapel.

Saginaw—Al Brandle has completed the remodeling and enlarging of his clothing store at 101-3 Genesee avenue. A modern front has been installed and new fixtures added.

Saginaw—Edward Schust, President of the Schust Co. and one of Saginaw's prominent business men, has been elected president of the Saginaw Board of Commerce.

Allegan—Sidney Wise has purchased the interest of Frank Switzenberg in the grocery stock of Wise & Switzenberg and will continue the business under his own name.

Lansing—Mrs. E. Clemmer is closing out her stock of women's wearing apparel at 208 South Washington avenue and will open a similar store at Charlotte about June 1.

Lansing — The Lansing Furniture Co., 402-4 South Washington avenue, is conducting a closing out sale of its entire stock of furniture, stoves, floor covering, etc. and will retire from business.

Herman—The Farmers' Co-Operative Association of Herman, is erecting a branch store at Aura. The Aura farmers have purchased stock in the Association in order to have a store located there.

St. Johns—The Mate Furniture Co., recently of Charlotte, has leased a store on East Walker street and is installing a complete stock of furniture and house furnishings. The store will soon be open for business.

Lake Odessa—Mr. and Mrs. Will Gardner, who have been conducting the A. & P. grocery store here for about six years, have resigned and will go into other lines of business. They expect to remain here.

Saginaw—The A. A. Adams Stores, Inc., has plans for a four-story, steel, concrete and stone mercantile building, costing nearly \$1,000,000. It will replace the old Everett House, Genesee avenue and Franklin street.

Dearborn—Petrak's, Inc., 153 West Michigan avenue, has been incorporated to deal in household goods, sporting goods and hardware, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Manistee—Harry A. Johnson, for a number of years employed by the late Harry J. Aarons in his clothing store, has leased a store in the Aarons building and engaged in the clothing and men's furnishings business under his own name.

Sturgis—J. C. Fricker has purchased the grocery stock and store fixtures of W. J. Ringler, who has removed to Texas to enter the employ of the secret service department of the Government. Mr. Fricker has been connected with the Taylor Produce Co., of this city, for several years.

Detroit—The Meyer Jewelry Co., has merged its business into a stock company under the same style, with an authorized capital stock of 6,000 shares at \$25 per share and 1,500 shares industrial stock, of which amount \$100,000 has been subscribed and paid in, \$21,132.68 in cash and \$78,867.32 in property.

Detroit — The MacDiarmid Candy Co., manufacturer and wholesale and retail dealer, has merged its business into a stock company under the style of MacDiarmid, Inc., 1410 Maple street, with an authorized capital stock of 25,000 shares at \$1 per share, of which amount \$12,500 has been subscribed and paid in, \$2,500 in cash and \$10,000 in property.

Pigeon—Establishment of a canning plant at Pigeon by the United Food Co. has been assured through local subscriptions and construction work on the factory will start soon. The plant will be built on the site of the Pere Marquette stock yards and will cost about \$75,000. A building, 50 by 150 feet, one story in height, will be built, with an addition later of the same size.

Hartford—The old Keeny flour mill is being taken over by the Hartford Milling, Feed and Supply Co., which is being incorporated for \$15,000. A. Casteel and W. A. Keeny, owner of the mill, are the principal stockholders. Messrs. Casteel and Keeny plan to thoroughly remodel the mill and make it one of the most modern mills in the State. The mill will specialize in wheat and buckwheat flours. Later an elevator will be erected and when business demands warehouses will be added.

Lake Odessa — Edwin Shellhorn, clothier and men's furnishing goods, who has conducted his store here for nearly eighteen years, and who has been conducting a closing out sale during the last year, has sold his remaining stock to Mr. Grover, of Mt. Pleasant, who expects to open in a few days with a slaughter sale on the entire stock of merchandise, including the dry goods he purchased of the firm of E. C. Tew & Sons. Mr. Shellhorn expects to go into some other line of business.

Detroit—Joseph A. Marks, 69 years old, retired hardware merchant and former poor commissioner, died at his home, 18085 Parkside avenue, May 19, after an illness of six months. Born in Red Bank, N. J., Dec. 24, 1858, Mr. Marks entered business in Detroit in 1888. In 1900 he changed his line to sporting goods. He retired in 1925. For six years he was a member of the

poor commission, and he helped build the first unit of receiving hospital. He was a 32nd degree Mason, a member of Detroit Commandery, Knights Templar, and Detroit Lodge of Elks. He was a charter member of the Detroit Athletic club and a member of the Pastime Gun club.

Cadillac—Directors of the Cadillac State Bank announce the appointment of Jay J. Veldman as cashier, to succeed Frank Welton who recently resigned on account of Mrs. Welton's health, to take effect June 1. The new cashier has been associated with the Cadillac State Bank since 1910, when he started as book-keeper, and his many friends in the Cadillac district are pleased to learn of his advancement. Mr. Veldman was born at Falmouth, living there until he went to Ferris Institute where he graduated in banking and commercial business courses. He has worked in the various branches of the local bank and eight years ago was made assistant cashier. The Cadillac State Bank is known as one of the strongest banks in Northern Michigan and has total footings of \$2,700,000. It was organized in October, 1895, succeeding the private bank of D. A. Blodgett & Co. Ever since Clam Lake (later called Cadillac) was organized back in the early seventies, there has been a bank on the present site of the Cadillac State Bank.

Manufacturing Matters.

Monroe—The Hydro-Check Corporation has increased its capital stock from \$20,000 to \$100,000.

Grayling—The Grayling Manufacturing Co. has started a dowel and tie plug manufacturing business.

Detroit—Wise Industries, 1033 Mt. Elliott avenue, manufacturer of cap nuts, rustproofing, etc., has increased its capital stock from \$30,000 to \$500,000.

Owosso—The Owosso Foundry Co., G. T. Ry. and Washington street, has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and \$25,200 paid in in cash.

Detroit—The Lifetime Metal Products Co., 440 Garfield street, has been incorporated to manufacture and sell household products, with an authorized capital stock of \$15,000, \$11,000 of which has been subscribed and paid in in cash.

Niles—Ross D. Scamehorn, secretary of the Kawneer Co. in Niles, has resigned to become general manager and treasurer of the Compound and Pyrono Door Co., in St. Joseph. Last year the company added \$80,000 to its building and equipment.

Detroit—The Pyro-Lite Corporation, 610 Blaine avenue, has been incorporated to manufacture and sell advertising signs and sheet metal sundries, with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Lansing—The Sherwood Paint Co., Inc., 409 East Shiawassee street, has been incorporated to manufacture and sell paint, with an authorized capital stock of \$40,000, \$22,850 of which has

been subscribed and paid in, \$22,550 in cash and \$300 in property.

Detroit — The Detroit Concrete Products Co. has merged its business into a stock company under the style of the Detroit Concrete Products Corporation, 439 Penobscot building, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Monroe—The Hydro Check Corporation, manufacturer of hydraulic shock absorbers, has closed a deal whereby the Continental Motors Corporation of Detroit will take over full manufacturing and selling operations for the local product. The Continental Corporation has begun work on its production program which calls for an output of 6,000 sets a day. All of the work will be done in the Detroit and Muskegon plants.

Marketing of Meat in Chain Stores.

Formal complaint against practice of various chain store organizations throughout the country in their relation to independent retail meat dealers has been filed with the Federal Trade Commission by Representative Celler, of Brooklyn, N. Y.

In a written statement issued May 19 explaining what has been done on the subject Mr. Celler stated:

"On May 12 last, there was adopted in the Senate of the United States, Senate Resolution 224 presented by Senator Brookhart which directed the Federal Trade Commission to investigate the chain store system of marketing and distribution with a view to providing for regulation thereof. This resolution is very wide in its scope, covering as it does chain stores in general.

"On May 16, I held in my office a meeting with representatives of the Department of Commerce, Department of Agriculture and Department of Justice, to obtain their opinions on the matter in which we are interested; namely, the chain store situation as it affects the independent retail meat dealer.

"At this meeting, we discussed the Senate resolution as it pertained to the meat situation. The representatives of the Departments present, all sympathetic with our cause, felt that inasmuch as the Brookhart resolution is wide enough to include the meat industry, it would be more to our advantage to co-operate with the Federal Trade Commission under the Resolution, than to proceed independently of it. The representatives of the Departments assured me that if called upon, they would assist in any way possible with the Federal Trade Commission.

"Because of the wide scope of the Brookhart resolution, and in order to place before the Commission our special interest in the investigation, namely the meat situation, I have prepared and mailed to the Commission a complaint in line with our interest."

Sauerkraut—Cool weather has tended to maintain consuming outlets in larger than normal volume for the season. Some irregularity in prices exists but it is chiefly among the smaller factors who have not ample finances to carry their stocks.

Essential Features of the Grocery Staples.

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

Tea—The market has shown some activity during the past week and prices on everything are fairly well maintained, but there is still some shading here and there. The undertone, however, is undoubtedly better than it was a week or two ago. Foreign markets on everything desirable are still firmly maintained. Cheap lots of tea are being cleaned up and altogether the future is stronger than it was some time ago.

Coffee—The market for Rio and Santos coffee has continued its upward tendency during the past week. The cause is firm news from Brazil apparently based upon the confidence of the holders down there that they are going to be able to take care of the coming crop. Altogether, all grades of Rio and Santos coffees are probably $\frac{1}{2}$ cent higher than they were last week. Late in the week prices eased off a trifle, but not enough to amount to anything. Mild coffees have had a firm week and probably are $\frac{1}{2}$ cent higher than they were last week. The jobbing market for roasted coffee is firm in sympathy with green. A good many holders advanced prices during the week.

Canned Fruit—The only surplus of California peaches on the Coast appears to be in the top grades as others are sold up. Pears are about out at the source. Pineapple is firm in all grades and is selling well for the season.

Dried Fruits—The most sensational change in dried fruits has been in prunes, due to the shrinkage in the anticipated crop in the Northwest. Both California and the Northwest have been cleaning up 1927 packs, resulting in an almost total clean-up in the latter district, while California is reported to have moved out practically all of its Santa Clara packs. A considerable period of good prune consuming markets is faced by the trade with much smaller stocks of carry-over on which to fall back upon than were held a year ago. Usually quotations are put out on new crop apricots at this season but there have been no feelers as yet and the new pack peach market is equally uncertain due to the inability of packers to estimate the tonnage of both fruits and the probable basis which can be used in soliciting new crop business.

Canned Vegetables—New Pack asparagus business, delayed when prices were first announced, has been coming in more freely as buyers are convinced that the pack will be curtailed and that there will be comparatively few soup cuts or ungraded put up. Assortments are being cut down and straight offers for the two packs mentioned are turned down by canners. The price range has been well maintained which is another reason for covering known wants. Major vegetables have not been active in a spectacular way, but there has been an improvement in the Southern tomato market. The demand is not particularly heavy even though packers have firmer ideas and say that

with a late planting season the outlook for new crop is uncertain. Corn is the least active of the leading vegetables and is in no more than hand-to-mouth demand. Peas have been in better demand for spot offerings although futures are still conservatively regarded.

Canned Fish—Some Chinook salmon packers have delayed opening prices since they have been compelled to pay 18c for what fish they have packed so far and they are not sure what figure will prevail for the season in raw material. The \$2.35 opening, which some buyers have insisted should be top, is entirely out of line with an 18c basis for fish, and even the \$2.45 which some canners named is below a profitable selling basis. Pink salmon has been a slow seller at present prices and because the weather has been too cool for a normal consuming movement. Strength on the Coast and difficulty in making replacements keeps up the spot basis. Reds remain dull. The Maine sardine pack has been light and stocks throughout the trade are in broken assortment.

Salt Fish—The demand for mackerel during the week has been only fair. Business is being done every day, but not in large lots. Prices are unchanged for the week. Herring is firm and wanted.

Beans and Peas—The demand for dried beans is very dull, but holders are feeling fairly confident. The market is steady throughout. The same applies to dried peas.

Cheese—The market has had a firm week. Business is quiet, but the offerings have only been light. Demand fair.

Olives and Pickles—Bottled olives are in better demand from the retail trade, even though the weather has not been seasonably warm this spring. The continued buying is attributed to the light stocks throughout the trade. The spot market is firm in all grades and sizes, while the tone is reported to be even firmer in Spain.

Rice—Stocks are not heavy and with a firmer undertone and the prospect of a late season on new crop the shorts are inclined to anticipate their needs for longer periods ahead. Wires from the South state that the market continues to show strength.

Nuts—An advance of $\frac{3}{4}$ @2c will be made on California walnuts in the shell by the California Walnut Growers' Association, effective Friday of this week, and since the trade was notified of the change Coast buying has been on the increase as postings indicate a crop of about 50 per cent. of last year's record outturn. Advices are that the California almond crop this year will be about normal. Europe predicts a smaller walnut and almond crop than last year, and with a comparatively light carryover shellers have had firmer ideas on goods for prompt shipment or for movement in the early fall. Importers and manufacturers have reduced their stocks of both nuts and with a more favorable selling situation in prospect the tendency has been to pick up some of the cheap offerings here as the market is below the level which prevailed a year ago. Offerings have narrowed among sellers and the change in the situation has been ac-

companied by an upward swing of values. Filberts have made a marked advance abroad, and while this has been reflected here the spot market is not up to the basis of primary points, expenses considered.

Syrup and Molasses—There is a good routine business in fine grocery molasses, but it consists mostly of small purchases. Stocks in buyers' hands are comparatively light and the general situation is healthy. Prices are steady without change. Sugar syrup is in very fair demand, owing to the comparatively light production. The market is steady. Compound syrup is in fair demand, but most buyers were able to anticipate the recently reported advances. Prices are unchanged for the week.

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.

Bananas—6@6 $\frac{1}{2}$ c per lb.

Butter—Butter has had a firm week. The market shows advances aggregating about 1c per pound. At the present writing the market is steady to firm, receipts under coast control and demand excellent. Jobbers hold fresh packed at 43c and prints at 45c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—New from Texas has declined to \$5 per crate.

Carrots—Calif., \$4.25 for iceberg crate; new from Texas, \$2.25 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 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 had a rather uneventful week. Early in the week the situation was about steady, but later arrivals increased and the market became weak. At the present writing the market is decidedly weak. Local handlers pay 27c for strictly fresh.

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

Green Onions—Chalotts, 65c per doz., home grown, 25c per doz. bunches.

Lemons—The upward movement still continues due to scarcity of stock. Prices have advanced another \$1 per box during the past week. Quotations are now as follows:

360 Sunkist ----- \$10.00

360 Red Ball ----- 9.50

300 Red Ball ----- 9.50

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. ----- 14c

New Potatoes—\$2.50 per bu. or \$6 per bbl. for Florida.

Onions—Texas Bermudas, \$2.50 per

bu. crate for white and \$2.25 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—Home grown, \$1.50 per bu.

Potatoes—The market is steady on the basis of 40@50c per bu., generally over the State.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 24c

Light fowls ----- 20c

Heavy Broilers ----- 30c

Light W. L. Broilers ----- 25c

Radishes—40c per doz. bunches for home grown.

Strawberries—\$4.50 for Klondikes and \$5.50 for Aromas from Tenn. and Ark.; 24 qt. crates.

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 ----- 19c

Good ----- 17c

Medium ----- 15c

Poor ----- 10c

And He Smiles Through It All.

The average retail druggist has many things to contend with:

If he charges a reasonable profit on prescriptions he is a "swindler."

If he delays the delivery of a prescription he is "unreliable."

If the prescription does not cure the patient it wasn't properly compounded.

If the druggist asks cash on delivery the customer is "peevish."

If he sends a statement asking payment the customer is "sore."

If he refuses to "cut" prices on staple proprietaries he is a "robber."

If he cannot furnish change for a \$100 bill he is "no good."

If he refuses to cash a check he is "not obliging and is mean."

If he cannot allow the discount on an overdue gas bill he is a "crab."

If he is out of an article called for the customer is disgusted.

If he refuses to take back damaged goods he is "stingy."

If he refuses to buy tickets to every entertainment he is "small."

If he does not contribute to every charity he is "hard-hearted."

If he does not prescribe for every ailment he is a "numb-skull."

If he fails to open early and close early he is "lazy."

If he cannot answer every question he is not accommodating.

If he does not meet every request promptly he is condemned.

If he fails to smile he is a "grouch."

Verily the life of the average retail druggist is not a "bed of roses."

SUCCESSFUL SALESMEN.

Guy Pfander, District Manager Detroit Free Press.

The wise saw to the effect that "the race is not always to the swift," or the story from which it was culled, was not the product of an American brain. While all Americans or the intelligent of most other nationalities are willing to grant to the plodder the measure of success consistent with the efforts put forth and their continuance, still there is a disposition to demand an immediate return from expended energy.

There is a continued pressure about the modern manner of doing business which renders it difficult for the plodder to keep up with the procession, and so it is quite probable that the patient plodder will be sidetracked for a more energetic person. Time is worth more than anything else on the market today, and he who can save any of this valuable commodity soon finds that there are those who recognize his worth and are willing to give an equivalent for it.

Therefore the saying that the race is not always to the swift did not originate with an American, for with Americans the race is to the runner who gets there first, whether he be swift or slow. The young man of to-day who can save time is the very person thousands are seeking, but the time must really be saved, the work must be done in a thorough manner and one that calls for no second application.

It is necessary for the successful American to-day to be capable of grasping the meaning of an order as soon as received, and the same keen discernment must be used in its execution. Our forefathers were satisfied with the ox, but we of to-day are not satisfied with the speed of the fastest horses and as a means of annihilating space have constructed 60 mile automobiles, and the relative speeds of the two show the difference between time that was and time that is.

There is a certain class who reason in this manner: "Now, should I deny myself the pleasures that are possible in my day and within the reach of my resources, what will it profit me? What pleasure will there be in wealth when the power of enjoying the advantages it confers on its owners is gone?" While this train of reasoning may not be strictly logical it is a philosophy that many practice.

Although this may hold good as a general proposition, it is not true in individual instances. An example of its intelligent appreciation is the subject of this sketch. The life of Guy Pfander goes to show that it is possible to gain a foothold in the financial world before old age lays a chilling hand upon the worker, robbing him of the power of enjoying the fruits of his labor.

Guy Ames Pfander was born in Battle Creek April 27, 1884. His father was born in West Baden, Germany. His mother, who was of Yankee antecedence, was born in Battle Creek. After completing the tenth grade in the Battle Creek schools he found it necessary to engage in business and took the special agency in

Battle Creek for the Chicago Daily News and Daily Record. He worked up the circulation of both papers to the best of his ability. Five years later he assumed the distribution of other Chicago and Detroit papers in the Battle Creek field, supplying the news dealers, carriers and subscribers. After eight years' service of this character he entered the employ of Taylor Bros., confectionery manufacturers, as traveling salesman, covering Central and Western Michigan for four years. He then entered the office of the Moon-Journal at Battle Creek, taking charge of the circulation for four years. He was then offered a position in the circulation department of the Detroit Free Press. After working in the office for a few months he was transferred to the State and country circulation department and opened an office in Jackson. Four years later he was taken back to the home office in Detroit to act as assistant manager of circulation. One year later he was transferred to Fort Wayne, Ind., where he spent a year and a half in working up the circulation of the Detroit Free Press in Northern Indiana. He was then transferred to Bay City and given Eastern Michigan territory. After two and a half years in that field he has been transferred to Grand Rapids and given approximately twenty counties to cover for the circulation department.

Mr. Pfander was married July 7, 1925, to Miss Agnes Laura Harbison, of Detroit. He is a member of K. P. Lodge, No. 35, of Battle Creek and also Battle Creek Council, No. 253, U. C. T. He went through all of the chairs of the latter lodge at Battle Creek. Mr. Pfander attends the Presbyterian church and owns up to but one hobby—billiards. He attributes his success to fair dealing, but those who know him best insist that a wonderful personality has much to do with the remarkable achievements he has made in the circulation line.

For several years Mr. Pfander acted as Battle Creek correspondent for the Tradesman, using the caption Chirpings of the Crickets. He is a ready writer, a steadfast worker and a thoroughly dependable gentleman in all the term implies. The Tradesman is glad to welcome him back to the scene of his early struggles and accomplishments, believing that he will soon make a name and a place for himself in the city of his adoption.

Open-Mesh Underwear Offered.

As a warm weather item, one of the leading manufacturers of women's underwear is featuring a new Summer line of garments made of silk in an open mesh weave. Only staple items are included in this line. Although shipments cannot be made until June 1, several large local and out-of-town firms have placed substantial orders. The garments are made of pure tram silk in a tricot weave and in tailored styles only. Flesh is the only color featured. Prices range from \$15 to \$25.50 per dozen.

A "Welcome" mat at the door does not mean nearly so much as a hearty handclasp.

"Straws Show the Way the Wind Blows"



"Perhaps what follows doesn't amount to much, coming as it does from a small retail grocer. However, I would like to say that I find a great deal of satisfaction in handling your coffee and tea. They are good sellers. Our customers never complain of quality. There is no wrangle over price. I think that Chase & Sanborn's coffees and teas are a line which independent grocers, so called, should push to the limit. You certainly deserve their cooperation."

There is evidence to show that the rank and file of retail grocers the country over is pushing the sale of SEAL BRAND COFFEE as never before. At a time when so many competitive brands are being sold at retail prices that show a profit only to the manufacturer, independent merchants in ever-increasing numbers are getting behind the coffee every pound of which spells satisfaction to the trade and shows a living profit to the dealer.

Chase & Sanborn

Importers

SEAL BRAND COFFEE AND TEA

Boston

Chicago

Grocers Supplied by Chase & Sanborn, 327 N. Wells St., Chicago

Keep Your Will a Living Document

Do Not Permit It To Stagnate With Out-of-date Provisions

It should change as the needs of your family develop. Provisions which were ideal at one time often prove utterly unsuitable at another. Sons grow up and go into business; daughters marry. The family circle grows and shrinks; your circumstances change, and so should your Will.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

INDEPENDENT STORES.

