

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, JUNE 6, 1928

Number 2333

The Giant

There came a giant to my door,
A giant fierce and strong;
His step was heavy on the floor,
His arms were ten yards long.
He scowled and frowned; he shook the ground;
I trembled through and through.
At length I looked him in the face
And cried, "Who cares for you?"

The mighty giant as I spoke,
Grew pale, and thin, and small;
And through his body, as 'twere smoke,
I saw the sunshine fall.
His blood-red eyes turned blue as skies,
He whispered soft and low.
"Is this," I cried, with growing pride,
"Is this the mighty foe?"

He sank before my earnest face,
He vanished quite away,
And left no shadow in his place
Between me and the day.
Such giants come to strike us dumb;
But weak in every part,
They melt before the strong man's eyes,
And fly the true of heart.

Charles Mackay.

As Your Agent

We can relieve you of all the routine care of your securities.

Whether at home or away, you will always be able to take advantage of sudden opportunities in your investment situation, as your instructions for sales or transfers will be promptly executed.

In a word, your securities are **yours** and are immediately available, but the responsibility of their care and custody is **ours**; we handle all the details, remitting and rendering reports as desired.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

WHITE HOUSE COFFEE

— And Hard Cash for You!

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

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

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

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

*The
Flavor is
Roasted In!*



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

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the

**MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY**
(MICHIGAN'S LARGEST MUTUAL)
AND ASSOCIATED COMPANIES



Combined Assets of Group

\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

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.

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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.

REALITY.

Men seek constantly for reality: the scientist in the laboratory, the student in the record of history, the philosopher in the evidence of natural and spiritual law. Every man strives to lay hold upon it, so that with some assurance he may work for perpetuation of his own name and labors. It is sought also as a key to the mystery of life, which is confused chiefly by the difficulty of separating worthwhile things from trivialities. Above all, it is sought because the real is the eternal, and it is the nature of man to desire immortality.

Material things seem real enough, but this is denied by their quick dissolution and decay. The things of the spirit, however, declare their reality by their long endurance, whether as thought in books or as age-old elements of human nature or as its perennial hopes and habits. The physical environment of such things is perpetually renewed, but they themselves do not die.

We choose our own realities and orient our course and conduct according to them. The illusive reality of the material may serve for a life without thought for the morrow or reflection on the past, but a life of purpose needs better support. It needs the sense of reality in things of enduring worth; it needs the conviction that spiritual realities are the substantial realities. The habits of the senses perpetually challenge this conviction, but it remains the only one proper to the stature of man.

FARM PRODUCT GAINS.

Very little change is again recorded in the general industrial situation. The basic lines that have supplied most of the activity since the reaction last year continue their high rate of progress, and other branches still fail to move very far toward improvement. Thus, building contracts for the month just ended probably exceeded those of a year ago by a good margin. Steel operations did not recede much, although new business is quite small and is being prodded with a price advance.

Automobile production is reported to have been close to the total for April.

These three leaders offer decided contrast to other measures of the business movement. Car loadings continue under a year ago by 24,000 in the last report. Bank clearings also sagged a little last week.

In the important direction of agriculture there has been such an improvement in prices that what the key industries have failed to accomplish may be eventually achieved. The index of farm product prices has reached 148, the highest since August, 1925, and the highest May figure since 1920. A brisk demand for merchandise of all types in the farming areas this fall would go a long way toward wiping out the spottiness now so prevalent in many industries.

NOTHING NEW.

A Rome dispatch tells of the excavation of an ancient department store in the Via Maganapoli. The building is nine stories high. Its floors are connected by steep stairways. Mosaics on the floors suggest to the excavators that the more expensive articles were sold in the two lower stories and the cheaper things on the higher levels, which it required a stiff climb to reach.

The old Roman department store seems to have been much the same as its modern successors, except that the bargain counters were in the attic instead of the basement.

People had always supposed that the department store was a strictly modern development. But