They Cannot Be Wiped Out By the Chains.

Despite the rapid growth of chain store units in the retail grocery field—a growth which has increased them from about 8,000 units in 1914 to about 57,000 at present—there is little fear that they will wipe out the independent grocer. This view was advanced last week by J. R. Compton, Jr., of the Blackman Company, of New York City. Mr. Compton, who has just completed a comprehensive survey of the retail grocery field, further said that his opinion would hold in the face of the fact that present plans contemplate the addition of about 10,000 chain outlets during the current year, and that these 10,000 outlets would mean the eventual replacement of some 23,000 independents.

"The most far-seeing chain operators say that the elimination of the independent grocer is an impossibility," Mr. Compton continued. "They say that the cash-and-carry principle can never be extended much beyond supplying 50 per cent. of the market. The reasons for this have been simply explained by a recognized leader in the chain store field. This man says that however much the less fortunate families may need to practice economy, they cannot organize their incomes so as to buy wholly for cash. He adds that, on the other end of the income scale, the accommodation of credit and delivery appeals to those who can afford its comfort."

Mr. Compton went on to say that there are about 335,000 grocery outlets in the country at present but that, even if chains eventually operate 50 per cent. of them, it does not mean that there will be 167,500 chain stores. He added that the maximum number of chain units which can be properly supported is most often estimated at 125,000. Allowing another 125,000 for independent stores, Mr. Compton placed the ultimate maximum of grocery outlets in this country at 250,000.

"Of the present 335,000 units, it is estimated that 278,000 are operated independently," Mr. Compton resumed. "Subtracting from 335,000 the estimated ultimate number of outlets of both types—250,000—a reduction of 85,000 will be shown. Inasmuch as 68,000 chain units will be needed to bring the present 57,000 to the estimated maximum of 125,000 of this type, the actual reduction in the number of independent units will be 85,000 plus 68,000, or 153,000.

"With 153,000 independent grocery stores scheduled for elimination, it is important to determine where the eliminations will occur. The best way of going about this is to determine where the possibilities of chain store growth are greatest. The general theory, which is apparently confirmed by authoritative statistics, is that the natural field for chain operation is the big city. For example, in the cities of Chicago, Baltimore, Atlanta, Kansas City, Seattle, Denver, Syracuse and Springfield, Ill., there are 16,763 retail grocery stores. Of this number only 3,706, or about 22.11 per cent., are chain units,

but these units do \$159,807,600, or about 41.8 per cent., of the \$382,349,000 total grocery business of those cities.

"The dominance of chains in Philadelphia is more complete than in any other city in the country, and it is said that 90 per cent., of all grocery sales in that city are made through chain units or buying associations. In Norfolk, Cleveland, Boston, Jersey City, Washington, Cincinnati and Springfield the percentage of chain units is higher than in Philadelphia, but the chains are not so influential.

"However, neither the number nor the percentage of chain units in a city is of major significance. The percentage they do of the total retail volume in the city is far more important. Estimates vary from 50 to 75 per cent. as the proportion of groceries sold through chains in New York City, although the chain units number only 4,000 out of a total of 15,000 grocery stores. Taken the country over, 40 per cent. of all retail grocery sales are made through chains. Since there are many sections where the chains have not penetrated, it is apparent that where they do exist they must do at least half the available business.

"The extent to which the leading chains set trade practices and impose them on the general run of stores is also important. There are a number of cities in which one or two chains dominate the whole retail grocery market. In others the buying associations are as strong, or stronger. In some cities general chains are influential factors in the market; in others, strong local chains are much more powerful. In several small cities chains dominate even more than they do in most large cities. In East Orange, N. J., and Alameda, Cal., for instance, the chains are credited with an even higher percentage of retail grocery business than in New York City.

"In conclusion, however, it may safely be said that while chain units promise to grow with great rapidity during the next several years, and may eventually do somewhat more than 50 per cent. of the total grocery business of the country, there is not even a remote chance of their entirely eliminating the independent grocer from the retail field. Within certain limits economic conditions will protect him, regardless of what his individual shortcomings may be."

Belated Recognition.

Retail grocers are proving stronger competitors of the chains as they standardize their methods of operations and concentrate their buying power. In fact, one of the most important developments recently has been the tendency of manufacturers to recognition of these buying associations and to give them quantity discounts.

Didn't Expect So Much.

Johnny applied for a job as grocer's boy. The grocer wanted a serious-minded youth, so he put Johnny to a little test.

"Well, my boy, what would you do with a million dollars?" he asked.

"Oh, gee! I don't know—I wasn't expecting so much at the start."

Faster Turnover on Fruits and Vegetables

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

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

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



The Best Foods Inc.

New York

Chicago

San Francisco

WHITE HOUSE COFFEE

Make This Test Yourself!

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

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



The Flavor is Roasted In!

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

KEEPING IN MEMORY.

Memorial day has inevitably, in the lapse of years, lost something of its original motive. It has become one of our universal holidays. Yet the indications are that the emotions connected with its initial purpose are still strong in many hearts. There are to be impressive public meetings and parades to demonstrate that the Nation has not forgotten its debt to those who gave their lives that it might remain an indivisible union of indestructible states. There will be, along with all the merrymaking and seeking of recreation, no lack of the sentiment which Lincoln expressed in immortal words in his Second Inaugural. The country still thinks of cherishing tenderly the memory of the dead and caring generously for their widows and orphans.

Decoration Day originated in the custom of the Southern women to decorate with flowers the graves of the fallen Confederate soldiers before the Civil War had ended. The graceful practice was soon imitated by the North to such an extent that, in 1868, the late Gen. John A. Logan, as Commander-in-Chief of the Grand Army of the Republic, issued formal orders designating the 30th of May as Decoration Day, "with the hope that it will be kept up from year to year while a survivor of the war remains to honor the memory of his departed comrades."

This indicated that Gen. Logan had in mind an observance of the day no longer than the life of the generation which fought the Civil War, and already that time is approaching. The civil war began sixty-seven years ago, with the proclamation by President Lincoln of April 15, 1861, calling for 75,000 three months' militia "to repossess the forts, places and property which have been seized from the Union." The time when no survivor of the four years' conflict will remain "to honor the memory of his departed comrades" will therefore be reached before the coming century is far advanced.

The observance of Decoration day soon became general throughout both the Northern and Southern states, and it is now a legal holiday in all of them except ten Southern States and one Northern State, Idaho, but throughout the South the custom of decorating the soldiers' graves is still kept up.

As time has passed and the bitterness of the civil war has been succeeded by a common sentiment of honor for the valor displayed on both sides of the conflict, this day has been changed gradually into a day of rejoicing over the restoration of the American Union, and as such it is likely to remain, as permanently established among American holidays as Independence day itself. It comes, too, at a season of the year which makes its celebration more agreeable than that of any other of our holidays. The Fourth of July is in the heat of summer. Christmas and New Year's, Washington's birthday and the Lincoln birthday are in winter, and Thanksgiving day is in the closing week of November when that harsh season is near at hand.

The manner of the observance of

Decoration day, as prescribed in the order of Gen. Logan, will be transformed the more radically the further the celebration passes beyond the limitation of time he fixed upon it. Instead of remaining a day of mourning, typified by the flying of flags at half-mast, already funereal symbols have become incongruous with the sentiment to which it gives expression. It is no longer a mourning, but a holiday to celebrate the integrity and the solidity of the American Nation as the most masterful of the great powers of the world. To-day we are not weeping over death, but are rejoicing in a new and larger National life. We do not celebrate with lowered flags the independence won by the dead of the Revolution; neither shall we commemorate the restoration of the Union with the symptoms of woe.

THE TOUCH OF MIDAS.

It takes the arrival of some wealthy foreign Croesus like the mysterious Loewenstein, the Belgian financier who once offered to lend his country \$50,000,000 without interest to enable it to stabilize the franc, to make Americans realize that not all the great personal fortunes of the world are concentrated in the United States. Any list of the wealthiest twenty men of the world must be composed in great part of Americans, but there are citizens of other countries who have amassed tremendous fortunes and climbed the romantic ladder from poverty to millions in accordance with what we usually consider a purely American tradition.

Following closely upon the heels of the fords, the Rockefellers and the Mellons come the aristocratic figures of two men whose fortunes were inherited, not earned. They are the Duke of Westminster and the Gaekwar of Baroda, respectively owners of a vast section of the most valuable land in London and of three of the most famous diamonds of the world. In Japan there is a man who is easily worth a hundred million dollars, which has been made in shipping, Baron Mitsui.

The position Loewenstein now holds in the financial world of Europe was formerly held by the even more mysterious Sir Basil Zaharoff. There are in China astute merchants whose fortunes we have no way of knowing, but they must closely approach the hundred million mark.

Except when we can actually see how it has been made, as in the case of the greatest fortune the world has ever known—the billion dollars credited to Henry Ford and his son—wealth always has mysterious qualities. It is impossible to understand how the paltry 40,000 francs with which Loewenstein is reputed to have started business twenty years ago has grown into the hundred million dollars or so he is said to have now. Certain men have the touch of Midas and everything they handle turns into gold. There can be no other explanation.

The Belgian financier comes to America with a personal staff of fifteen — secretaries, stenographers, a private detective, a chauffeur and an

aviator. He sends \$3,000 worth of radiograms. He has estates, castles and villas scattered throughout Europe. A fleet of airplanes is at the disposal of his guests and a specially constructed airplane Pullman is always ready to take him to his various offices.

Here is a man who not only has wealth but surrounds himself with all the glamorous and romantic things wealth can buy. This we can understand and we can derive from it a vicarious thrill which the more modest expenditures of our own millionaires seldom give us.

TEXTILE LINES IRREGULAR.

Irregular conditions are reported in textiles this week. Two of the markets have to contend with rising and fluctuating raw materials. Buyers of cotton goods are not inclined to operate extensively so long as the staple is unsettled, and mills are not disposed to offer concessions to attract more business. Cotton consumption in April showed a drop of 15 per cent. under a year ago.

In the woolen market the increases of 5 and 7½ cents a yard have been made quite general and a second advance is reported in the offing. These are accounted for by the rise in wool, which holds steady at its higher levels. Selling agents in the goods market say that if prices are not marked up again on fall goods the spring openings will surely bring higher quotations.

Of interest to the whole industry this week will be the first annual meeting of the recently organized Wool Institute, which will attempt to meet some of the pressing problems of the business. It is to be seen whether the producers will adopt proper or artificial ways of solving their difficulties. A good deal of emphasis has been placed on the matter of price policy—even by agreement—but the primary question in this, as in other lines, seems to be over-capacity and how it may be utilized or scrapped.

Silk manufacturers who have opened their lines for fall report quite a little interest in the new offerings, favoring satin crepes and velvets. Price concessions are quite drastic on prints that have accumulated. The raw silk market declined towards the end of the week.

MORE PROLONGED DEMAND.

Possibly the average of retail trade through the country is making a little better comparison with a year ago than it was, but reports received still emphasize spotty results. The demand seems good for what is new, but efforts to produce volume require even greater pressure. The weather has been unsettled enough in many sections to hold back brisk consumer purchasing even if other factors were favorable.

These other influences are not discounted by retailers, although there is general agreement that the weather is the principal handicap. Something like a crucial point has developed in speculative affairs and this does not encourage liberal and carefree buying. As a matter of fact, speculative, polit-

ical, legislative, business and employment conditions are such as to cause some tightening of purse strings until the outlook grows clearer.

Indifferent results in retail trade find their reflection in a rather slack business transacted in the wholesale merchandise markets. There have not been many buyers in evidence and the chief activity has been witnessed in the accessory and gift lines where novelty is stressed. There is still the complaint among buyers that new designs are difficult to find in the apparel markets.

Predictions are made that the summer season is likely to be more productive than usual and manufacturers are looking for a more prolonged demand.

WALL STREET HOLDS STAGE.

The stock market not only took the center, but almost all the stage last week, so far as business discussion went. It only emphasized again, but more strikingly, that many business men just now are more interested in speculative than in trade profits. It is a strange bit of reasoning which holds that securities can keep going still higher as earnings keep steadily shrinking, but the notion seems quite widespread and is very much like the idea that prevailed in 1920 when no end was seen to the advance in commodity prices.

Little change was noted during the week in the industrial situation. The leaders hold their pace but the general appearance of business remains very spotty. Employment figures for last month show that there was a small decline, but one that was less than the usual seasonal change. Bank clearings outside New York ran about 8 per cent. above a year ago. Car loading totals, however, still fail to meet the volume of a year ago, so that check payments are open to the inference that speculative and past purchases are furnishing the gains.

But this comparison is only one of the number of contrasts which make it very difficult to obtain an accurate picture of conditions and entirely impossible to gauge the trend with any degree of certainty.

CIGARETTES AND TAXES.

The rapidly increasing popularity of cigarettes as compared with cigars has long been matter of common observation. Its extent is accurately indicated by the revenue receipts of the Treasury Department for the first nine months of this fiscal year. The tax on cigarettes yielded \$223,527,000, a gain of \$20,000,000 over the corresponding period of last year. Except for this item, the revenue from the tobacco taxes would have shown a decrease. Their total amount for the nine months was \$293,811,000. During the same time the tax on automobiles yielded only \$41,046,000. The cigarette tax, distinctively a luxury impost, even though this form of tobacco has come to be regarded by many as among the necessities of life, is one of the most easily collected and causes no hardship.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Out Around Saturday included brief calls at Clarksville, Lake Odessa, Woodbury, Sunfield, Mulliken, Grand Ledge and Portland. The day was as near perfection as it is possible to make a spring day. Threatening clouds and bright sunshine alternated. The gravel roads were devoid of dust, with few suggestions of mud or unevenness as the result of the recent rains.

At Lake Odessa I was informed by Edgar A. Tew that he had purchased the interest of his brother, C. E. Tew, in the clothing and shoe stock of E. C. Tew & Sons and that he would continue the business at the same location under the old firm name. The brother who retires from trade will engage in the breeding of Jersey cattle on the old Tew farm, near Ionia.

I was surprised to find that W. R. Wells, of Woodbury, had retired from trade, having exchanged his stock for a farm in Livingston county.

All of the towns above named are feeling the effect of chain store competition and the inroads of the branch stores now being established by the mail order houses. Druggists, hardware dealers and building supply dealers who handle paint all thanked me for the analysis I published in the Tradesman last week, disclosing the nondescript character of the paint sold by Sears, Roebuck & Co. at \$1.90 per gallon under the name of Seroco. Some dealers had already torn out the last page of the Tradesman containing the exposure and pasted it on the side of their stores, where it could be easily read by paint purchasers who might be attracted by the low price made on the worthless concoction which is adulterated to the extent of 33 per cent. One dealer had the page framed, with an appropriate caption, "How the Mail Order Houses Skin the People," and hung in a conspicuous location in the store. If anything will help a dealer meet this illegitimate competition it is the proper and persistent use of this exposure.

I asked every grocer I called on during the afternoon if he had any Maxwell House coffee on hand. The reply was substantially the same in all cases:

"We closed out our stock when the Tradesman took the stand that we were entitled to the same price as the chain store pays and we will never handle another pound of Maxwell House until the Tradesman gains its point. If it fails, it will succeed in banishing the brand from every independent grocery store in Michigan."

So long as the grocers of Michigan stand as a unit on this matter, we can accomplish much. Divided, we would soon fall by the wayside.

I was exceedingly sorry to see so much flagrant disregard of the rules of the road by all classes of automobile drivers. Not one driver in ten signals before passing and the number of drivers who pass on the right side, which is contrary to every law and the dictates of common sense, is appalling.

In view of the reckless regard exhibited by so many drivers it is a constant surprise to me that there are not more accidents.

In navigating U. S. 16 I am pained to see how little regard the boys who drive trucks bearing Hayes-Ionia bodies have for the rights of other drivers. They appear to ignore practically every ruling promulgated for their own guidance and set at defiance every rule of the road which should be rigidly observed. I wish the county officers and the State constabulary could be a little more vigilant in curbing violations of the law and common sense in this matter.

I am exceedingly glad the two Germans and one Irishman who came to this country on the Bremen as far as Labrador did not make Grand Rapids one of their stopping places, because I would not have broken my back or strained my neck to welcome a man like the German count who stands for monarchial Germany, as opposed to the present republic, and who went 200 miles out of his way, when he started for America, to drop a floral offering on the home of the brutal beast who sacrificed millions of lives in undertaking to carry out his long-planned conquest of the world. I have had the pleasure of perusing the report Admiral Dewey transmitted to the Navy Department, repeating the threat the kaiser's cousin made to Admiral Dewey in Manila Bay in 1898:

"In about fifteen years my master will start a war to destroy Belgium, annihilate France, humble England and subjugate America."

The infamous monarch started his war one year later than the prediction made by his cousin, but he did not succeed in accomplishing his purpose, although he brought death and destruction to millions of hearthstones.

Why free Americans should slobber over a man who is the adherent and follower of such a beast is more than I can understand. I want to see this country at peace with Germany, but going crazy over a man who stands for monarchy and is undertaking to destroy the republican government established by Germany on the ruins of the monarchy is not in keeping with my ideas of sound judgment or good fellowship.

I was pleased to read Old Timer's contribution on the return of friendly relations between this country and Germany in the last issue of the Tradesman, but such an undertaking is not accomplished by uncounted thousands cheering a man who is doing all he can in all the ways he can to destroy the German republic. The dukes, counts, military and naval officers who are undertaking to restore the monarchy are simply lickspittals of the kaiser, who should have been permitted to spend the remainder of his life on the rocky shores of St. Helena, instead of being treated as an honored guest of Holland and the Holland people. In failing to keep his promise on the disposition of the kaiser, Lloyd George wrote himself down as a liar of the first water.

Returning to the city on U. S. 131 Sunday evening, after an inspection of

Barlow Lake and Gun Lake, I noted a large number of automobiles assembled just South of Moline, where a freight train had evidently left the track. Both North and South of the wreck were waiting passenger trains. I could visualize the situation at a glance, because I have been made the victim of duplicity on the part of railway employees (acting under instructions from their superior officers) many times. I have been sent out a few miles and wasted many hours, when I could have reached my destination by another route just as well or waited a half day and reached my destination without delay after the obstruction was cleared up. I regard the sale of tickets on trains which will be held up by wrecks as little less than criminal and if I were a young man I would undertake to get elected to the Legislature and father a measure making it a criminal offense for ticket agents to take money from passengers who would be held for hours or days at some way station without food, sleeping accommodations or means of communicating with friends.

The steam roads are not the only offenders in this respect. Some years ago I was marooned at Shelbyville, on the Michigan Railway Co. from early morning until late at night Christmas day. The water supply was soon exhausted. There was no food to be obtained all day and I was refused the use of the telephone in the depot to notify friends who delayed serving their Christmas dinner for hours for guests who could not reach them. Notwithstanding the obstruction the railway continued to send out its cars hourly from Grand Rapids, Kalamazoo and Battle Creek until the supply of cars was exhausted. These cars, full of anxious and disgusted passengers, were massed on the track both sides of the obstruction, and added to the confusion and difficulty in getting started after the difficulty was righted. I never passed Shelbyville after that experience on the interurban without a shudder.

After meeting several such experiences as the above described I have made it a rule to always enquire of the agent, when buying a ticket, if there is any obstruction on his division. If he answers in the negative, I write on the envelope he hands me with the ticket "No obstruction" and have him sign it. My attorney tells me that if there was an obstruction at the time the ticket was sold I have a good claim for damages against the transportation company, provided I am subjected to delay, annoyance and expense. I commend this plan to those of my readers who may have suffered humiliation and disgust over inability to keep important engagements, due to the action of the railway corporation in selling tickets it had no business to issue with the tacit understanding that the road was clear.

E. A. Stowe.

Reminiscences of Old-Time Merchants of Grand Rapids.

J. M. Stanley and George C. Schroeder were merchant tailors in the year 1870. They were friendly competitors for the trade of the community and each realized a fair margin of

profit on the sales made. An offer by Mr. Stanley to join Mr. Schroeder in partnership was accepted and the firm of Stanley & Schroeder was organized. A stock of ready-to-wear and furnishing goods was purchased, a commodious store leased and the firm entered upon a prosperous business career which lasted several years. Mr. Stanley died and the business was continued by the surviving partner. Mr. Stanley was elected to occupy a seat in the common council. He served the city ably and faithfully. His wife was a daughter of one of the early French settlers of Grand Rapids. A few years later Mr. Schroeder died and his estate was distributed among his heirs. A son, George C. Schroeder, continued the tailoring business of the firm a score of years. A grandson of Mr. Schroeder is an official of the Grand Rapids Gas Co.

Leonard Dooce was a pioneer dealer in groceries and provisions. His store was located on Monroe avenue, opposite Commerce street. He was a shrewd, industrious and prosperous merchant who wisely invested his savings and left a substantial fortune for his children when death closed his career. His sons became noted educators at the Michigan University and State Normal school. One daughter, Marie, won more than local fame as a singer. She married J. A. S. Verdier and became the mother of Judge Leonard D. Verdier, Martin D. Verdier, of the Home State Bank, F. L. Verdier, of the Kent State Bank, and Dr. Verdier of Mancelona.

In the year 1890 the O'Hara brothers, Emmet, Frank and George, were dealers in footwear, on the Southeast corner of Monroe avenue and Crescent street. The business was established by their father in Ann Arbor, who had died. The brothers were popular young men, members of social clubs and lodges. They spent money freely—too freely—as their subsequent failure proved. They had not profited by the advice of Benjamin Franklin, reiterated by Samuel J. Tilden in his letter of acceptance of the democratic nomination for president of the United States, that success would reward those who lived within their income.

P. J. G. Hodenpyl (father of A. G. Hodenpyl) was a dealer in musical instruments. He occupied one-half of a store in the Nevius building, Monroe avenue, opposite Market. Captain J. C. Herkner occupied the second half with a stock of jewelry and a repair shop. Eventually the stocks were consolidated and the business continued under the firm name of Hodenpyl & Herkner. The partnership terminated with the death of Mr. Hodenpyl.

Arthur Scott White.

Arranging the Retail Store.

Eight out of ten people turn to the right on entering a store.

Most people follow the clerk when he is going for the change.

Tables six feet long, thirty inches high and thirty inches wide sell more goods than other sizes. These facts which have been brought out by surveys are taken advantage of by the wide awake merchant in the lay-out of his store.

SUSTAINING SATISFACTION

Which Accompanies the Memory of Some Great Sacrifice.

Not so long ago I read in our local paper that the G. A. R. post had decided to disband. When I first came to live here this post would turn out 30 or 40 strong on Memorial Day. One by one they have been mustered out by the Great Commander. Now there are only three left—two old retired farmers and a former storekeeper. The farmers kept on too long trying to cultivate sweet corn and melons with a hand hoe, and pulling weeds with their fingers, or shelling Lima beans by hand and hauling to market behind a fat old horse. Men with tractors and trucks now swamp our markets with sweet corn. As for melons, California and all the West and Southwest send them here in carloads. The man with the hoe makes a fine figure in poem or painting, but when it comes to holding his own against tractors and the other modern tools—why he's out of it. He's an inspiration, but if young folks become so fumigated with gasoline that they can hardly be inspired—what then? The old storekeeper did well in the old days, when customers sat around the stove and settled local and National affairs while everything they called for was weighed out of the open package—the same unwashed hands passing from salt fish to sugar. This old soldier's boys saw the change coming before he did. They were sensible boys and they induced Pa to reorganize. They took down the battered old sign of "Henry J. Voorhees," and put up a bright new one—"The Henry J. Voorhees Co."—and they represented the company while Pa gave the name. Perhaps, in a way, that is typical of the way the Nation's business affairs have changed. "A name and a working company."

I have, in years past, often seen a group of these old soldiers sitting in front of the store talking of old campaigns. They would put on their blue suits, brass buttons and all, and gold-braided hats, and discuss their battles and marches. They were no longer rejected and retired, but back in the days when "they stood in a thin blue line before the altar of freedom," as some orator put it. You would find their talk a little boastful perhaps—and who could wonder? When they compared the army of 1862 with the present brown-clad "boys" the advantage was all with the past! Now there probably never were braver men than those farmers who stood behind the breastworks at Bunker Hill, or who marched up to slaughter at the Wilderness or at Cold Harbor, just as there never were better farmers than those old-timers who grew crops with a hand hoe. But if Bunker Hill were to be fought to-day a trained army would stand off several miles away and blow that earth fort into a heap of sand without the loss of a single man. And yet, while that is true, it is a great natural blessing that the glory of those old deeds cannot be wiped out. You might say it is much the same way with farming. Transportation, cold storage and other modern developments have given farmers on cheap,

new distant lands almost as great an advantage as a modern army would have had at Bunker Hill. Yet in the end the wise men of our Eastern section will come to realize the absolute necessity of maintaining the simpler life and the sound old qualities of farm living which made this country great. It will be, in a way, like remembering the pride and glory of the old G. A. R. achievements.

Some years ago a group of these old veterans sat in front of the store "bringing back the glory of old days." A car drove up in front. There were several young men in it. Their guest was a distinguished Frenchman. He had come to this country to "study conditions" in preparation for writing a book. Here he was driving about picking up what he could of the life and actions of plain people. He saw this blue-clad group of veterans, and was interested at once.

"Who are these men?" he asked. The streets of Paris are full of uniforms—representing all sorts of things. The blue G. A. R. uniforms were the first he had seen that day.

"Who are these men?"

The young fellows who were showing him about actually did not know.

"Oh, a bunch of old soldiers—mostly grafters, I guess."

"But those letters—G. A. R.—what do they represent?"

"Honestly, I don't know. Great American something, I suppose. Hey—old feller, what's the group? What's the letters stand for?"

"G. A. R. stands for Grand Army of the Republic. We are veterans of the civil war."

The Frenchman stepped out of the car, squared his shoulders and gave a military salute. Those who saw it said it was one of the most beautiful and pathetic things of life to see the way those worn and bent men stood up and returned that salute with stiff arms and clumsy hands. It seemed like the past of the Nation passing in review. In France such men would not stand there unrecognized, unhonored, as these men seemed to be.

The Frenchman turned to his young companions:

"Is it possible that you do not recognize what these plain men have done for your country? I think I have found one of the perils of America's future. You are so busy that you cannot see your real heroes when they pass before you. One trouble with a republic seems to be that you forget too easily. I should think these men would be filled with bitterness. In France we tell the story of a wounded soldier who was told that he must lose his arm. 'No,' he said, 'do not say I lose it—I give it to France!' He said that because he knew his country was grateful to him."

One of the G. A. R. men answered him:

"We are not bitter. Don't you get any such idea as that. Years ago when the G. A. R. polled a big vote we got everything we wanted. I guess we got too much promise. Now we have only a handful left, and about all we have is a pension for those who will take it. I guess some of these young folks growl a little about taxes and be-

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More Sales
Bigger Turnover
Larger Profits, and
Satisfied Customers



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Display
Increases
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Lansing
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WORDEN GROCER COMPANY

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Morton House
COFFEE

Has To Make Good

WORDEN GROCER COMPANY

Wholesalers for Fifty-nine Years

OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

grudge us what the Nation pays. What of it? We've got bigger things in our minds—so big that we can't see these little petty insults and neglects. We and men like us saved the Union in its time of need. We saved it and give those young fellows the chance they have to-day. What do we care if they can't realize it? Didn't we do it? Isn't that glory enough to carry us through?"

It was a boastful speech. Some of us may smile at it and shrug our shoulders a little, yet probably those who do that have never known the sustaining satisfaction which comes with the memory of some great sacrifice or some noble impulse which was not denied. Knowing these things and deeply influenced by them, you may understand that I regret to learn that this Grand Army post has disbanded.

Henry W. Collingwood.

When You Sell Your Business Notify Your Creditors.

Where a merchant sells, or otherwise disposes of a going business that is to be continued by his successor, he should for his own protection notify his creditors. This is true because if his creditors continue to sell goods to such a successor, without knowledge of the change in ownership of the business, and under the belief that they are still dealing with the selling merchant, the latter may incur liability for the goods sold.

The foregoing point of commercial law is frequently overlooked when a business is sold, or otherwise changes hands, and has been the source of much litigation and in many cases substantial loss. The importance of care in a situation of this kind may be illustrated by the brief review of a recent case which arose under the following state of facts.

In this case the defendant was engaged in operating a retail store in the town of McGehee, Arkansas. The store was managed by her son and he from time to time purchased goods from the Linaker Co., a wholesale firm, as the agent of his mother.

Upon a certain date, the defendant sold the business to her son who had managed the business and his brother, and executed a bill of sale therefor. However, the Linaker Co. was not given notice of this change in the ownership of the store. All right.

Following this, the buyers moved the business to another part of town, but continued to buy goods from the Linaker Co., and the latter sold them merchandise in the sum of \$321.61 under the belief that credit was being extended to the defendant. This bill it seems, was not paid, and the Linaker Co. brought the instant action against the defendant to collect.

In defense of this action, the defendant set up the fact that she had sold the store to her sons before the goods in question were purchased. She thereupon denied liability on the ground that she did not buy the goods, and contended that the Linaker Co. should not be allowed to collect for same from her.

Upon the trial of the cause a judgment was, however, rendered against the defendant. From this an appeal

was prosecuted to the Supreme Court of Arkansas, and here in reviewing the record the court, among other things, said:

"The record shows that the business was first owned by the defendant, Mrs. E. E. Courtney, and that she subsequently sold it to her two sons, who moved the store from one part of the town of McGehee to another part of it. According to the evidence for the plaintiff [Linaker Co.] it had no notice that Mrs. Courtney had sold the business to her sons and that they were operating it as their own when the bill of goods in question was purchased.

"It is true that the goods were purchased after the bill of sale had been executed; but according to the evidence for the plaintiff it had no notice that Mrs. Courtney had sold the business to her sons, and it sold the goods to the sons believing that they were the agents of their mother and were purchasing the goods for her.

"The case then stands here as if the plaintiff, not being notified of the sale of the store to C. A. Courtney and his brother, and consequently not being notified of the revocation of his authority as the agent of his mother, was clearly justified in acting upon the presumption of its continuance. Persons who deal with an agent before notice of the recall of his powers are not affected by the recall."

In conclusion, the court affirmed the judgment rendered by the trial court against the defendant. Holding, as outlined in the opinion, that since the plaintiff, wholesale firm, had not been notified of her sale of the business to her sons, she was liable for the goods thereafter sold to them under the belief that the credit for the goods was being extended to her.

The foregoing case was well reasoned by the court, and its holding is without doubt in accord with the weight of authority on the question involved. This authority holding that it is the duty of a merchant selling a going concern to notify his creditors of the change in ownership so that such creditors may know whom they are dealing with.

And further, as we have seen, the failure of a merchant to observe this requirement may lead to a substantial liability in the event his successors in business are given credit under the belief that such credit is being extended to him. In the light of which, a merchant selling his business should, for his future protection, see that his creditors, and those with whom he has been buying goods, have notice of a change of ownership.

Leslie Childs.

Hides and Pelts.

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

The Brand You Know by HART

Fancy

Fruits



Quality

Vegetables

Look for the RED HEART
On The Can

W. R. ROACH & CO.

General Offices
Grand Rapids, Michigan

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.

FINANCIAL

Value of Industrial Research.

The importance of industrial research in its probable effect on money rates and security prices in the future is a factor that should not escape attention.

Large corporations are spending millions of dollars annually in scientific studies to increase efficiency and reduce operating costs, for industrial experience, especially during and since the war, has demonstrated conclusively that increased profits can be more easily obtained through laboratories than through wage cuts or use of lower quality raw material.

Of the three principal items used in manufacture—labor, materials and capital—only the last named has declined in cost to an appreciable extent since the war, so that increased use of capital is necessary to balance costs of the other two items in lowering average costs, in the opinion of engineers.

Explaining this reasoning, Charles P. Tolman, consulting engineer, cites two examples in an article in Manufacturing Industries.

"Henry ford, by investing capital in special machinery, saves labor and reduces total cost while paying a maximum wage to his workers," he writes. "The General Electric Company has developed a power-generating system using mercury. On a 10,000 kw. unit the capital investment in 136,000 pounds of mercury is accompanied by a saving in coal (material) of \$200,000 a year."

Typical examples of the value of continuous and diligent application of research are to be found in the electric lighting, telephone and automobile industries. Mr. Tolman points out. "Probably no other industry has so clearly recognized the obsolescence as to size of individual unit," he says, referring to production of electricity.

"It would be necessary for an industry to accomplish only 1-300th of what the electric light industry has done to better its profit position by at least 10 per cent.," he adds.

The present trend in industry toward lower operating costs is important to investors, for it has a direct bearing on security prices. As costs decline and commodities become cheaper money rates move lower. That means higher security prices and lower interest rates.

"Past performance of a machine or method," says Mr. Tolman, "is not a sound basis for its present use. Mechanical equipment and processes are selected and designed in accordance with the relative costs of labor, materials and capital prevailing at the time of their installation. The output capacity per machine is determined by the then total output of the factory."

William Russell White.

[Copyrighted, 1928.]

Business Sets a Record Pace.

Gloom is dispelled in the Federal Reserve Bulletin's analysis for May, and a picture of business drawn that contains more cheer than has come from that official quarter in a long time.

A 20 per cent. jump in the production of manufactures since December

has lifted the output until in March it exceeded that for any previous month for which records are available. The present high level of manufacturing is explained at the board by increases in steel, automobile, food, and the paper industries.

What the new official figures show is that manufacturing activity through its recent pickup, has entirely offset the long and sharp downswing in 1927 production. This broad improvement in manufacturing activity has raised the level of production for the quarter as a whole higher than in any previous year. Here is a general sketch on the trend in 1928 business from the Federal Reserve Board that will come as a distinct surprise to those who fail to see any pronounced turn for the better in industry.

In any analyses of the recent improvement in industrial activity significance naturally is attached to the gains made by the automobile industry. Production fell sharply last year after two years of volume output for the reason that operations were suspended in the ford plants. More recently ford production has increased and, since other companies also have expanded their operations, big strides were made between December and May. Whereas motor production for the former month was at its smallest volume since 1922 in the latter month it reached its best level since the middle of 1926.

Simultaneous with these gains in various manufacturing lines have come losses in the textile and leather industries. It is also plain that improvement in the production of minerals has nowhere nearly kept pace with that in manufacturing activity.

The movement of commodities through the different channels of trade slowed down toward the end of 1927 but in early 1928 has risen again to the level of a year ago. Special importance is attached by the board to the fact that it is in the agricultural sections of the country that the best gains over a year ago have been registered. Not only did prices of farm products advance last year, but they have remained consistently higher than a year ago, enabling farmers to market their produce at advantageous prices.

Paul Willard Garrett.

[Copyrighted, 1928.]

Business Life.

The business life of the average retailer has been estimated to be 7.1 years. In spite of a low turnover, little national advertising and heavy investment the hardware man takes first place in the business longevity with 7.5 years. The retail clothier stands at the foot of the list with an average time of 6.4 years. The grocer has a business life of the exact figure set as the average life of retailers as a whole, 7.1 years.

Experiences in Cash and Carry Retail.

The merchants of two towns in Nebraska have adopted a cash method of doing business by means of cash, produce or coupon to be bought at the bank in each town. This is an effort to ward off threatened chain store invasion.

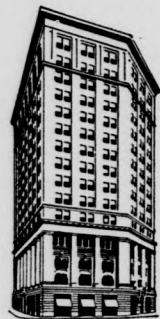
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Banking by Mail Made Easy.

Stocks at Sixteen Times Earnings.

If the old rule that industrial stocks should sell at ten times earnings is not obsolete it has been suspended in the last fifteen months for annual earnings now must be multiplied by sixteen to find what Wall Street will pay for stocks.

Industrial stocks have stepped up month by month in the market until on May 1 they reached a price level 15.9 times annual earnings, if we may generalize from the performance of 150 selected issues. The rise to this new high ratio has not been a 1928 development alone. It has been gradual. These same stocks on January 1, 1927 commanded a market level 10.2 times earnings, but through a series of persistent monthly gains the ratio has forced its way upward.

In arriving at this conclusion stocks that showed extreme ratios were eliminated or instead of 15.9 the present market's basis would be shown as 16.9 times earnings. In the financial district this matter of earnings ratio is coming up for discussion in every shop but precisely what the accepted rule will be in the future nobody knows.

Most people agree that the time has probably passed forever when the best quality of industrial stocks will be available in the market at the old levels. Doubtless the best grade industrial issues will sell permanently higher than the ten-to-one basis applied in the past.

Whatever new ratio is adopted in Wall Street the disposition to judge individual issues on their own merit is growing. While the average ratio of earnings to market price for the 150 industrial stocks herein mentioned now is 15.9, it is possible to find individual stocks that sell more than 50 times earnings whereas some sell as low as six times earnings.

Public utility stocks in the present market sell on a dearer basis relative to earnings than any other major group and railroad stocks now sell on a lower basis than either industrials or utilities. Roughly the current market for public utility stocks exceeds sixteen times earnings. The market for railroad stocks on the whole scarcely averages fourteen times earnings.

Whatever ratio finally is adopted in Wall Street as a fair measure of a stock's market worth nobody appreciates more keenly than the financial district's bankers themselves how dangerous this rule is when indiscriminately applied.

Paul Willard Garrett.

[Copyrighted, 1928.]

Federal Reserve Bank Seeks Curb on Credit.

Caught on the horns of a dilemma in its rate policy the Federal Reserve Bank at New York, in moving to a 4½ per cent. rediscount level, is putting all other considerations aside for the moment to stop the expansion in bank credit.

Ever since the Federal Reserve system began to sell Government securities early this year, not to mention the increase from 3½ to 4 per cent. in the discount rates in February, Wall Street has known that the Reserve authorities were concerned over the un-

precedented growth in credits for use in the market. So broad and persistent have been the demands for stocks from all over the world this spring, however, that all efforts by the Reserve bank to check expansion seemed futile. Sales of Government securities, the increase to 4 per cent. in the discount rate and the continued out-flow of gold all were ignored by the market.

Directly the stock market is not a concern of the Federal Reserve System but indirectly its performances in the last year have so vitally swollen bank credits that the Reserve officials now look seriously upon the situation before them. With member bank earning assets now more than \$2,000,000,000 higher than a year ago the Federal Reserve system feels that more than a reasonable proportion of the country's funds has been turned into speculative channels. They feel this for the reason that only \$343,000,000 of the growth in earning assets over the last year represents an increase in commercial borrowings.

While Wall Street had about convinced itself on several occasions recently that no change would be made in the New York rate the line of reasoning was that since the Federal Reserve system was anxious to allow Europe to draw off gold nothing would be done on this side to check the out-flow of metal. It was also reasoned that an increase in the New York rediscount rate might interfere with Secretary Mellon's plans for refunding.

What effect the move will have on the Government's plans to refund the September maturities nobody knows. It may lead Secretary Mellon to postpone action for a time. Even that would not present a serious problem since presumably the Government will finance through a short-term obligation.

Paul Willard Garrett.

[Copyrighted, 1928.]

Open Air Markets.

The problem of retail distribution in California is being partially solved by the advent of the open air market. In Los Angeles, with its enormous consuming capacity, its excellent climate and its heavy automobile traffic, these "drive in" markets are practicable for everyone concerned. The housewife can make her daily purchases of fresh fruits and vegetables with the least delay and at the least cost. The retailer, with no overhead in the way of delivery costs or monthly accounts to carry, can afford to work on a smaller margin. The success of the movement is shown by the fact that there are already a dozen of these open air markets functioning, with another dozen in prospect.

A collection plan which functions 100 per cent. has been put in operation by the retail merchants of Fort Worth, Texas, who organized the Retail Loan Merchants Co. and put at its head an experienced collector of bad accounts. By rolling all the debts into one and lending the individual enough money to pay his bills plus 10 per cent. carrying charge, the stores are collecting promptly while the agency is paid back periodically.

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both age seventy investing
\$12,540 will be guaranteed
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On the main floor, the general banking departments . . .

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MUTUAL FIRE INSURANCE

Co-operative Enterprises.

With the growth and extension of co-operative enterprises, one of the principal of which is mutual insurance, it becomes of great importance that these enterprises be understood and comprehended by the membership. The future of this co-operative endeavor will largely be determined by those who shall be placed in charge of these enterprises. If they inform the membership of the fullest possibilities they can expect these possibilities to be attained and realize. Of the reasons for co-operative, or mutual, insurance the prevention of fire losses is perhaps the greatest and of the most importance. The full realization of this reason for the existence of the mutual insurance companies can probably be best attained by an educational program on the part of the mutual companies which will acquaint their membership, and others not members, with the great importance of fire prevention. This campaign for fire prevention consists not only in the discussion of ways and means whereby the public may be properly informed on the subject but it further consists of the methods and means whereby the mutual insurance companies reduce their losses by careful and conservative management and the proper limitation of the members selected. For it must be remembered that a mutual insurance company is interested not in the number of policyholders or in the amount of insurance underwritten but in the quality of the membership and of the insurance written. The first and primary object of the co-operative enterprise of mutual insurance is the reduction of losses by the proper selection of members and of the risks written. Primarily this is the object of all co-operative enterprises which are becoming of greater and greater importance in the economic life of the Nation.

Smoke Extractor Invented in Grand Rapids.

The idea of smoke extractors has inspired many fire officials to experiment with the idea to learn whether or not it actually clears cellars of smoke to permit firemen to enter with lines and do effective work.

Fire Marshal Higgins, of Grand Rapids, has built a smoke extractor which proved its worth and practicability and easily paid for itself at the first fire it functioned. The smoke remover was working at a disadvantageous position, due to working in an alley under overhead structures, consequently a part of the smoke did not disappear as quickly as if the machine had been operating in an open space. The fan is capable of extracting or "pulling out" 5,000 cubic feet of smoke per minute.

The extractor was built by the local department, using an old tractor chassis and an old four cylinder engine mounted on a platform, thus saving the cost of a new transmission which would be necessary if the power plant which is used to propel the equipment on the road, were used to drive the fan. The cost of the machine is very small and Fire Marshal Higgins states

that they are getting some valuable and interesting experience with their smoke machine.

Aim To Build Up Good Will.

Did you ever stop to think that every person that goes out of your store, after making a purchase, takes or should take with him two bundles? One, of course, contains the merchandise which he bought of you. The other, and the one which we in the business of merchandising are all far too prone to forget and overlook, contains, or should contain, customer satisfaction.

If it were only possible for you, Mr. Retailer, to be certain that every customer of yours was thoroughly "sold" on two points: Namely, Worth of the Goods Bought and Worth of Your Establishment, in its honest and sincere endeavors to please and serve, you could not do other than be successful.

Army generals who win battles make certain that as far as they progress, they leave strong and defensible positions behind them, from which they cannot be dislodged. In other words, they consolidate their advances. You as a retailer, want to make progress the same way. Sell thoroughly those you sell at all. Make them your friends and boosters through merchandise that gives satisfaction and the willing service you and your employees render, and they will form themselves into your Reserve Army, capable of rendering you very tangible support in time of need and a very solid feeling of support and security at all times.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Screw & Bolt Products Co., Detroit. Western Hydro-Electric Co., Lakeview. Auburn-Sanford Co., Detroit. Michigan Furniture Co., Ann Arbor. Saginaw Gravel Co., Saginaw. Rozee Manufacturing Co., Inc., Grand Rapids. Compound and Pyrono Door Co., St. Joseph. Valley City Ice & Coal Co., Grand Rapids. Cement City Land Co., Cement City. St. Claire Carrousel Co., Detroit. Northern Marble Corporation, Detroit. Mulliken Co-operative Creamery Co., Mulliken. C. F. Henrichsen Foundation Co., Detroit. Gatz-Waterbury Realty Co., Mt. Clemens. Rouge Developers, Incorporated, Detroit. Noble Land Co., Detroit. Perkins, Everett & Co., Grand Rapids. Preferred Properties, Inc., Detroit. Franklin Building Co., Detroit. Knott Realty Co., Grand Rapids. Dearborn Ice Co., Dearborn. N-S Stations, Inc., Muskegon. Unitas Products, Inc., Detroit. Birmingham-Bloomfield Hills Construction Co., Birmingham. Perea Oil Co., Saginaw. Kalamazoo Dimmer Co., Kalamazoo. C. & F. Specialty Co., Inc., Jackson. Nelma Manufacturing Co., Iron River.

Food manufacturers are urged to extend more help to retail outlets who sell their products. Competition with installment selling houses is robbing retail grocers of considerable business. Increases in the sale of food products are not proportionate with gains made in other business.

Affiliated with

The Michigan Retail Dry Goods Association

An Association of Leading Merchants in the State

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co. of Fremont, Michigan

WILLIAM N. SENE, SECRETARY-TREASURER

Class Mutual Insurance Agency

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Merchants Life Insurance Company

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

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

GREEN & MORRISON—Michigan State Agents

Bring Flowers For Our Soldier Dead.

Grandville, May 22—Memorial day has come round again with all its clinging memories of the greatest war in American history, known as the Great Rebellion, which devastated more homes than any other internecine war.

Inspired by the heroism of the boys in blue, who fought that the United States of America might not be blotted from the map, the American people realized the debt owing to these sons of war who were forced into battle for the salvation of their country and have made annual tourage to the graves of the soldier dead to decorate their graves.

Since that big civil strife two other important additions have been made to the list of America's sons who have gone down to the grave in defense of the old flag. The Spanish-American war, and the war precipitated by the kaiser have added new graves to be embowered in flowers as a sacred trust left to the American people.

Too much cannot be said in praise of the boys who went at their country's call to fight in defense of the freest government instituted among men, and the devotion of our citizen soldiery is the one great safeguard for the Nation founded by Washington and saved by Lincoln.

What did it mean for the boy in his teens to leave home and friends and march South to the tune of fife and drum in the sixties? It meant more than a skip off to a holiday exhibition at a country fair. It meant a fond farewell to all that boy held dear, to face sickness in camp and death on the battlefield, and those boys who left their bones in the soil of the Southland must be remembered with sacred reverence as we deck the graves of those whose bodies were returned to the North and given home burial.

What did it mean to bid goodbye to home, father, mother and sweetheart, to don the khaki and cross the ocean to fight and die in a foreign land? It meant everything sad and withering to heartstrings never banished until then from family and friends. Numerous soldiers found a grave in the ocean, while thousands of others lie even to-day in foreign soil, whose graves have never been seen by their American friends.

It is, indeed, meet that we should dedicate one day in the year to adorning the graves of our soldier dead with beautiful flowers. While the American Nation continues to exist this custom will be followed and mayhap the spirits of the gone soldiers will look down in smiling approval on the homage paid to them by those yet on earth.

We are not among those who believe that our soldier boys who sacrificed their lives in early manhood for their country met death eternal, but rather that their spirits have gone on to a happier sphere where all who die here will meet again and live over the scenes of past lives here on earth.

The act of decorating the graves of our dead soldiers is one beyond praise. We cannot be too faithful in this dedication to the cause of American liberty and union.

Let us make this a solemn occasion, a grand funeral parade in honor of fallen heroes, not a holiday occasion such as the Fourth of July or Christmas and New Years.

The late Henry Ward Beecher said that flowers were something beautiful beyond words to describe, something God had created and forgot to put a soul in. However true this may be, there is something akin to soul in making the soldier's bed a place for the spreading of God's beautiful flowers.

There are sermons in trees. Why not in flowers? The glad springtime is appropriate for this occasion of decorating the graves of the fallen American soldier.

Memorial day is the most solemnly

sweet event of all the year. The occasion calls forth all that is kind and good in human nature, and through this act of devotion to the patriot dead we do ourselves honor and add new luster to the flag of the stripes and stars.

It has been suggested that the Government appropriate funds sufficient to pay the fare of every mother who lost a son overseas to the grave of her soldier boy. No better use could money be put and it is to be hoped that this suggestion be acted upon in the near future.

It is a sight worthy the artist's highest conception, this outpouring of a great Nation of more than a hundred millions of people, bearing great masses of beautiful flowers to smother the graves of the dead soldiers in a mass of fragrant beauty with colorful effect.

Even the children will be impressed with the solemnity of the occasion and breathe in new and exalted feelings of patriotism while viewing the event. The decorating of soldier graves is something which cannot be overdone. The only dark spot on the picture is where this solemn occasion may be turned into a holiday for sports and jazz amusements which have no place in this holiest of American days.

The music of the Union may well peal forth from various bands on this memorial day, given over to the honoring of America's fallen soldiers in three wars, and every patriotic citizen should not hesitate to keep step to the music as he bears to the cemetery his contribution of flowers.

However alarmists may talk of wars yet to come we render homage to the fallen heroes of past struggles to keep Old Glory in the sky. Let the present year be a reminder of the still undying devotion of our people to those brave boys in blue and khaki who lost their lives for U. S. A. Old Timer.

Chain Stores Putting on the Screws.

Leading manufacturers in the dry goods trade who sell to the chain stores were surprised to receive the following letter from the McCrory Stores Corporation:

New York, May 7—The Board of Directors of this Corporation has decided to uniformly apply the same cash discounts that we are receiving from many houses to all concerns from whom we purchase, without exception, after May 16 next.

3 per cent.—10 days—30 days extra. It would be manifestly unfair to give preference in purchasing merchandise to any concern not allowing the same terms as above noted as many others do, and hence the Board of Directors has decided to adopt these uniform terms. McCrory Stores Corporation.

Most of the manufacturers who received this letter allow 1 per cent. discount for payment of bills in 10 days. Some allow 2 per cent. Practically none allows 3 per cent.

All manufacturers receiving the letter from the McCrory Stores Corporation interpret it as an application of pressure to compel increase discounts.

Likewise, it was accepted as another indication of the growing tendency of certain organizations to exact from manufacturers an increasing allowance for the service rendered as a distributor of his product.

* The good man, like the good machine, doesn't go to pieces as soon as the work gets heavy.

Man is the only machine expected to turn out a perfect product when in a defective condition.

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THE MILL MUTUALS AGENCY

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Representing the

**MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY**
(MICHIGAN'S LARGEST MUTUAL)
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**Combined Assets of Group****\$45,267,808.24**

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

Uncle Jake says—

"Worry will whittle off a man's efficiency faster than a boy with a sharp jackknife can sharpen a pine stick."



One of your worries can be eliminated by using.

KVP DELICATESSEN PAPER

as a general utility paper around your store for wrapping moist or greasy food products.

Let us send you samples.

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

YOU NEED
the
BEAUTY and COMFORT
of
COYE AWNINGS
Home, Office, Store



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

Phone or write to have a salesman
call with samples and prices.

The Toledo Plate & Window Glass Company
Glass and Metal Store Fronts
GRAND RAPIDS MICHIGAN

INSANE PRICE CUTTING.

It Is Under Investigation By Federal Trade Commission.

We hear a great deal of illogical talk about a law to accomplish this or prohibit that. We want this or that competition curbed by law. Let's be done with excitement and such loose talking and thinking. This is no day for hysteria, passion and excitement. The country is all right and will be so in just the proportion that you and I contribute to this end. We have about all the laws at present that we need and many more than are necessary. Laws are intended primarily for men who cannot or do not attempt to govern themselves. God forbid that we should ever desire or have enacted a law that in its operation would stifle a full, free and uninterrupted flow of fair competition.

Mark you, I said, "fair competition." As to unfair competition, that presents an entirely different situation. More than once the public, through the courts, has set its seal of disapproval on a type of trading which sets up a state of competition monopolistic in its nature, not primarily by reason of its bigness, but by reason of the methods used.

Nobody objected or could object to the meat packers operating in a legitimate sphere, but when they stepped over the bounds of economic and Governmental limitations, they had to have adequate restrictions put upon them, and the people, through their constituted officials, brought about this result, long delayed though it was.

Nobody can or does object to the chain stores functioning within sound economic lines, which means a live and let live policy with respect to the individual grocer, wholesale and retail. When these chains or groups are a potential monopoly, as undoubtedly is now the case, particularly in the metropolitan centers, and fast spreading to less thickly settled sections, then the people have a right to direct attention to such a menace, and as they did in the packer case, take steps to see that it is checked.

I serve notice here and now upon the chain stores that in so far as they may be potential or actual monopoly and in so far as they demand and receive from manufacturers allowances, rebates and discounts not allowed to other factors of the grocery trade, that this association will fight them to the limit.

We have no quarrel with the chain store as a part of the business life of America, but we do have a quarrel and a serious one with them as a dominating Hercules, who uses his strength and his club to destroy the life of the individual grocer.

Already this Nation is becoming aroused to the impending chain store menace. Through state legislation they are seeking to make the chain stores bear a more equitable share of taxation. This is a movement which has just started, but has already gone far and will go further. Already, too, this question of insane price cutting is under investigation by the Federal Trade Commission on its own motion as a representative of the people.

Such unsound practices and such economic waste as are going on in the food trade to-day, with the chain stores seeking by the exercise of brutal strength to relegate the ordinary American citizens to a subservient place in the trade life, call loudly for the application of the power of the people.

The independent, or service, retail grocer expresses a guaranteed condition of competition in the retail distribution of food products. The large grocery chain expresses, on the other hand, the concentration of that distribution in the hands of a great food monopoly. As this chain control grows in power the public interests suffer. Concentrate the distribution of America's food in the hands of a few large retail chains, and you have a great food trust making an a la carte bill of fare for every home in America.

The salesman of the wholesale grocer it can be said holds the key to the situation of food distribution by the wholesale grocer and by the service retail grocer. In the years gone by, the jobber's salesman may have functioned successfully and profitably by merely performing the sales service, i. e., soliciting and receiving an order from the retail grocer, but that day is gone. We are living in a day that demands in a jobber's salesman the finest intelligence, tact, and initiative. The job of salesmen must be to understand that of the retail grocer. He must study the art of retail salesmanship. He must study the art of retail buying, and must be a window dresser and a shelf dresser, and store decorator and accountant. If the man who represents you in the field possesses these elements, your business and that of your customers are headed toward success.

Sooner or later the legal right of a manufacturer to name and maintain a resale price on his product will be established. The Capper-Kelly bill now before Congress provides this right. It is receiving the endorsement of practically every industry in the United States. This bill should become a law, and whether its status on the calendar in the present Congress places it sufficiently far along to insure its passage certainly the succeeding Congress should, and doubtless will, write this law upon the Federal statute books.

We find specialty salesmen, before calling on the retail trade, visiting jobbers' houses and auctioning off his services on a basis of the lowest price to which a jobber will permit him to take orders, thus placing the jobbers on that market in competition with one another for the specialty salesman's orders. This has resulted in some jobbers refusing to allow these men to accept orders for them even at list price. Many jobbers have thrown tobacco and cigarettes out of their stocks because of the pernicious practices employed by the manufacturers' salesmen in taking orders for these goods, while likewise many wholesale distributors have lost interest in various other products because of similar conditions.

We insist that a manufacturer having a list price should offer his product through his salesmen and solicit orders from the retailer only at that es-

More Profit to You

by increasing turnover. When you sell goods with an established price which protects your margin of profit...then rapid turnover makes you money. In pushing

K C Baking Powder

Same price for over 35 years

25 ounces for **25¢**

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

with the consistent *quality* and *price* advertising behind it....with the price plainly shown on the label....you can increase turnover and get *more profit* on your baking powder investment.

Millions of Pounds Used by Our Government

established price. It is easy for a manufacturer to argue that a wholesaler has the right to reject an order if the price and terms are not acceptable to him, but he fails to realize that the wholesale distributor in declining such an order discredits himself, through no fault of his own, with the retail merchant to whom the specialty salesman has auctioned off the goods.

Within the past few years the tobacco and cigarette manufacturers have adopted a policy of soliciting business direct from retail merchants, purchasing goods from wholesale distributors. These manufacturers through their salesmen demand that the wholesale grocer shall fill such orders for their convenience at a discount of 5 per cent. and sometimes 7½ per cent. Any wholesaler who yields to this practice is demoralizing his industry and destroying its usefulness and its possibilities of success.

The nationally advertised brand of food products represents to-day a value of more or less uncertainty to the wholesale distributor. The wholesaler is realizing more and more that the interest and friendliness to the jobber by the nationally advertising manufacturer is an interest in name only. It has become known that many of the salesmen of these manufacturers are soliciting business from retail merchants in the interest of desk jobbers, mail order houses and any and every concern which offers flattering trade discounts. Not content with the personal solicitation of orders on such a basis, some of the representatives of these manufacturers are soliciting such orders by correspondence, as evidenced by correspondence which has been turned over to the wholesale grocer by the retailer and forwarded to my desk.

Under such conditions can it be surprising that wholesale grocers are losing interest in nationally advertised brands of food products and rushing to cover under their own brand?

"A free deal" is the arch enemy to sound merchandising and the economic conduct of both wholesale and retail food distribution. Every questionnaire that has gone from our office on this subject has resulted in an overwhelming vote against "free deals." Some manufacturers have even grown bold enough with the passing years to put on a free deal campaign and insist that the jobber furnish the free goods out of stock, shipping them back to the manufacturer at flat jobbing cost or else have them replaced by the manufacturer, thus handling that part of the transaction without profit. For a manufacturer to do this means that his sense of fairness and integrity is warped and it is unthinkable that any wholesale grocer will tolerate a dishonest deal of this nature.

J. H. McLaurin.

The Lost Art of Making Corn Bread.

They served corn bread in a local hotel at a club dinner the other night. It was as near old-fashioned corn bread as we ever have the pleasure of eating in these times, but it lacked the sweetness and the lightness that were in grandmother's and even in mother's sour milk corn bread which was thin with the upper and lower crusts flinty

in texture and golden brown in color.

Some of us talked about corn bread as we used to know it and about other foods which have almost disappeared from both public and private tables.

We often read and hear about the lost arts. The Chinese knew how to do certain things which we have not yet discovered how to do. The ancient Egyptians were masters of some technique which disappeared with them and left no trace behind for us to use. We seem to overlook the fact that we are losing arts. We have lost a great many of them already.

The American kitchen has contributed many a culinary art to the limbo of forgotten things. Among them is this art of making corn bread. Indeed the millers have lost the art of grinding corn meal. Whole wheat bread, as it appears to-day, is very different from the original article, while old fashioned graham flour and bread, very popular forty years ago, are almost unknown.

The beaten biscuit that the Southerner knew so well and that was brought North by white refugees and their slaves during the civil war is no more. What appear in the markets and on menus as beaten biscuits are beaten biscuit only in name.

The old slave cooks knew how to make soups that no longer are available.

Lost arts in gardens and orchards are noted. In order to perfect an apple, for example, that will stand the test of time, many crossess and recrosses have been made with the result that juicy apples are scarce and those with the rich flavors of old are among the lost delicacies.

Virginia sugar-cured ham is on the market but its curing has been by a process far different from that the Virginia farmer used. The sugar-cured ham of to-day only faintly resembles in flavor the real article that one may find now and then in a private home in the South. But even there the tedium and labor involved in sugar-curing ham has caused it to pass into disfavor.

Candy Slightly Lower.

The report of the United States Department of Commerce on a survey of candy manufacturing in 1925 and 1926 shows that average production was only 60 per cent. of plant capacity. The report shows a decrease of ten cents per pound on sales price of packaged goods during the two years. The average price per pound on bar goods, chocolate covered and other types was for both years only one cent per pound more than the average price of bulk candy. The average price of eleven kinds of candy showed a slight reduction in 1926 as compared with 1925. Approximately one-half of the manufacturers reported decreased sale for 1926 as compared with the year before. An appreciable decrease in profits has also been estimated in the report. Waste in duplication of advertising and in selling effort and the high cost of transportation over long distances are problems to be solved.

The quality of your work depends on your personal habits.



The Choice of Millions because of the Double Flavor



Folks find they can do more with Light House Coffee. Its "double flavor" means a rich substance which goes farther, pours clearer, and tastes deeper.

There is an abundance of soft Mocha essence in every cup.

LIGHT HOUSE COFFEE

NATIONAL GROCER CO.

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.

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.

Hand Bags For Varied Costumes.

Bags have become definitely a part of the costume, and novelties in them have been coming in rapidly of late. One that will appeal to the woman who is spending her Summer in the country is generously built. It is made of cloth in dark blue and black and decorated with little flowers in red, yellow and blue, scattered over the dark background. The shape of the bag harks back to the old country carpebag, although smaller, of course. It has two handles covered with red leather.

Smaller but somewhat of the same homespun character is an envelope-shaped purse bag to carry in town, which is made of wool dress goods. They come in plain, checked or plaid tweeds and are bound with one of the new fancy leathers or reptile skins. One model just brought from Paris by a specialty shop is made in a plaid mixture of beige, brown and red and is bordered with a two-inch band of beige kid. Other bags, most of them in flat, envelope shapes, are made of heavy sports goods, which are combined in various ways with the fashionable leathers.

In purse bags of the dressier type there are some exceedingly smart examples. One has on its flap a center of red moire, matching the stylish gowns and coats of moire. On it is embroidered a cluster of flowers in different tones. This embroidered moire is set in a frame of pale gold velvet.

An unusually large envelope purse of light gray fabric has in one lower corner the figure of a dog embroidered in solid black. A chain of rhinestones resembling a dog's leash is attached to his collar and is carried diagonally across the surface of the bag to the opposite upper corner.

A summery little bag that is new in both style and shape is made of fine straw woven in circular strips of pale green and white mounted on an oval frame. It has green cord handles.

Color Note For Gloves.

Apparently finding no other way in which to introduce vivid colors into Fall and Winter lines of men's gloves, manufacturers have turned to the linings. While the better grades of wool linings, such as cashmere, camel's hair and mohair, will again be seen in the usual fawn shade, other linings will run the gamut of fancy colorings and patterns. The common acceptance of lined gloves as articles of sports wear is advanced as the reason for their prospective gaudiness.

In the outer shells of lined gloves, reports the Associated Glove Crafts, the color tendency in cape is toward walnut, cork, a reddish tan and brown, with black for driving. Goat and calf in the lighter shades will be used for very smart lined gloves. Mochas and degraing, or chrome suedes, will generally be offered in slate. One-clasp lined gloves will probably be favored

most, but the better shops will likely feature pull-ons with a side vent.

Seamless knitted wool linings will be the most popular type. A new type of lining is made of seamless knitted silk. It will be offered in beige and gray, with novel patterns of black and stripes at the wrist. Glove silk linings are generally preferred in plain colors, but they will be seen this Fall and Winter in contrasting checks and stripes.

Scarf Furs Are Picking Up.

Increasing retailer interest in fur scarfs has stimulated quite noticeably the call in this market for skins suitable for use in them and in chokers. In the high-grade chokers a good deal of fine sable is used, and there is also a good run on marten for the same purpose. Mink is another choker fur that is doing well. All good quality foxes are in favor for scarfs, with the better-grade silver fox especially active in some quarters. There is still quite a good quantity of "silvers" to be moved, however. Early indications for Fall were said yesterday to point to beaver and raccoon, with an increasing amount of Hudson seal favored as the season advances.

Watching the Art Trend.

Manufacturers and designers of small articles for the home appear to have done a good business since the holidays. They say this is due to the showing by the stores of new types of interior decorating. The interest awakened in modern art for home purposes has opened up an entirely new field. Pottery makers, furniture manufacturers, rug, drapery and lamp firms are watching the trends very closely to see how these new designs take hold. The general opinion is that at present these lines are passing through an experimental period and that modifications will probably be necessary to adopt the new mode to practical purposes.

Urges Tub Silk Be Renamed.

A new name for "tub silk" is recommended by the recently organized Spun Silk Research Committee. In its report, made public last week, the committee says the term "tub silk," although originally referring to a specific construction, is now applied to a wide variety of washable silk goods. The committee, which aims to increase the use of spun silk, also recommended that manufacturers keep the quality of tub silk at a higher standard and that greater attention be given styling, fast colors and good finish. The best width for tub silk weaves, in the committee's opinion, should be thirty-six inches rather than thirty-two.

Bicycle Sales Show Gain.

Sales of bicycles have shown some gain so far this year, compared with the same period of 1927, but business in them is not so active as manufacturers would like to see it. As with other lines of "wheel goods," bicycles show more color this year than ever before. Color combinations are frequently seen, and gold trimming is very popular. The best-selling machines are those which retail at \$30 to \$35, but, in proportion of about 1 to 5,

business is also being done in "motor bike" types to retail at \$40 to \$50. Side-walk bicycles, fully equipped, for children of 4 to 7, are selling well at \$20 to \$25 retail.

Newness Helped Cotton Dresses.

Manufacturers of better grade cotton dresses report satisfactory conditions for this season of the year. Re-orders are being received from Southern firms on sport dresses, "frilly" afternoon models and staple house frocks. Salesmen in the West and New England territory are doing well with kitchen uniforms and plain house frocks. Buyers now in town for these lines state that the use of new materials and new styles has been responsible for the large turnover this Spring.

Women's Better Hose Selling.

According to leading factors in women's hosiery lines the better grades are in greater demand than they were at this time last year. At present there is a decided call for fancy sport items, in plain and two-tone effects, with and without clocks. In the open mesh silk stockings, formerly considered evening hose, there is a steady call for daytime and street colors. Sheer chiffon stockings are also wanted, but in darker shades of beige, tan and gray, which is unusual for this time of the year.

Agree on Dress Fabrics.

Although the majority of Fall dress lines are not ready for showing, designers seem to be agreed on certain materials. Satins rank first, then come transparent velvets for afternoon and evening dresses, and plain crepes for day and sport models. Prints, they claim, will be used again this Fall, provided they can be procured in new and interesting designs. Styles are to be

more feminine, with new skirt treatments favoring tiers, circular effects and godets. Trimming details will be important and will feature ribbon, buttons and lace.

PANAMA HATS

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

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

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

Hodenpyl Hardy Securities Corporation

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

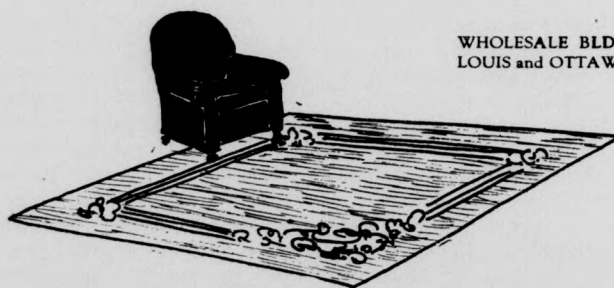
Our service, based on long experience, is yours for the asking. We handle only the best in investments.

231 So. La Salle Street
 Chicago

New York Jackson
 Grand Rapids

WHOLESALE CARPETS • RUGS • LINOLEUMS

Over a half century in the floor covering business makes a lot of difference in quality, prices and service to our trade. Buy in cut quantities or by the roll, bale or car load or send your customers to us for our individual service.



WHOLESALE BLDG.
 LOUIS and OTTAWA

HERPOLSHEIMER CO.
 GRAND RAPIDS, MICHIGAN

SHOE MARKET

Sales Plans To Suit the Weather.

Weather we have always with us, but notwithstanding that fact, "late spring," "backward season" and similar expressions continue to find acceptance as classic excuses whenever retail business temporarily falls short of our expectations.

Weather admittedly is a factor in the volume of sales in most apparel lines, and in shoes it is an exceedingly important one. Nevertheless, the retailer deceives himself when he attempts to offer bad weather as an excuse for unsatisfactory business. Average temperatures, taken over a period of years, show surprisingly little variation. Now and then along comes spring a month or six weeks ahead of time to give the season an early send-off, as it did this year in the fortnight before Easter. Such an early start is all to the good and something to be devoutly thankful for, but the wise retailer will at the same time prepare himself for the reaction that is more than likely to come later on.

Shoe merchants should beware of the temptation to assume the mental attitude of the farmer who complains perennially about the weather. Gambling on the weather is one of the risks the farmer is obliged to take, but the merchant's endeavor should be to reduce this element of speculation to a minimum. He cannot control the weather, but he can control his buying and his merchandising with due regard to the weather experience of other years.

The retailer who is weather-wise will approach the spring season with a reasonable stock of the materials and colors which can be expected to sell on bright sunny days, but he will not overlook the fact that a week or two of cold in late April or May may develop an interest in blacks and the more conservative colors. He will, moreover, plan his merchandising, his advertising and his window displays with the fact always in mind that the temperament and preference of customers vary with the weather, and the attainment of a maximum sales volume depends upon having and featuring the right kind of merchandise to meet the varying moods of weather and of people.—Shoe Retailer.

Use Blotters to Advertise Summer Weights.

Blotters are a good advertising medium because they are rarely thrown away while still serviceable. If you are sending out one or two letters on Summer Weights to your list of men it would be a good investment to include a blotter in each letter, carrying a Summer Weight message. The letter will be read and thrown away but the blotter will continue to work for you for two or three weeks.

Make your blotter message short and snappy. Eight or ten words will make more of an impression on the man who reads them than fifty! If he is busy he won't even read the fifty!

If you are not sending out letters why not print up a supply of blotters

and distribute them through the downtown office buildings? For the amount spent you will get a better distribution than the same amount would give in one advertisement in the paper.

For a real tie-up prepare a blotter with a snappy message referring to the unusually hot weather and the comfort of Summer Weights and then have it distributed on the first day the thermometer soars unusually high.

A "Service" Idea.

Here's a little idea we saw in use in an Ohio store that caters to men's trade. A great many men carry cigar lighters nowadays, and these lighters must be filled with lighting fluid frequently or they won't light.

On a counter at the front of the store was a sign which read, "LIGHTER FILLING STATION—Fill Your Cigar Lighter Here FREE!" In front of the card was a bottle of lighting fluid and a medicine dropper for use in filling the lighters. Customers in the store were free to use this, and whenever one did so he was invited to drop in and use the "filling station" any time his lighter needed more fuel.

Good cigar lighters may now be obtained wholesale for less than \$1 each, and there may be an idea in this for the store that wants to offer a lighter free with a pair of shoes, or as an Anniversary Sale feature.

Canvas Footwear Sales Increase.

Reports from makers and wholesalers of rubber-soled canvas (tennis) footwear indicate the best business so far this year since 1921. This applies to both adults' and children's goods, but especially to the latter. The reason advanced for it is the increased cost of leather shoes and the economy resulting from the purchase of the canvas footwear. One of the largest makers of canvas goods has booked orders for nearly twice as many pairs since the first of the year as in the same period last year. Consumer buying has started slowly, due to the backwardness of the weather, and for this reason distribution of canvas goods is expected to continue almost to labor day.

Giving Prizes To Get Children's Business.

From time to time we have suggested the advisability of giving little premiums with children's footwear occasionally. It is a good way of building children's business, for the youngsters are industrious advertisers of the store that gives them such gifts, and the idea appeals to many parents, too.

Here are a few suggestions of premiums that are appropriate for this time of year.

A knife on a chain—can be bought as low as 7c each.

Kites—can be bought as low as 3c each.

Top with string—cost about 3c to 5c each.

Stilts—cost from 10c to 25c a pair.

Should Take Markdowns Now.

The advice is being given retailers that if they are carrying apparel or accessory stocks bought in January and February that now is the time to clear them. The point is made that

this action is wise even if fairly stiff markdowns have to be taken. The present consumer demand, it is figured, will absorb these offerings and their clearance will pave the way for purchase of fresh stocks to be sold during the next four to five weeks. In some quarters it is believed that the stocks of such merchandise in retailers' hands is sizable because of the poor turnover during February and March.

Novelty Underwear Orders Gain.

The warmer weather of the past week brought about a marked revival of the demand for men's lightweight underwear in this market. A marked swing toward knitted sleeveless shirts, principally in white, and novelty drawers of the running pants type is noted in the orders now coming in. These goods had previously moved well, but the indications are that buyers are now planning to take advantage of the consumer publicity given them and are ordering them more freely. The usual type of nainsook athletic garment, while affected adversely by the newer styles, has by no means been put out of the running.

Better Blouses in Demand.

According to blouse makers, business is good in all grades, although there is a more concentrated demand for the better type of merchandise. However, the makers of inexpensive lines seem content with what business they have already done and are looking forward to substantial Summer orders. Aside from the full line of prints which most every house has shown for early Spring and Easter wear, there are new types of blouses with elaborate monogram work, new neck treatments and styled for wear with ensemble suits or separate skirts.

Silk Trade Cautious For Fall.

Most silk manufacturers are now winding up their Spring schedules. Production has been curbed and raw silk is being bought only for fill-in purposes. Indications are that preparations for Fall will be undertaken slowly. Fabric trends are now being carefully studied and there is ample evidence that producers will not start to pile up anticipatory stocks, either of finished goods or raw material. The closing weeks of the Spring season has provided a firm price basis for the Fall,

according to views expressed in the trade.

New Blazer Jacket.

The short blazer jacket is shown in diagonal stripes and in solid colored flannels. Those in navy blue are finished with brass buttons. Those in black are mostly seen in single-breasted styles with notched collars and are very trim and tailored looking. In the lighter blue cloths the coats have different collars, some being finished flat, others with rolled-back revers. Although these coats are usually unlined, some of the shops feel that there will be a call for lined models and are having linings put in to match the coat fabric.



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

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

RETAIL GROCER

Retail Grocers and General Merchants Association.

President—Hans Johnson, Muskegon.
First Vice-President — A. J. Faunce, Harbor Springs.
Second Vice-President — G. Vander Hoening, Grand Rapids.
Secretary—Paul Gezon, Wyoming Park.
Treasurer—J. F. Tatman, Clare.

Naming Special Prices on Particular

I hesitate to write about the use of specials in advertising and display because grocers all too naturally hold the idea that they can have nothing to advertise unless they make special prices. But now I have a recent story which may be useful to point to the real value of specials and the actual effect of offering them.

A city neighborhood community recently held a Dollar Day Saturday sale. It was advertised with all the usual hurrahs of banners on the trolley supports, big space in the local papers, posters in windows, prize tickets and assortments to sell for \$1 each, liberally displayed in windows everywhere.

Now consider how every merchant studied long and anxiously how he cut margins to the bone in many instances; how often he sighed to think how profits for that day must be slight—the best he could hope would be stimulated business for the future. All along, he "had his doubts," as the Scots say. A high grade jeweler, for example—what could he show for a dollar that would look like much?

What happened was altogether unexpected. A hardware man said: "Greatest day's business I ever did. Best of it was that practically no sales were made from my big window display of real specials. Folks passed them by, but purchased liberally of my regular goods in the store. And now that the sale is over, those same people are in buying the articles which were displayed with special prices—and they are paying my regular prices for them."

The jeweler reports: "It certainly was hard to think up items to display for \$1; but we did what we could. I am frank to say I did not expect much benefit from dollar day. But from the minute we opened at eight until we closed at nine, we waited on more than 300 customers, and they bought few of the special items."

No wonder the next meeting of the local merchants association was enthusiastic. The unlooked-for excellent results which brought out many thousands of dollars of brisk trade brought an awakening in local business never before experienced. Those who had questioned the benefit in prospect were strong for another similar occasion as soon as it might seem suitable to have another such sale.

This occasion was only a striking illustration of the effectiveness of advertising; and I say advertising, meaning to include therein all the various aspects of trade promotion. For word of mouth is advertising; so is the printed word; so is window display; so is a courteous manner; so is intelligent information ready to be imparted to the enquiring customer.

But nobody will get the true significance of this event unless he thinks deeply enough to grasp the psychology which prompted folks to buy goods not displayed and to disregard special

prices to such a great extent. That is the real lesson taught by such united efforts.

The lesson is that it pays to talk about your goods; to display them; to show that you have them. It pays to meet your customers every day with the same alertness and evident interest you manifest on special occasions. It pays to put forward your best effort every day of the 310 on which you do business every year.

Now, why did those people buy so few of the specials? Because folks are peculiar. Those women glanced into the hardware store and saw, for example, six opalescent tumblers, six Japanese cups and saucers, a dust pan and brush, a mop assortment—several other special things, all priced at \$1 per each. At the moment they had no urgent need for any of those items; but they did think of others or on Saturday were reminded of a thing or two in hardware. So they went for the items they wanted and, while inside the store saw others they had forgotten.

So passed the day and the chance to buy for less. But the next week those women would discover that, after all, they were about out of tumblers, or cups and saucers, etc., and straightway they would remember that they had seen them displayed at McCune's hardware store. That is how they came back to buy at regular figures what they had passed up at special prices. It is accurate knowledge of this quirk in human nature that enables the department store folks and chains of all kinds to hold special sales frequently and yet make money.

Here is another important angle which you should not overlook: you know the precise value of any special you offer. Because you have this intimate knowledge—which is also mighty important to you—you think the offer you are making must be equally impressive with the consumer. Well, your consumer has many hundreds of things to think about. A cut of 20 per cent. on a lot of MucTalk cleanser hits you hard; but to her it means a saving of two cents on a can, which maybe at the moment she does not need.

Before I follow out that argument further, consider yourself, the eagle-eyed, well posted grocer, keen to buy right whenever you get a chance. Here is the way you act about such things:

Some years ago a manufacturer of evaporated milk, whose brand is universally popular, as staple as sugar, placed a special offer advertisement in many trade papers. He made a mistake in figuring so serious that his offer meant more than a dollar a case less cost to grocers. He discovered his mistake and wired frantically everywhere in the hope to stop the presses; but it was too late—the advertisement appeared as originally written.

So he threw up his hands and prepared to take his medicine. But there was no medicine to take. Impossible as it may seem, he got not a single order. And that is what you do!

Why did you do that? Because at the moment none of you happened to be interested in milk; and you were

(Continued on page 31)

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 Coope, 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

Don't Say Bread

— Say

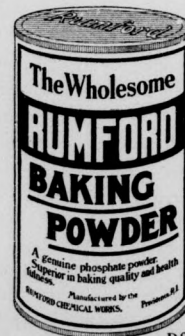
HOLSUM

Rumford is best

— specially when selling
to inexperienced cooks
because it's an absolutely
dependable leavener!

WHOLESOME
DEPENDABLE
ECONOMICAL
UNIFORM

RUMFORD CHEMICAL WORKS, Providence, R. I.



D 98

MEAT DEALER

Locally Dressed Meat and Meat Shipped In.

We have been asked on many occasions whether meats from animals slaughtered at local points are better than meats from more distant places. In nearly every case those who enquire are connected with buying of meats for large bodies of consumers. What we have to say may prove of greatest interest to large buyers, and yet may be of at least some interest to consumers in general.

Perhaps the best way to inform those interested is to describe in a few words the methods employed in preparing meats for distribution. The animals are slaughtered under somewhat similar conditions in each instance, and the carcasses and other edible portions are chilled to remove what is known as animal heat. Chilling continues under suitable conditions until sufficient time has elapsed to permit the meats to enter trade channels.

In the case of locally chilled meats, deliveries are made to retailers and others direct from chilling coolers. Such transportation is usually done in trucks properly protected to prevent the meat from becoming contaminated, but in most instances no refrigeration is provided during period of transit. It is considered unnecessary to provide such refrigeration since meat does not deteriorate during the time elapsing. This is due to the cold condition of the meat shipped and the beneficial results from removing the animal heat.

When meat is prepared at distant points the removal of animal heat and further chilling is conducted under conditions similar to those described. Up to this point there is no difference. When shipment is made in large quantities to distant points from point of slaughter and chilling, railroad cars are employed which have been specially constructed to provide excellent insulation and proper refrigeration. Ice and salt are placed in what are known as bunkers at each end of the cars and the movement of the cars facilitates this refrigeration. This meat arrives at destination in excellent condition in most cases, and so retains its inherent fresh appearance and general condition.

It must be obvious that meat so handled possesses all of its desirable qualities just as the meat locally prepared does. Delivery to retailers' and others' places of business is accomplished as in the case of the locally prepared meats. The length of time that meat will remain fresh and wholesome without freezing or salting depends on temperatures maintained during the process of handling. Meat handled under similar conditions and of the same "age" should not possess different qualities, inherent quality being the same.

Some Meat Characteristics.

It may be surprising to many consumers who have given the matter serious thought that those engaged in the meat business, retail and wholesale, should be able to determine meat quality at a glance, when it seems so difficult to accurately appraise in their own cases.

Expert knowledge of meat comes from close study of it over a relatively long period of time. This is true, at least, if the expert attains knowledge that makes it possible for him to judge quickly and accurately. Many of the most competent meat men would find it rather difficult to describe just how they reach their conclusions in so short a space of time as they do.

Perhaps the ability to judge meat expertly may properly be described as a sort of instinct developed through constant contact. But no matter how expert a meat man becomes there must of necessity be factors that guide him in his decision. These factors are inherent in the meat itself as presented to him for quality determination. It is not easy to describe these factors so they will be readily understood, for there are very few meat carcasses that are exactly alike in all particulars, and average quality is determined by evaluating each of the factors or inherent characteristics in the particular meat under consideration.

It is quite possible and practical to describe in an accurate way any particular meat carcass or cut, and if this method were extended to a great many other carcasses possessing distinctly different characteristics the sum of the descriptions would embrace practically every kind, type and grade of carcass produced as accurately as would be necessary to suit all practical needs. But such a procedure would be long and complicated and of no satisfactory use due to its length.

It would seem a better way for the average person to learn all he can about each characteristic of meat and then mentally appraise the whole carcass or cut. Considering the highest rating beef characteristics and the most important among them they may be roughly described as follows. Very blocky or chunky in conformation; very white as to color of fat; the amount of fat should be sufficient but not excessive; the bones should be reasonably soft, showing some red color; the meat should be very firm and of attractive color, and there should be evidence of marbling.

Suggestions For Better Merchandising

A box of bacon beside a basket of eggs on the checking counter about 3:30 in the afternoon suggests breakfast. A quarter of a pound of coffee run through the mill every thirty minutes will create coffee fragrance and make sales. Associating lettuce, pineapple, cherries, mayonnaise, and whipped cream in a display will sell combinations of "salad specials." Canned goods put in a white glass fruit jar by the "cold pack" system, and with large, neat sign, placed on top of a display will move these cans quicker. Bananas cut off in small bunches and priced "per bunch" will move quicker. Colors in fresh vegetables may be made to blend—alternating carrots, beans, beets, etc.

Remember this: The more perfect a machine (the less rattle and bang in its operation.

Working with a smile will put dollars in the pay envelope.

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

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.

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

Shredded Wheat

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

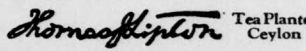
As summer approaches, are you ready to take care of the increased business which is constantly being created for you?

The Shredded Wheat Company

Niagara Falls, N. Y.

LIPTON'S

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HARDWARE

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

Suggestions In Regard To June Gift Lines

June is pre-eminently the month of brides; and it is also the psychological season for the hardware dealer to make his appeal to the wedding gift trade.

It is through his show windows that the hardware dealer can make one of his strongest and most effective appeals to the June bride and her friends.

Displays of wedding gifts, or displays intended to appeal to the June bride herself, cannot be flung together in any old way on the spur of the moment. They require a good deal of preliminary thought and planning, and a great deal of care in the actual arrangement of the display. The preliminary work will be found very helpful in reducing the labor of actually staging the display.

It will be found advantageous for the window trimmer to first sketch on paper the effect he intends to produce, or the particular arrangement he has in mind. No matter what his preliminary ideas may be, in the actual working out of the display he is almost certain to make changes; but a preliminary sketch will give him something to work from. It is at least a suggestion of what he desires to accomplish.

Two points should be strongly emphasized in your wedding gift displays. The first is that the hardware store has a wide range of gift lines from which to make a selection. The second is that these gifts are practical gifts.

In trimming windows several essential points should be borne in mind.

In the first place, the windows must be dressed with especial attention to finish and detail. The trim must be artistic and attractive. It should appeal to the aesthetic in the would-be purchaser.

To secure this desired effect, it is necessary in practically all displays to have a soft-appearing background. The floor and background should be covered with some such material as heavy cloth, crepe paper or cheesecloth. If soft tones are used, the goods displayed will stand out conspicuously. Wreaths and other floral decorations can be used to good advantage.

Another essential is to show a large assortment of gift articles.

The average purchaser of a wedding present starts out with no very definite idea of what to buy. The intention in most cases is to "look around" in the vague hope that some suitable article will practically sell itself. To buyers of this stamp, a window containing a large assortment of articles makes an immediate appeal.

The customer carefully studies the display. If he sees some article that seems to fill the bill from every standpoint, including price, he is pretty sure to buy.

Many schemes are utilized to increase the display space in the window without giving it a crowded look. The floor space can be increased by putting

ting in steps, thus providing room for the display of flat articles against the back of each step. The placing of shelves and brackets against the background adds very materially to the amount of stock which can be shown in the window.

In catering to the wedding gift trade, it is usually a wise policy to quote prices. It may be that, where a display is made up of very high-priced articles, the use of price tickets may be inadvisable. People who can afford to buy articles of this class are pretty sure to put quality above price.

But it is also a question whether it is worth while for the hardware store to put on a gift display of this type. The appeal of a gift display is enhanced by the showing of a wide range of prices. And in the buying of wedding gifts, the price he wants to pay is usually the one point in regard to which the customer's ideas are definite.

To appeal at all, indeed, the majority of such displays must necessarily show goods well within the reach of the average individual. It is good policy to show high priced goods in the same window. Such lines emphasize the fact that the hardware store offers the gift purchaser quality as well as price.

But as already stated, the one definite idea with most purchasers is the amount of money they have to spend. If that amount is around \$5, then \$6 is probably as far as the customer will go; and \$3 or \$4 will make a distinct appeal to him because it involves a saving. A window which presents a good range of marked prices serves as an excellent study in values and commands careful attention.

If, however, no prices are marked, the customer is apt to reflect: "That electric toaster would be nice, but it may be more than I can afford, and I hate to go in and ask the price when I positively can't buy." Some people will go in and price the goods; but a large number will be scared away by the prospect of a too high price and the probable necessity of backing ignominiously out.

But a wide range of prices in a display of this sort interests everybody; since there is, logically, a price to suit every customer. The customer who wants to spend a lot of money will find something to suit his ambitions; the customer who has to spend carefully will find something to suit his purse. It is a pretty safe rule, consequently, to use price tickets.

In recent years there has been a marked tendency toward useful and practical gifts; and this has been followed still more recently by an equally marked tendency to make these practical gifts ornamental as well. Gas ranges, kodaks, electrical devices, and similar lines that once appeared only in shiny metal or somber black, are now available in a variety of colors. So that many hardware lines whose gift appeal used to lie solely in their practical value now have an ornamental appeal as well. While the ornamental possibilities should not be overlooked the practical appeal should still be stressed in your display.

A display should be given largely to useful articles—such as carpet sweep-

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

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ers, vacuum cleaners, electrical devices and even kitchen ranges. Often a display of such lines—say, vacuum cleaners—can be enhanced by the introduction of a dummy figure; or even by an occasional demonstration in the window.

The season might very well be started late in May by a display appealing to the "shower trade." These pre-nuptial showers afford an extensive outlet for the small wares department of the hardware store, and even represent distinct possibilities for higher priced lines such as electrical devices and aluminum ware.

Here, again, realism helps. If you have a dummy figure available, deck it out as a bride. Over the head suspend a large parasol. Shower all sorts of kitchen ware on the bride. The shower effect can be produced by suspending various articles from the ceiling by means of fine wires. The floor of the window can be strewn with fallen utensils and a sprinkling of rice and confetti. Introduce some orange blossoms. Decorate the window with flowers—real ones, if you can. Then use a show card, "Why Not a Kitchen Shower?" in type big enough to be read across the street.

In connection with your June gift trade two things are worth remembering. First, that wedding gifts are seasonable all the year round; June is merely the month when you can make your most effective appeal to the trade. Second, the possibilities are merely beginning when you sell wedding gifts. Every newly-married couple settling in your community represents a new home to which you should aim to cater.

So keep tab on the newly-weds, secure their addresses, and make a systematic appeal for their trade. Now is the time for the aggressive hardware dealer to get in on the ground floor. A little later their buying habits will become set; but the average newly-married couple are usually disposed to establish new buying connections and try out various stores in their search for satisfactory service.

To this end you should prepare to follow up your June gift displays by later displays appealing to the new homes of your community. Here, however, more effective results can be accomplished as a rule by direct-by-mail advertising and personal canvassing.

To make your windows talk is one of the secrets of successful merchandising. Years ago the windows were merely a part of the dealer's storage space; and at a later day almost any showing of goods, so long as it was neatly arranged, would serve the purposes of display. But now the wide-awake merchant realizes that what he pays for rent is paid, primarily, for location, and that the show window represents at once his biggest expense and his chief asset. So it is in order to make the most of every window display.

This is true of your display of June gift lines. It is not sufficient to show the goods; it is necessary also to have your display carry a distinct and intelligible message to the passer-by. A

June gift display should tell the public certain salient things. Among them, that the hardware store is the best place to look for a wide range of gifts at a wide range of prices—that these gifts happily combine the useful with the ornamental—and that not merely does the hardware store offer the best selection, but it offers also intelligent help in making a selection.

It will pay you to put considerable thought into the planning and arrangement of your display, and the wording of your show cards. Avoid anything flippant; let your display and your show cards harmonize with the romantic and sentimental aspects of the season, and see that its message is clear and appropriate.

Victor Lauriston.

Should Be Prosecuted For Selling Adulterated Paint.

In its Traverse City store Sears, Roebuck & Co. sell Seroco mixed paint (flat finish) at \$2.30 per gallon.

The Grand Rapids store of the concern advertises the same brand at \$1.90 per gallon.

It is a joke to apply the term paint to such a mixture, because 33 per cent. of the contents is not paint or oil, but cheap and worthless ingredients such as common chalk, ground talc and barium sulphate. The latter has no value at all and actually impairs the quality of the pigment. For specific information on this point see the Michigan Tradesman for May 16, page 32.

Our suggestion to dealers in paint is that they frame the page above referred to and hang it in their stores, so that anyone contemplating using paint can see at a glance the wretched concoction they get if they patronize Sears, Roebuck & Co.

Slowness in Band Instruments.

In sales of band instruments those of alto saxophones and tenor banjos top the list. Better grade types are selling generally, with instalment sales, now said to make up about 75 per cent. of the total. The "saxes" are wanted mainly in silver finish to retail at about \$150, while the popular banjos, in gold and nickle trimmings, sell from \$100 up. The instrument business as a whole is said to be quite slow, although one or two leading firms have been doing much better than the average. A contributing cause to the slowness, it was added, is the large number of musicians out of work, despite the continued popularity of jazz bands. The supply of musicians is said to be greater than the demand, large as the latter is.

Kitchen Ware of All Colors.

Kitchen ware of all colors is the latest innovation in the field of the drab kitchen utensil. The new color line was brought out by Vollrath, Sheboygan, Wis., and is made in six different color combinations which are standardized with the makers of other kitchen products, such as oilcloth, stoves and cabinets.

It's no way to get the best out of a man to keep him in fear of losing his job.



A Wonderful 10c Seller

Twelve different kinds of popular candies are put up in this attractive package.

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Expert Chemical Service

Products Analyzed and Duplicated
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KRAFT CHEESE

A Variety for Every Taste

HOTEL DEPARTMENT

Interesting Features To Be Seen in Westlake Park.

Los Angeles, May 12—One of the most efficient organizations I know of anywhere is that of the Wisconsin Hotel Association. At a nominal cost to its members, among other advantages, they have a department for looking after hotel dead-beats and spurious check passers—and they get them, too. Since the organization of this department, a couple of years ago, they have collected several thousand dollars from this class of swindlers and turned over to the proper authorities various offenders to be summarily dealt with.

Years ago the American Hotel Association, under the management of J. K. Blatchford, performed such a work nationally and established a wonderful record, but various "scientific" members thereof decided to make of it a great educational organization, rapidly ran it "upon the rocks," as it were, until now its chief purpose seems to be to plan junkets for such of its members as can afford to "junk" with the result that it has overlooked the protective features.

The Wisconsin Association seceded therefrom, established a bureau on its own hook and to-day is receiving a maximum of benefits therefrom. Michigan could follow in its footsteps to great advantage to its members.

Nearly every Sunday and quite frequently during the week, all winter long, I have visited Westlake park here of an afternoon. Ducks, geese, swans and gulls swim therein waiting for the daily feeding program supplied by visitors, most of whom supply them with popcorn, bread crumbs and the like. They seem to form personal friendships with the visitors, intuitively awaiting their arrival at given times, and making a great hue and cry when they discover their provider. Provision is made by the park authorities to supply them with grain and other foods at certain times each day, but they seem rather to favor the visitors. Really almost before the sun swings in ruddy glory over the tall apartment houses and the pepper trees, the park is half-filled with men, women and children who come to spend the day away from the activities of the city, on the vivid green grass which shines like an oasis in the concrete and asphalt and steel expanse of the city. Some of the visitors stretch out on the grass and gaze at the blue heavens above them, through the shifting boughs of the inevitable palms, the pepper, fir and eucalyptus trees. Others sit on benches which rim the zephyr ruffled lake and spend hours watching the goldfish dart in bright streaks on mysterious errands. Then there are those who bring their newspapers and smoking material, sit in the warm sun and accumulate a coat of tan. This process goes on and on the year round. It is a far different crowd from those you see at the beaches or the mountain camps. A very large percentage of these people are strangers, newly arrived from the East. The fact that during the height of the winter period they can sit out in the open here appeals to them. Another class are those who live in nearby apartments, are unprovided with motor cars and use the parks as a front yard. But there are really very many who, though provided with transportation facilities, find the parks more restful, quiet and rustic and full of amusements that cost nothing. Soon after the noon hour the scene changes distinctively and we discover good-looking, even powdered, young men, twirling canes and mustaches as they wander about eyeing the girls with flimsy silk dresses and dainty hosiery who are looking for excitement which they may talk about. Redfaced, motherly women herd their own and their neighbors' children

away from the edge of the water and the tantalizing of the water birds and compel them to sit down and enjoy their sandwiches and cookies, which are produced from capacious shopping bags. Humble husbands trudge disconsolately behind wives who insist on listening to the radio concert in the open air auditorium beneath the trees, despite the fact that they could hear the same program lying in bed in their respective domiciles. Little lads display their gallantry by swinging girl companions up and up in the swings anchored to the high limbs of the trees and their laughter forms a pleasing contrast to the drone and rumble of the street cars which pass incessantly. Then there are the snap-shot fans, whose sole delight in visiting the park is to take pictures, posing each other and the scenery and ducks and other fowl for photos which will be sent back East for wondering eyes. Through the waters of the lake, disdaining the human visitors to the park, the graceful swans glide, arching their slender necks, eyeing the world like white princesses floating on white barges, while the ducks and geese waddle and quack unconcerned. It is the thoroughly cosmopolitan atmosphere which permeates Westlake park, particularly, that interests me. Here I have wondrous opportunities for studying human nature. There in the shade of a luxuriant pepper tree, a pair of aged people, lovers still, reminiscing over the days of their youth. Here a couple of sailors, who perhaps to-morrow will again be riding the waves of the Pacific, leaning back on park benches and holding the hands of their beloved ones, acquaintances recently acquired. Round the concrete walks that fringe the waters are two veterans of the civil war, strolling arm in arm, watching the sights and the pretty girls and bright boys, thinking of times when they were young, wearing blue uniforms which girls in crinolines admired. One easily distinguishes the newly arrived from the old residents by the difference in garb and manner. The visitors show their elation in their countenances; the others by their matter-of-fact demeanor. It is wonderful, entertaining and refreshing.

The Lake View Hotel, at Onkama, formerly conducted by Mathias Miller, has been disposed of by that individual, on account of failing health, to Cleveland Sorensen, who will renovate same and continue the business.

John Thomson's hotel, the McKinnon, at Cadillac, will upon completion of rebuilding operations be known as the Northwood. When completed this will be one of the most modern hostels in Northern Michigan. Mr. Thomson expects it to be completed in time for summer tourist business.

The notorious Hickman case has finally reached the California Supreme Court, the first tilt resulting in the bench refusing to hear any arguments from the side of the prosecution, but allowing attorneys for the defense to have full sway. There are many willing to wager 50-50 that this vile assassin will go scot free through technicalities. It seems like a tragedy on justice to think that criminals of the vilest type are permitted to go unhung and petty violators of prohibition acts are given the limit. In California, particularly, felons, even if convicted by juries, are enabled to immediately file a plea for parole and it seems to me from the observations I have made that fully one-half of such convictions are effectually set aside by this process.

Los Angeles' police force is just now having a turnover because of the prevalence of so much crime, but the authorities lay this to the fact that they receive scant co-operation from the

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400 Rooms -:- 400 Baths

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\$2.50 and up per day.



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

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

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Rooms \$2.25 and up.

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250 Rooms—150 Rooms with Private Bath.

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Hot and cold running water in all

rooms. Several rooms with bath. All

rooms well heated and well venti-

lated. A good place to stop. Amer-

ican plan. Rates reasonable.

WILL F. JENKINS, Manager

courts, which, to say the least, is discouraging. This year's budget for sustaining the police department is \$11,000,000, over one-half of which is required for Volstead enforcement, or over one-third the sum appropriated by the National Government for the same purpose, and yet liquor flows freely everywhere.

In 1877 a New York firm of patent attorneys issued and distributed a little booklet of information for inventors. One day recently, more than fifty years later, an individual found one of these ancient publications lying around and it happened he was interested in the very subject which it treated. He had never heard of the firm which issued it, but immediately traced it up and placed his business in the hands of the concern who now conduct the institution, all of which makes a very sensible argument for advertising. It clearly shows that advertising pays, not only for to-day, but as long as the paper upon which it is printed may hold together and the ink remains unfaded.

If the interurban companies of Michigan had one-half the enterprise and far sightedness of similar California institutions, they would be supplying their stockholders with satisfactory dividend checks, instead of crying over spilt milk. For example, the Pacific Electric Co., operating 1,600 miles of track, made application to the state utility commission for an increase of fares over their various lines, claiming that they were not producing adequate income. The commission made the suggestion that they reduce their charges 25 per cent. instead, for a period of three months, and then come back and talk it over. Last week the company made public announcement of the adoption of permanent rates based on the experimental reduction and went the commission one better by adopting a Sunday pass, good on a major portion of their lines, for the nominal sum of one dollar or over the entire system for \$2.50, this ticket to be good from midnight Saturday until 2 a. m. Monday, enabling one individual to travel several dollars' worth, if he so desired. The result of the reduction was more than satisfactory from a financial standpoint, besides leaving a good taste in the public's mouth. Everybody is happy and satisfied, and the railroad company will, instead of removing its tracks, make money for its investors. Present charges are based upon two cents per mile, with a reduction on round-trip tickets any day in the week. The one great problem the Michigan lines have had to contend with is public sentiment. They have antagonized would-be patrons to the extent that they have driven away their patrons, forcing them to patronize busses at a really higher rate. I would like to see this experiment tried out there—that is, the rate reduction. Perhaps it might keep the junk dealers off the right of way.

"Al" Smith certainly ran like a "scared wolf in a corn field" in our presidential primary last week. Under the California law one must register and vote his party preference, separate ballots being provided, otherwise the New York governor's vote would have been practically unanimous. I am not in or preaching politics, but I offer the prediction at this time that unless sentiment changes considerably Governor Smith will receive the Democratic nomination on the first ballot, and carry New York, Illinois and Ohio at the general election next fall, which will make the contest interesting.

That indefatigable individual, Charley Renner, operator of hotels at St. Joseph and Mishawaka, Indiana, has assumed control of the Four Flags Hotel, at Niles.

When the Niles institution was in the building, three years since, in con-

ference with the local committee, I suggested that Mr. Renner was the best equipped hotel man I knew of to handle the proposition. He had submitted them an offer to lease and operate on a percentage basis, which I felt sure would be mutually profitable, but they eventually decided to conduct it through a holding company and employ a manager on a salary basis, which would have probably worked out well had it not been for the fact that C. L. Holden, who filled that position for several months, became interested with his brother, Colonel Holden, in the new Hotel Gary, at Gary, Indiana, and resigned to assume management of the latter. Since that time the Four Flags has been variously managed.

I know nothing about the details of the deal consummated between Mr. Renner and the Niles people, but I do know that Charley Renner will make a success of his latest enterprise, and the owners, as well as the former, may consider themselves subjects for congratulations.

For many years Mr. Renner was connected with the well-known Harvey System as a chef, in the Far West. In 1898, at the outset of the Spanish-American war, he was one of the first, if not the very first individual to enlist in Roosevelt's Rough Riders, where he acquitted himself admirably and won the admiration of his superiors. In this connection I might say that on a visit to the Governor of New Mexico, last year, on the incidental mention of Mr. Renner in our conversation, I was made to understand that any friend of the latter was welcome, literally, to "put his feet on the executive desk" and feel at home.

After the war ended Charley again adapted himself to the arts of peace, and eventually, about a decade ago, became interested in Michigan hotel affairs, operating at one time the resort hotel at Neahtawanta, later on the Wolverine Hotel, at Boyne City, and finally assumed by purchase, control of the Edgewater Club, at St. Joseph. This, however, only kept Mr. Renner out of mischief during the summer season, resulting in his taking a lease of the Hotel Mishawaka, at Mishawaka, Indiana, which he later on purchased.

Three years ago, when the Urbana-Lincoln Hotel, at Urbana, Illinois, was promoted and built, Mr. Renner, through the co-operation of his life-long friend, Henry Bohn, of the Hotel World, Chicago, made a deal whereby he was to equip and operate same on a percentage basis. I was a trifle skeptical about the outcome of this deal at the time, but Charley's tenaciousness pulled him through, and when he finally disposed of his interests there he was practically "sitting on top of the world." He bought the Mishawaka property, improved it materially, rehabilitated his St. Joseph resort and now seems to have started well along on a career of chain operation.

The good people of Niles in general, and the investors in the Four Flags enterprise, as I said before, are to be congratulated in securing the invaluable services of this wonderful individual. The Tradesman, in speaking of the deal, speaks of Mr. Renner as "one of the greatest hotel operators this country has produced," and I heartily agree with this statement. Considering the fact that he never had the advantage of capital resources with which other Nationally known operators were possessed, his success has been most outstanding and I predict that this success is just in its incipency.

With a practical knowledge of every detail of operation, from front to back, an inherited desire to bestow hospitality in a thousand different ways and a faculty of treating his subordinates in a manner which draws out the full measure of their capabilities, this man is to establish a record which will

make his old friends feel that it is an honor to have his acquaintance and friendship.

Decatur is again to have a hotel which will be known as the Dawn. It is the former Paddock House, of pioneer days, afterward the Hotel Hart. It has been completely remodeled and furnished throughout and will be conducted under the joint management of L. W. Fredericks and Mrs. H. Barker.

Macatawa Hotel, at Macatawa Park, will be managed the coming season by C. L. Stebbins, formerly of Lansing, who announces many important changes and improvements in the property.

The hotel will be remodeled in many ways, the dining room and kitchen completely refurnished. The entire premises, including adjoining cottages, will be repainted. An eighteen foot concrete road will be run up to the hotel and a loop be put in where cars can easily be turned. The present fern park will be converted into parking space, with an ultimate capacity for 2,000 cars.

A large new dock will be built in front of the hotel to accommodate large boats, and a series of smaller piers will be built along the lake front for smaller craft. The Black Lake front will also be cleaned up and beautified. Nineteen cottages have been completed since last fall and several others are in process of construction.

I am pained to learn of the passing of Roll Sweet, owner and operator of the New Adrian hotel, at Adrian, who died, after a brief illness, at the age of 50. Mr. Sweet, eccentric in a way, was popular with the traveling men, ran an interesting institution, and will be greatly missed. Of his eccentricities I will speak of one at this time. On Friday, of each week, after the serving of luncheon, the employees were given a week-end vacation, the key was turned in the lock of the lobby door, the proprietor and his family hid themselves away for an automobile tour and forgot all about business affairs until the following Monday. "Hold-overs," or guests who inadvertently came in expecting to remain over Sunday, were courteously transferred to some other hotel for the time being. It was a scheme which worked out beautifully and made its originator popular.

For years "Billy" Schultz, manager of the Ben Franklin Hotel, at Saginaw, has had in mind the operation of a coffee shop in his institution, but in the original construction of the hotel no provision was made for same, consequently meals were only to be had in the regular dining room. By some process of transformation, the details of which I am unfamiliar, the problem has been worked out and the new institution was opened to the public one day last week.

Mr. Schultz, as is well known to the traveling fraternity, was for many years chief steward at the old Bancroft Hotel, and ever since he assumed the management of the Ben Franklin, has given personal attention to the feeding department, with the natural result that his dining room has enjoyed a wonderful reputation. But, as all operators know, changing times have created a demand for the quick-service coffee shop, and Mr. Schultz was not slow in appreciating the necessity for a change. The recent change will, undoubtedly, fill the bill and prove most lucrative.

Of all my friends in the hotel field there is no one for whom I have a more sincere regard and I am proud to claim him as a friend. In the day when a large membership in the hotel association was considered desirable, and it was one of my pleasant duties to perform a little promoting, this wonderful fellow used to don his armor

and go out into the highways and byways in the work of securing new converts. He knew them all and they were his friends. His service at the old Bancroft covered several decades and his popularity with the commercial trade constantly increases. I am glad he has finally solved the problem of the coffee shop, for it will make increased dividends for his stockholders and give him another output for dispensing his well-known corned beef hash, a creation of his when in the Bancroft service.

Cleveland Sorenson, who recently came into possession of the Lake View Hotel, Onkama through purchase, used to operate a hotel at Manistee, and comes equipped with a knowledge of the business, now so necessary to meet the requirements of competition. Both he and his wife will be personally on the job.

The Colonial Inn, which is really only a road house, just outside of Kalamazoo, has been the scene of much activity on the part of prohibition enforcement officers of late and has finally been padlocked by the Government. My good friend John Willy, of the Hotel Monthly, has for a long time been anxious to have a hotel legally defined, and it would certainly be desirable in such an instance as this. Why should the legitimate hotel profession have to bear the brunt of notoriety gained through such malefactions?

The world will be at its best when every person will be taught a way to make a living by honest toil and be willing to admit that the opportunity is at hand. Then no man could rightfully rail at his luck or find warrant for crime.

Frank S. Verbeck.

Quality Lords Over Price Among Dealers.

So long as retail grocers assume that customers want something cheap rather than something good, just so long is profit-devouring competition going to be a problem in selling food products.

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.



HOTEL BROWNING

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

DRUGS

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The Transmission of Disease by Flies.

Every pharmacist should know something about flies as carriers of disease. Such knowledge will enable pharmacists to intelligently co-operate and assist in any anti-fly campaigns in their communities. This article is intended to show the part that flies may take in the spread of certain diseases.

Flies may transmit disease in either of two ways. The first method is by mechanical transference whereby the insect becomes contaminated with the parasite or organism of disease as a consequence of frequenting filth and places where these agents are found, thus carrying the organism directly to food or drink partaken of by man. This is by far the most common method of conveyance. All kinds of flies may act as disease carriers in this manner, but the house fly is the principal offender owing to its prevalence and its tendency to frequent filth. The stiff hairy parts of the fly are particularly adapted to the transference of contagion in this manner.

Experiments have been conducted to show the length of time flies may carry the organisms of infection. This time varies. If conditions are favorable there is little doubt that bacteria may be transferred in this manner after several days. If the organisms are taken into the intestinal tract of the fly, this period may be lengthened. When it is realized that milk, which is one of the best media for the growth of bacteria, may be contaminated by flies merely through the act of feeding, and that "clean flies" may even derive infection from those which have but recently visited the outhouse or the stable, the danger of food contamination may be conceived.

The second method of disease transmission is by what is known as inoculation is the actual injection into the system, in this case by the insect, of organism or parasites. These are known as pathogenic organisms. Fortunately, disease cannot be transmitted in this manner by flies which do not bite, else our safety would be far less than at present. The blood-sucking varieties are the only ones which are dangerous in this respect. In America these varieties are relatively infrequent. The mode of transmission is similar to that which malaria is conveyed by the mosquito, typhus fever by the louse, and plague by the flea. The parasites of organisms derived from the blood of the infected person are received into the stomach of the fly where they undergo changes requiring a specified period, and are subsequently inoculated into a second individual. The diseases that may be transmitted by flies

are typhoid fever, diarrhea, cholera, dysentery, paratyphoid, intestinal parasitic infections, sleeping sickness and a number of others.

Typhoid fever is the most common and important infection of man conveyed by flies. It is an acute infectious disease of bacterial origin contracted only by taking into the system the bacteria containing discharges of one actually ill of the infection or of some person who serves as a carrier thereof. It may be contracted through sewage-polluted drinking water, infected shellfish, or in other manner. It is essentially a disease of filth, but unless means are established for the transference of such filth to the mouths of persons the infection never develops. Flies frequently serve as a means of this transference and are, therefore, in part responsible for the spread of typhoid fever.

During the Spanish-American War the attention of the American people was called dramatically to the fly as a spreader of typhoid fever. Hundreds of soldiers died from this disease, from this altogether preventable infection. The conditions which prevailed during the Spanish-American War exist in thousands of American communities to-day. We may look with horror upon the unnecessary sacrifice of life which ensued during the war with Spain, yet within our very vision identical conditions prevail and we remain undisturbed. The unprotected and unscreened outhouse in the country and in many villages where sewage systems do not exist, constitutes a serious menace to the health of any community. Sooner or later such a place is bound to become the depository of typhoid excretions, and that moment becomes a hazard to every resident in the vicinity, for that very environment has created an insect host capable of spreading the scourge to every point on the compass. Typhoid fever bacilli never originate in flies themselves but are always derived from infected human waste. In unsewered districts this hazard is proportionately greater, but even in sections properly provided for in this respect the menace is never negligible if flies exist, due to the presence of carriers and cases of walking typhoid.

Flies which have access to outhouses and to stables may contaminate any variety of food. Milk is frequently subject to such infection, and numerous epidemics of typhoid with resulting deaths have been traced directly to dairies unprovided with proper facilities for the disposal of waste. Food purchased in fly-ridden markets may likewise be a source of contamination and if eaten uncooked may lead directly to illness. Cooked food of whatever nature may be contaminated subsequent to the cooking. This constitutes a serious menace to health. Quite irrespective then of the precautions which we take as individuals, we are all more or less exposed to the infection of typhoid fever through common sources. As a result of the laxity of others even when we ourselves may have exercised every precaution necessary to prevent the development of flies our lives are frequently endanger-

ed. The eradication of flies then becomes a matter which concerns the entire community, and may be properly classed as community hygiene.

A second infection frequently conveyed by flies is summer diarrhea. This is more particularly a disease of children, but adults are also susceptible. In 1926 in the Registration Area of the United States, 28,374 infants under two

years of age died from diarrhea and enteritis, the infectious nature of which has now been definitely determined. Bacteria of various varieties are known to be responsible for the disease. The sources of infection are much the same as in typhoid. The organisms that cause the disease reach the alimentary tract as the result of uncleanness, infected food, and very possibly by con-

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

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Please Notify Us At Once—

1. If your present listing should be changed.
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**MICHIGAN BELL
TELEPHONE CO.**

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

California Prunes
Canned Blueberries

DECLINED

Grandma White Naptha Soap
Export Soap
Grandma Washing Powder
Seeded Raisins
Quaker Evaporated Milk

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

BLUING

JENNINGS

The Original

Condensed

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

BREAKFAST FOODS

Kellogg's Brands.

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

Post's Brands.

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

BROOMS

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

BRUSHES

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

Stove

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

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. ----- 12.8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

Apples, No. 10 ----- 5 15@5 75
Apple Sauce, No. 10 8 00
Apricots, No. 2 1/2 3 40@3 90
Apricots, No. 10 8 50@11 00
Blackberries, No. 10 7 50
Blueberries, No. 10 ----- 13 00
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 ----- 3 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. ----- 2 80
P'apple, 2, cru. ----- 2 60
Pineapple, 10 cru. ----- 8 50
Pears, No. 2 ----- 3 00
Pears, No. 2 1/2 ----- 3 50
Raspberries, No. 2 blk ----- 3 25
Raspb's. Red, No. 10 11 50
Raspb's Black, ----- 15 00
No. 10 ----- 15 00
Rhubarb, No. 10 ----- 6 00
Strawb's, No. 2 3 25@4 75

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 25
Clam Ch., No. 3 ----- 3 60
Clams, Steamed, No. 1 2 00
Clams, Mince, No. 1/2 2 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ----- 2 60
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 25
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star ----- 2 80
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, 1/4s 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. 1/2, ea. ----- 25
Sardines, Cal. ----- 1 35@2 25
Tuna, 1/4 Blue Fin ----- 2 25
Tuna, 1/4s, Curtis, doz. ----- 2 20
Tuna, 1/2, Curtis, doz. ----- 4 00
Tuna, 1s, Curtis, doz. ----- 7 00

CANNED MEAT

Bacon, Med. Beechnut ----- 3 30
Bacon, Lge. Beechnut ----- 5 40
Beef, No. 1, Corned ----- 3 10
Beef, No. 1, Roast ----- 3 10
Beef, No. 2 1/2, Qua. sli. ----- 1 50
Beef, 3 1/2 oz. Qua. sli. ----- 2 10
Beef, No. 1, B'nut, sli. ----- 4 50
Beefsteak & Onions, s ----- 3 70
Chili Con Ca., 1s ----- 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby ----- 5 1/4
Potted Meat, 1/2 Libby ----- 9 1/4
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 50
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 85
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut 1 10@1 25
Beets, No. 3, cut ----- 1 60
Corn, No. 2, stan. ----- 1 10
Corn, Ex. stan. No. 2 1 35
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 ----- 8 00@10 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole ----- 2 15
Okra, No. 2, cut ----- 1 75
Dehydrated Veg. Soup ----- 90
Dehydrated Potatoes, lb. ----- 45
Mushrooms, Hotels ----- 33
Mushrooms, Choice, 8 oz. ----- 40
Mushrooms, Sur Extra ----- 50
Peas, No. 2, E. J. ----- 1 65
Peas, No. 2, Sift. ----- 1 85
June ----- 1 85
Peas, No. 2, Ex. Sift. ----- 2 25
E. J. ----- 2 25
Peas, Ex. Fine, French ----- 25
Pumpkin, No. 3 1 25@1 60
Pumpkin, No. 10 4 00@4 75
Pimentos, 1/4, each ----- 12@14
Pimentos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 ----- 2 25
Sauerkraut, No. 3 1 25@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass ----- 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 2 25@3 50
Spinach, No. 10 ----- 6 50@7 00
Tomatoes, No. 2 1 20@1 30
Tomatoes, No. 3, 1 00@2 25
Tomatoes, No. 10 6 00@7 50

CATSUP.

B-nut, small ----- 1 90
Lily of Valley, 14 oz. ----- 2 25
Lily of Valley, 1/2 pint ----- 1 35
Paramount, 24, 8s ----- 1 65
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 65
Kraft, American ----- 1 65
Chili, small tins ----- 1 65
Pimento, small tins ----- 1 65
Roquefort, sm. tins ----- 2 25
Camembert, sm. tins ----- 2 25
Longhorn ----- 26
Windsor 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 35
Droste's Dutch, 5 lb. ----- 60
Chocolate Apples ----- 4 50
Pastilles, No. 1 ----- 12 60
Pastilles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. ----- 2 00
Delft Pastilles ----- 2 15
1 lb. Rose Tin Bon ----- 13 00
Bons ----- 9 00
7 oz. Rose Tin Bon ----- 13 00
Bons ----- 9 00
13 oz. Creme De Cara- ----- 13 20
que ----- 10 80
12 oz. Rosaces ----- 7 80
1/2 lb. Rosaces ----- 7 80
1/4 lb. Pastilles ----- 3 40
Langes 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, ----- 3 50@4 00
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
Caroline, Tall, 4 doz. ----- 3 80
Caroline, Baby ----- 3 50

EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 50
Quaker, Baby, 8 doz. ----- 4 40
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
Pet, Baby, 8 oz. ----- 4 90
Pet, Tall ----- 4 80
Borden's Baby ----- 4 70
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, ----- 75 00
10c ----- 75 00
Worden Grocer Co. Brands
Airedale ----- 35 00
Havana Sweets ----- 35 00
Hemeter Champion ----- 37 50
In Betweens, 5 for 25 ----- 37 50
Canadian Club ----- 35 00
Little Tom ----- 37 50
Tom Moore Monarch ----- 75 00
Tom Moore Panetris ----- 65 00
T. Moore Longfellow ----- 95 00
Webster Cadillac ----- 75 00
Webster Knickerbocker ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Bering Apollos ----- 95 00
Bering Palmitas ----- 115 00
Bering Diplomatica ----- 115 00
Bering Dellosas ----- 120 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

CONFECTIONERY

Stick Candy Palls
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 75
Nibble Sticks ----- 1 85
Chocolate Nut Rolls ----- 1 85
Magnaolia Choc ----- 1 25
Bon Ton Choc. ----- 1 50

Gum Drops Palls

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

Lozenges Palls

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

Hard Goods Palls

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

Pineapple Fudge ----- 22
Italian Bon Bons ----- 17
Banquet Cream Mints ----- 27
Silver King M. Mallovs ----- 1 25
Handy Packages, 12-10c ----- 80

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 ----- 17
Evap. Ex. Fancy, P.P. ----- 18

Peel

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

Raisins

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

California Prunes

60@70, 25 lb. boxes ----- @09
50@60, 25 lb. boxes ----- @09 1/2
40@50, 25 lb. boxes ----- @10 1/2
30@40, 25 lb. boxes ----- @11
20@30, 25 lb. boxes ----- @16

FARINACEOUS GOODS

Beans

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

Farina

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

Hominy

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

Macaroni

Mueller's Brands
Chocolate Nut Rolls ----- 1 30
9 oz. package, per case ----- 2 60

Bulk Goods

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

Pearl Barley

Chester ----- 4 50
0000 ----- 7 00
Barley Grits ----- 5 00

Peas

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

Sage

East India ----- 10

Tapioca

Pearl, 100 lb. sacks ----- 09
Minute, 8 oz., 3 doz. ----- 4

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

NUTS—Whole

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

Salted Peanuts

Fancy, No. 1	15
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Shelled

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

MINCE MEAT

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

OLIVES

5 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 25
26 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	2 90
Quart Jars, Plain, doz.	5 25
1 Gal. Glass Jugs, Fla.	1 90
5 Gal. Kegs, each	7 50
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 40

PARIS GREEN

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

PEANUT BUTTER



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

PETROLEUM PRODUCTS.

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

ISO-VIS MOTOR OILS

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



Iron Barrels

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



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

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

Dill Pickles

Gal. 40 to Tin, doz.	9 00
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PIPES

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

Battle Axe, per doz.	2 75
Bicycle	4 75

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Heif.	22
Good Steers & H't.	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
3 lb. pails	advance 1
Compound tierces	13
Compound, tubs	13 1/4

Sausages

Bologna	14
Liver	13
Frankfort	19
Pork	18 @ 20
Veal	19
Tongue, Jellied	35
Headcheese	16

Smoked Meats

Hams, Cer. 14-16 lb.	@ 23
Hams, Cert., Skinned	@ 23
16-18 lb.	@ 23
Ham, dried beef	
Knuckles	@ 40
California Hams	@ 17 1/4
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
Mother's, 12s, M'nun	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 1/4
Tablets, 1/2 lb. Pure	19 1/4
doz.	1 40
Wood boxes, Pure	29 1/4
Whole Cod	11 1/4

HERRING

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

Lake Herring

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

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

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

STOVE POLISH

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 60
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 20



Per case, 24, 2 lbs.	2 40
Pure 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	3 85
Big Jack, 60s	4 50
Fels Naphtha, 100 box	5 50
Flake White, 10 box	3 90
Grindma White Na. 10s	3 75
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	60
Williams Mug, per doz.	48

CLEANSERS



50 (7) cases. \$4.50 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 55
Grandma, 24 Large	3 55
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
Jinx, 3 doz.	4 50
La France Laun., 4 dz.	3 60
Luster Box, 54	3 75
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10 oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 80
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

SPICES

Whole Spices	
Allspice, Jamaica	---- @25
Cloves, Zanzibar	---- @33
Cassia, Canton	---- @22
Cassia, 5c pkg., doz.	@40
Ginger, African	---- @19
Ginger, Cochin	---- @25
Mace, Penang	1 39
Mixed, No. 1	---- @32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	---- @59
Nutmegs, 105-1 10	---- @59
Pepper, Black	---- @44

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 8.—We have to-day received the schedules, reference and adjudication in the matter of Henry J. Bordeaux. Bankrupt No. 3435. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a real estate salesman. The schedules show assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$2,403.16. The court has written for funds and upon receipt of the same, first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Laurence Folks, Muskegon	\$1,050.00
E. Frank Reed, Muskegon Heights	290.00
John Hartsema & Co., Muskegon	12.50
Our Coal Co., Muskegon Heights	13.00
Louis Kanaar, Muskegon Heights	12.50
Lucy N. Eames, Muskegon	30.00
Ideal Furn. Co., Muskegon	45.00
Albertus L. Wood, Muskegon Hts.	70.00
Peter Nay, Muskegon	9.00
Franklin Coal Co., Muskegon	11.00
Kampenga Co., Grand Rapids	45.00
Jack Larson, Muskegon	9.00
Mercy Hospital, Muskegon	10.00
Pine St. Furn. Co., Muskegon	600.00
August Hutula, Covington	20.00
Dr. Robert L. Busard, Muskegon	110.00
Robert I. Collier, Scranton	9.00
Herman Kuck, Muskegon	12.00

May 8. We have to-day received the schedules, reference and adjudication in the matter of Henry Nanninga, Jr., Bankrupt No. 3437. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Portage, and his occupation is that of an elevator employe. The schedules show assets of \$285 of which \$250 is claimed as exempt, with liabilities of \$605. 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:

Geert Mein, Portage	\$100.00
Edward Eily, Kalamazoo	244.45
Allice Ely, Kalamazoo	261.05

May 8. We have to-day received the schedules, reference and adjudication in the matter of Cora B. Speyer, Bankrupt No. 3438. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and her occupation is that of a clothing merchant. The schedules show assets of \$7,701.14 of which \$650 is claimed as exempt, with liabilities of \$15,339.02. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

First National Bank, Kalamazoo	\$1,600.00
Annetta Waist & Dress Co., N. Y.	247.41
Cosmopolitan Mfg. Co., Cambridge	135.00
Copelof Hat Co., New York	1,726.00
DeCaray Co., New York	320.30
Debutante Dress Co., Chicago	67.00
Elite Dress Co., Pittsburg, Pa.	161.49
Fair Fels, Inc., New York	713.25
Carl Franklin Co., New York	224.00
J. D. Herman & Co., Chicago	107.50
Kramer Hosiery Co., Chicago	113.90
S. Korach Co., Cleveland	226.75
Little Queen Coat Co., Chicago	132.00
M. Lawrence Cloak Co., Chicago	82.00
Annabel LaReine, Chicago	230.37
H. A. Lattin Co., Elyria, Ohio	1,005.50
McQueen Co., Cleveland	153.75
Metropolis Cosume Co., Philadelphia	158.45
Percival B. Palmer Co., Chicago	663.75
Printz Biederman Co., Cleveland	1,154.76
Royal Garment Co., Chicago	154.17
H. Schuman & Bros., Chicago	616.25
Sherr Bros., New York	64.50
Sam Steinberg, New York	96.00
E. Sperling Dress Co., Cleveland	533.75
University Flock Co., Chicago	243.75
Warner Angenblick Co., New York	41.00
Wear Well Dress Co., New York	43.00
Samuel Weiss Co., Chicago	201.75
Charles B. Hays, Kalamazoo	3,850.00
Mich. Bell Tel. Co., Kalamazoo	unknown
Consumers Power Co., Kalamazoo	unknown

Dr. Donald P. Osborn, Kalamazoo 250.00
April 4. (Delayed). On this day was held the final meeting of creditors in the matter of Genevieve B. Malloy, Bankrupt No. 3021. The bankrupt was not present or represented. No creditors were present or represented. The trustee's final report and account was approved and allowed. Claims were allowed. An order was made for the payment of expenses and for the declaration and payment of a first and final dividend to creditors of 26.5 per cent. 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 10. We have to-day received the schedules, reference and adjudication in the matter of Harry P. Lovell, trading as H. & J. Toggery Shop, Bankrupt No. 3440. 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 merchant. The schedules show assets of \$1,775 of which \$500 is claimed as exempt, with liabilities of \$2,642.95. The

first meeting of creditors of said bankrupt is as follows:

City of Grand Rapids	\$ 52.00
Cluett Peabody & Co., Chicago	241.42
Heires & Potter, Boston	59.59
Marlboro Shirt Co., Baltimore	34.33
Manassee Hat Co., Grand Rapids	92.75
International Handkerchief Mfg. Co., New York	27.75
Frank & Meier Neckwear Co., St. Louis, Mo.	30.47
Waterson & Denio, Rochester	13.45
Dessauer & Engel, Chicago	6.85
Hughes & Bradley, Philadelphia	211.09
Phillip Jones Corp., Cleveland	68.38
George F. Minto, Detroit	137.34
Cheney Bros., New York	56.13
C. E. Long & Co., Grand Rapids	84.21
M. Alperowitz & Son, Chicago	49.25
L. Heller & Co., Chicago	25.75
Ohio Textile Products Co., Mansfield, Ohio	41.14
Big s-Overall, Cincinnati	22.43
Clifton Shirt Co., Cincinnati	83.46
Parrotte McIntyre, Chicago	48.26
Moorehead Knitting Co., Harrisburg, Pa.	55.34
Hard Knit Hosiery, Sheboygan	6.21
C. J. Farley & Co., Grand Rapids	415.71
O. C. Hansen Mfg. Co., Milwaukee	23.43
Smithson Paper Co., Stillwater, Minn.	5.10

Rauser Leoven Kissinger Co., Milwaukee 40.49
Handover Shirt Co., Baltimore 17.03
Orenstein Bros., New York 24.00
Consumers Power Co., Grand Rapids 3.38
Slidewell Neckwear Co., New York 16.21
G. R. National Bank, Grand Rapids 650.00

May 10. We have to-day received the schedules, reference and adjudication in the matter of Asa Elwell, Bankrupt No. 3441. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a factory worker. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$569.73. The court has written for funds and upon receipt of the same, first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Liberal Credit Cloth Co., Muskegon	\$ 10.50
Spiegel May Stern Co., Chicago	25.80
Sallan Jewelry Co., Muskegon	9.60
Peoples Credit Clo. Co., Muskegon	41.94
Personal Finance Co., Muskegon	100.00
Fred Wartelbor, Muskegon	55.47
John Kolkema, Muskegon	106.17
S. Silvis, Muskegon	20.00
L. C. Monroe Co., Muskegon	34.85
Allen Nursery Co., Rochester	6.00
Whiting Implement Co., Trav. City	93.00
J. Nelson Esq., Muskegon	18.40
Muskegon Citizens Loan & Investment Co., Muskegon	48.00

May 11. We have to-day received the schedules, reference and adjudication in the matter of Frank Niemeyer, Bankrupt No. 3442. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grandville, and his occupation is that of a laborer. The schedules show assets of \$450 of which \$250 is claimed as exempt, with liabilities of \$1,161.75. The court has written for funds and upon receipt of same, first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Grandville State Bank, Grandville	\$650.00
State Street Garage, Grandville	107.75
Grandville Fuel & Bldg. Supply Co., Grandville	87.00
Wurzburg Dept. Store, Grand Rapids	33.00
Boston Store, Grand Rapids	55.00
Herpolsheimer Store, Grand Rapids	49.00
Dr. John H. Muller, Grand Rapids	180.00

May 12. We have to-day received the schedules, reference and adjudication in the matter of Rex Snelgrove, Bankrupt No. 3443. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Traverse City, and his occupation is that of a theatrical producer. The schedules show no assets, with liabilities of \$2,290.57. The court has written for funds and upon receipt of same, first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Fitzpatrick-McElroy Co., Chicago	\$500.00
Ind. General Service Co., Muncie	90.00
D'Arcy & Wolford, New York	100.00
American Play Co., New York City	100.00
Payne's Cafe, Muncie	101.00
Station W L B C, Muncie, Ind.	36.00
Yellow Cab Co., Muncie	7.75
Smith Alsop Paint Co., Muncie	20.15
Smith Electric Co., Muncie	23.44
A. E. Brown Co., Muncie	39.67
Guarantee Tire & Rubber Co., Muncie	39.00
Dr. C. S. Oakman, Muncie	42.50
Dr. Ball, Muncie	21.00
Dr. F. C. Bandy, Sault Ste. Marie	105.00
American Poster Corp., Milwaukee	40.50
Guelff Printing Co., Marquette	20.20
Hannah & Lay Merc. Co., Traverse City	5.13
Weaver House of Flowers, Traverse City	5.66
J. W. Milliken, Traverse City	25.68
Singer Sewing Machine Co., Traverse City	3.00
Nation Robinson Printing Co., Muncie	18.65

Carl Osterly, Muncie	250.00
Genter & Morrison, Muncie	250.00
Arthur Ball, Muncie	250.00
Aladdin Lamp Co., Muncie	19.00
Madaline Ives, Chicago	116.05
J. Gordon Peters, Chicago	85.15
Loretta Nicholson, Chicago	107.55
John Watson, Chicago	72.35
Will Collins, Chicago	138.86
Mrs. C. Ray Andrews, Muncie	81.00
Knable Dye Works Ludington	100.00
Mich. Bell Tel. Co., Trav. City	40.00
Joseph Smith, Acme	70.00
Michigan Public Service Co., Elk Rapids	20.00
Moore & Erwin, Traverse City	1.60
Mac's Service Station, Trav. City	6.84
Carl I. Campbell, Traverse City	37.84

May 11. We have to-day received the schedules, reference and adjudication in the matter of Cecil Troutman, Bankrupt No. 3444. The bankrupt is a resident of Grand Rapids, and his occupation is that of a factory worker. The schedules show assets of \$571.33 of which \$100 is claimed as exempt, with liabilities of \$724. The court has written for funds and upon receipt of the same, first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt are as follows:

Ackerman Electrical Supply Co., Grand Rapids	\$ 20.00
Peoples Credit Clo. Co., Grand Rapids	40.00
George Tibble, Grand Rapids	100.00
Coleman Windover Co., Grand Rapids	60.00
Motor Bankers Corp., Grand Rapids	60.00
Prange's Credit Dept. Store., Grand Rapids	59.00

Standard Auto Co., Grand Rapids 112.00
Liberal Credit Clo. Co., Grand Rapids 50.00
Menter Stores Corp., Grand Rapids 40.00
William J. Lennen, Grand Rapids 20.00
Kent Hdwe. Co., Grand Rapids 15.00
Woolfan's Loan Office, Grand Rapids 10.00
Rogers Silverware Co., Grand Rapids 20.00
Basch Co., Grand Rapids 40.00
Automotive Electric & Battery Co., Grand Rapids 10.00
Elizabeth Thompson, Grand Rapids 68.00

May 12. We have to-day received the schedules in the matter of Milo Stephens, Bankrupt No. 3436. The bankrupt is a resident of Edwardsburg, and his occupation is that of a farmer. The schedules show assets of \$150 of which \$150 is claimed as exempt, with liabilities of \$1,662. 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:

Commercial State Savings Bank, Lakeview	\$619.00
F. L. Stebbins, Lakeview	570.00
Merchants State Bank, Lakeview	54.00
Daniel Fraser, Lakeview	100.00
William H. Loss Co., Flint	176.00
Mount Morris Hospital, Mt. Morris	65.00
Dr. Archibald Pfeiffer, Mt. Morris	80.00

April 4. (Delayed). On this day was held the final meeting of creditors in the matter of Genevieve B. Malloy, Bankrupt No. 3021. There were no appearances. The trustee's final report and account was approved and allowed. Claims were allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 26.5 per cent. No objections were made to discharge. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of

Harry A. Filkins, Bankrupt No. 3081. The bankrupt was not present or represented. No creditors were present. The trustee was present and represented by his attorney. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 1 per cent. This dividend if after the payment of a large, valid secured claim. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

In the matter of John J. Haan, Bankrupt No. 2638, the trustee has filed his return of no assets and the case has been closed and returned to the district court as a case without assets.

May 15. On this day was held the adjourned first meeting of creditors in the matter of Floyd H. Taylor, doing business as Taylor Beverage Co., Bankrupt No. 3407. The bankrupt was not present or represented. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The final meeting of creditors then adjourned without date and the case has been closed and returned to the district court as a case without assets.

In the matter of Henry Nanninga, Jr., Bankrupt No. 3437, the funds for the first meeting have been received and such meeting has been called for May 31. This meeting will be held at 803 Hanselman building, Kalamazoo, owing to special circumstances preventing the bankrupt from coming to Grand Rapids.

In the matter of Maurice J. Reddy, Bankrupt No. 3424, the funds for the first meeting have been received and such meeting has been called for May 29.

In the matter of Ernst C. Greiner, Bankrupt No. 3429, the funds for the first meeting have been received and such meeting has been called for May 29.

In the matter of Clessie De Moss, Bankrupt No. 3423, the funds for the first meeting have been received and such meeting has been called for May 29.

In the matter of Melvin R. Wilder, Bankrupt No. 3427, the funds for the first meeting have been received and such meeting has been called for May 28.

In the matter of Ernest S. Losey, Bankrupt No. 3413, the funds for the first meeting have been received and such meeting has been called for May 28.

In the matter of Herman M. Timmerman, Bankrupt No. 3415, the funds for the first meeting have been received and such meeting has been called for May 28.

In the matter of Clyde Croel, the first meeting has been called for May 28. The case number is 3431.

In the matter of Gillmore & Son, Bankrupt No. 3432, the first meeting of creditors has been called for May 28.

April 13. (Delayed). On this day was held the final meeting of creditors in the matter of Edward W. Fitzgerald, Bankrupt No. 3225. The bankrupt was not present or represented. The trustee was present. No creditors were present or represented. Claims were proved and allowed. The expenses of administration and a first and final dividend of 2 per cent. to creditors was ordered paid. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date. The case will be closed and returned to the district court in due course.

RAMONA PARK

Gala Opening Saturday, May 26

DARING EXHIBITION OF PARACHUTE JUMPING FROM
2,500 FOOT ALTITUDE—Afternoon and Night

Aviator will wear Illuminated Suit for
Thrilling Night Jump

STARTLING NIGHT FLYING BY LARGE SEAPLANE
With Landings and Take-offs on Reed's Lake.

BRILLIANT DEMONSTRATION OF AIRPORT
ILLUMINATING EQUIPMENT!—For First Time in West Mich.!

Afternoon Flights By Aviators
From Chicago, Detroit and West Michigan Cities.

BOY SCOUTS' ANNUAL REUNION

Lions Club Big Frolic! 12-Act Show!
Splendid Music! Perfect Floor!

RAMONA THEATRE STARTS VAUDEVILLE SEASON
SUNDAY, MAY 27.

ADOPT CHAIN STORE TRICKS.

Then Improve on Their Methods By Giving Service.

Buying exchanges among individual retailers have almost entirely passed out of the picture as a solution of competitive problems. The trouble with a buying pool is that all its efforts are concentrated upon buying merchandise at lowest prices. Its members think or are cajoled into thinking, that if they can get goods cheap enough they can meet the chain prices and put them out of business—or at least stay in business themselves.

In fact, the frenzied efforts of some individual retailers to meet chain competition by cutting prices is one of the best jokes chain operators enjoy. They know that buying cheap or buying direct or buying in quantity is only one portion of the reason for the success of the chain store. They know that the individual store can give them cards and spades on cutting prices if it wishes, because its owner cuts in one store only, while the chain is a unit of a hundred or five hundred. But they also know that the individual's failure to carry out the other portions of the chain store's plan will put it out of business when combined with cut prices.

Yet so long as retail merchants are human beings, just so long will glittering schemes which promise an easy way out of a hard job attract their attention and divert their time and energy from doing the plain, ordinary, common sense hustling and straight thinking that they should do. You may summarize from what I have said that the individual retailer who is to survive competition will survive only through his own initiative hustling and commonsense, and if you do, you get the idea. No jobber, no plan, no scheme, no stopgaps of any sort, can save the retailer who doesn't possess these qualities.

Now I hope I may speak frankly, as an outsider—primarily as a consumer—who has been observing and comparing without prejudice individual retail stores and chain stores. I am not talking about your store. But if the shoe fits, put it on. I know of scores of efficient, capable merchants, running their stores successfully and profitably, and I eliminate them from what I am to say. There are just as smart men running individual stores as are running chain stores. What I have to say is not for them, but for those who are already broke and don't know it, those who are having a hard time of it and admit it, and those who are successful but complacent and who will some day get a heart-breaking jolt when real competition hits them.

As a body, individual grocers have been handed too much bunk about their indispensability; too much talk from would-be saviors of their business who have star-spangled schemes for automatically saving their trade without work; too much cussing and discussing of the iniquities of competition; too much time wasted arguing this or that and passing gossip around about what's the latest scandal in the trade. Factory salesmen and jobbing

salesmen have been guilty, intentionally or otherwise, of a lot of this sort of thing. The day has gone by when you can afford to spend time talking and gossiping about these matters. The retailer and the salesman who makes the least progress is usually the one who talks the most. You don't see the chains doing it.

Now you may think from what I have said that I greatly admire the chain store. I confess it. Any unprejudiced observer would. Many of the former customers of retail grocers appear to. That is why I believe that if I were a retailer, I would learn every merchandising, selling and display trick the chain stores use, and I would adopt every one of them which works. Then I would sit down and think up ways to improve on their methods by making use of the many advantages of the service store.

I'm not saying anything about chain weakness and the advantages of the independent merchant. You've had too much of that kind of conversation in the past. I could say a lot, but talking on that subject doesn't get you anywhere. What good does a chain store weakness do you if you don't have the chain store strength?

I repeat, if I were an individual grocer I might hate my chain store competitor like poison, but I would give the devil his due, and if he had ways of serving the consumer better than I, I certainly would grab off his methods and then go him one better.

The trouble with too many retailers is that they spend their time snorting a daily hate against their competitors, instead of making use of the new methods of stock control, store arrangement, merchandising, advertising and display which the smart men in the chain business have introduced so successfully. Too many retailers are prejudiced against new ideas, new ways of doing things in their own stores. I've heard a lot of them sit around and sneer at these new methods and dig up miserable, petty instances of how this and that idea failed with this or that merchant, and I've seen them spend hours thinking up reasons why this plan and that method isn't any good. And all the time they talked, the chains were plowing steadily ahead, squeezing the life out of more and more individual retailers like them.

I've heard many retailers boast that they were making money in their stores following old-fashioned methods and ask why they should bother with any new ideas which probably would just cost them money. Now when a man is making money these days with old fashioned methods, it is pretty hard to say that he is wrong. Yet he is wrong, and it isn't safe for him to sneer at new methods and ideas, for one of these days some competition will pop up around the corner and take a fall out of him that will crack his backbone in a dozen places.

I said a while ago that any individual grocer of ability who went down before his competition failed through his own faults.

And his faults are these:

He expects his customers to accept

less from him than they get from his competition.

He expects his customers to buy groceries out of a dirty store, littered and disorderly, when there is a nice clean store right around the corner.

He expects to continue the general inefficient methods of the past generation with regard to stock control, storekeeping and merchandising, and to make his customers pay the high cost of such methods.

He expects to sell the same goods his competitors are selling, to sell them at higher prices, and get the business in spite of that handicap.

He expects to sell price-protected brands of goods at exorbitant prices, and get away with it.

He expects that his customers will know all about his virtues without advertising them. Craig Davidson.

Naming Special Prices on Particular Items.

(Continued from page 20)

used to paying a rigidly maintained price for this kind. So when you turned the pages and your eye happened to light on the story of Disgruntled Cows, though the offer I relate was not made by the Carnation folks, you did not read the offer at all. You said subconsciously, "That means nix to me," and passed it by.

And that shows that human nature is much alike. We are interested in things which interest us—and that's all. Reflection on these aspects of special offerings will lead us to sound conclusions and just estimates of what may be expected when we name special prices on particular items. Then if we learn from all this that persistent advertising in all its forms (not in one or two of them) pays, we shall have gleaned something really worth while. Next step is to put such knowledge into practical effect by promoting new business, more business, every day, every hour, by every means we have at hand or can enlist in the work right in our own business. Paul Findlay.

The commission merchant handling fruits and vegetables is between the grower's co-operative organization seeking to come as close as possible to selling the consumer direct and the chain grocery store system trying to buy direct from the producer. In that dilemma he is not as much interested in fundamental economics as he is in practical organization that will keep the independent retailers alive.

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.

Business Wants Department

For Sale—Small store and filling station in Northeastern Michigan. Fine location, good business. Reason, poor health. Address No. 853 c/o Michigan Tradesman. 853

WANTED—LAKE PROPERTY—I want to buy a wild property with lake totally enclosed, the larger the better. Tell all about it in first letter. W. J. Cooper, Mt. Pleasant, Mich. 854

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

SALESMEN FOR UPPER PENINSULA—and 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

CASH FOR MERCHANDISE

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

CASH For Your Merchandise!

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

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

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—



Much more than
just a toast —
Made with whole
milk and fresh
eggs. Delicious any
time of the day.

DUTCH TEA RUSK CO.
HOLLAND MICHIGAN

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 22—The new car ferry started on her regular schedule last week at the Straits of Mackinaw, with Capt. G. E. Stufflebeam, recently appointed superintendent of the State ferry system at Mackinac, to succeed Capt. A. T. May. Considerable traffic is now on and many So-ites are now touring in Lower Michigan. The tourist season is now open here and more cars are arriving each week. With the ideal weather which we have been having the past week we will soon feel the increase.

The motorcycle patrol of the city began for the season last Sunday, with traffic officers riding the new special police machines. The new traffic officers this year are Earl Duncan and Glen Wykes. They are after all offenders and have started the "safety first motto. The stop signs catch some of the careful drivers.

A new store has been opened at Nebish by T. N. Crichton. It is directly across the street from the grocery store of Mr. McIntyre, which was destroyed by fire several years ago. The building erected by Mr. Crichton is of brick veneer and is stocked with a general line of groceries and provisions. The location is ideal, being on the corner where all of the traffic coming from Monoskung and the ferry crossing over to the island must pass. There are many tourists in that vicinity during the summer. Mr. Crichton should make a success of his new venture.

Beware of committees bearing gifts. They intend to sell you an empty title for a year of hard work.

Art Nelson, the popular Algonquin grocer, has installed an automatic soft drink dispenser of the self-serve type. It is the first of its kind in the city. All drinks taken from the dispenser are ice cold and will create much more soft drink trade. Mr. Nelson also handles a full line of groceries and meats and is doing a large business.

The hotel at Albany Island opened with a chicken dinner Sunday. Mr. and Mrs. Spencer Hill, the proprietors, have made numerous improvements at this popular resort, where there is good fishing, hunting and bathing, and where you can always get a good fish dinner. The numerous cottages are most always filled during the summer. Many of the patrons are from Detroit and Toledo. They have been coming to Albany Island each season for many years, which they consider one of the most homelike summer resorts in the country.

John C. Fehner, the well-known merchant of Raber, was a business caller this week.

The employe knows just how much he'll get on Saturday, but the employer isn't sure he'll get anything.

William G. Tapert.

Sudden Death of John M. Fell.

John M. Fell, 65, former Grand Rapids traveling man, died at his home in San Diego, Calif., where he was manager of Hotel Lanier, owned by Jerry Sullivan, Sr., formerly of Cedar City. The widow and one daughter, Mrs. Corinne Marsh, of Huntington Park, Calif., survive. Services were held at San Diego.

The death came as a great surprise to the Grand Rapids friends of the deceased, who had been receiving letters from him regularly, telling how well he was and how much he enjoyed the California climate. Geo. W. McKay received the following letter from him dated April 22:

"I am sending check for \$5, with our best wishes, to buy each one present at the Old Timers banquet a rose or

carnation or a few flowers for the chairman's place. We are sorry we cannot be with you to renew old friendships and meet old acquaintances and hope we may be able to be with you some time in the future. We are well and happy and are having the time of our lives in this land of sunshine and flowers. We have between five and six million people in California and about 90 per cent. came from the East and from those we see every year we think Michigan sends her share, so if you miss any of your old friends you will find them some place in California. Would be pleased to see any or all of you should you come this way."

Wants Independent Grocery Trade Only.

Holland, May 19—We were somewhat disappointed to read your article in the Tradesman concerning our sales policy. Somehow or other you received the wrong impression when I called upon you.

Our policy is to sell exclusively through jobbers and independent retailers. We do not sell direct to the retailer, as you stated in the May 16 issue.

Our policy is to work with the grocers and jobbers exclusively. Our work and advertising is all done with this in mind. We do not do anything which will tend toward chain distribution and have succeeded in keeping our product solely in the independent stores.

It is evident the grocer must remain the important factor in distribution for the good of all. It has been this evidence which has been instrumental in making us form our policy of exclusive distribution. We believe in the grocer and keep our prices in such form as to give him a legitimate profit and thus do all we can to help him.

We hope that this will explain our policy and that your readers will no longer have the wrong impression of the Dutch Boy Co.

Dutch Boy Co.

Change in Ownership of Battle Creek Hotel.

Battle Creek, May 22—M. E. Magel, proprietor of Hotel Clifton, 46 East Main street, for the past seven years, announces the sale of the business to C. G. Hammerstein, proprietor of the Crystal Hotel at Flint. The owner will assume control of the business immediately.

Hammerstein plans to divide his time between Flint and Battle Creek, maintaining the management of the Crystal Hotel in that city. Mr. Magel will remain in Battle Creek and will continue to conduct the business of the La Salle Hotel at 45 South Jefferson avenue.

The new proprietor of the Hotel Clifton is well known throughout Michigan, having been a salesman for Albert Pick & Co. of Chicago for eighteen years before entering the hotel business. He states that several changes at the local hotel are being contemplated, including the remodeling of the lobby and room alterations.

Seven New Subscribers This Week.

The following new names have been added to the subscription list of the Tradesman during the past week:

Thomas Burns, Greenville.
C. E. Batdorff, Grand Rapids.
R. M. DeWitt, Grand Rapids.
Geo. E. Marvin & Sons, Clarksville.
D. G. Turner, Sunfield.
Mulliken Lumber & Coal Co., Mulliken.
Van Skiver's Hotel, Central Lake.

"Working" the Retailers.

Now, Mr. Blank, I know you're going to help us out with an advertisement on the program for our entertainment next week for the benefit of our girls' cooking school. Shall I put you down for a ten dollar space? Thank you very much.

In every small town and a number of larger ones this petty grafting scheme is worked on retail merchants. In some cases the money thus filched has totaled a larger sum than the entertainment proceeds. The program advertisement is, of course, worth nothing to the merchant, and the money received for it is a gift, secured by essentially dishonest imposition, because the merchant does not want the space and knows it is worth nothing to him.

In all the towns the ladies performing for this or that know the easy marks among the retailers, and work them all the year around. Some day these too good-natured retailers are going to say to these pestiferous hunters for cash for nothing, something like this:

The retailers' association has checked up on the clubs and organizations in this town which depend on retail business men to pay the expenses of their various activities, and finds that the names of prominent and highly prosperous lawyers, physicians, building contractors, judges, politicians, real estate and insurance men, capitalists and others, never appear in the lists of donors. It respectfully asks why retail merchants alone should be on the sucker lists of these clubs and begging associations. Until this question has been satisfactorily answered retail merchants will cease all contributions.

In union there is strength. Retailers in small towns fear giving offense by refusals to contribute to women's enterprises. They need not worry about that. Every woman goes where she can buy what she wants regardless of begging success or failure.

W. G. Sibley.

Maxwell House Coffee Becomes a National Issue.

The official organ of the Missouri Retail Merchants Association reproduces the articles from the Tradesman on the controversy with the Maxwell House coffee people and adds a concluding paragraph, as follows:

Since Mr. E. A. Stowe, of the Michigan Tradesman, has asked for an explanation from the Maxwell House coffee people and they failed to reply, we, as retailers, should show that we think enough of our business to protect it, by supporting him, to a man. **Do what he asks.** Therefore read the article carefully. Let's join Mr. Stowe and win. **The matter is handled properly.** Mr. E. A. Stowe, failing to get a reply, sends it to the National Bulletin for publication. This places it in the hands of state officials, and read-

ers, who should consider it their duty to disseminate the news to every member. It thus becomes a National issue.

Drug Store Profits.

Drug stores in and around Philadelphia show the greatest amount of profit as compared with other localities in the country. Average profit in this area is 8.2 per cent., turnover of merchandise stock is 2.6 times per year, and the value at cost of average stock on hand is 24.6 per cent. of sales. In St. Louis, average profit of 4.9 per cent., turnover of merchandise stock 3.6 per year, and value at cost of stock on hand 18.9 per cent. of sales; in Iowa, Minnesota, North Dakota and South Dakota (not including drug stores in St. Paul and Minneapolis) the average profit is 7.4 per cent., turnover of merchandise stock 2.2 per year, and value at cost of average stock on hand 30.5 per cent. of sales; in Colorado, a profit of 6.1 per cent., turnover 2.8 times per year and a value at cost of average stock on hand of 23.1 per cent. of sales.

Open Letter to Campbell Soup Co., Camden, N. J.

Grand Rapids, May 21—My attention has been called to the fact that you are putting up your soups in two sized packages—1 lb. 2 oz. for the jobbers and 1 lb. 1 3/4 oz. for the chain stores.

Would you be willing to inform me why you furnish the chain stores with goods 1/4 oz. less in weight than the goods you supply to the regular trade?

E. A. Stowe.

This condition was brought to the attention of the Tradesman by a State official, who was unable to account for the slight discrepancy in the size of the cans. The can sold to the chain stores is about an eighth of an inch shorter than the regular can.

Proofed Paper Dishes Offered.

An innovation in paper dishes for parties and picnics has just been placed on the market. The dishes, through a special process, are given a high glaze similar to porcelain. This finish renders them impervious to foods and permits washing and repeated use. The items, which range from small butter dishes to large-sized plates, are available in six light pastel shades and also in white. Depending on size, the dishes are priced at wholesale from \$3.60 to \$10 a gross.

Be Careful To Make Good.

Many grocers make delivery promises they know they can't keep, through a mistaken but costly sense of politeness. Promises may be kept by scheduling deliveries for a given time along given routes to cover the town. Delivery schedule cards may be printed and given to customers and clerks.

Howe Snow & Co.

Incorporated

Investment Securities

Grand Rapids

Fourth Floor, Grand Rapids Savings Bank Building

CHICAGO
DETROIT
NEW YORK

PHILADELPHIA
SAN FRANCISCO
LOS ANGELES

MINNEAPOLIS
SYRACUSE
ROCHESTER, N. Y.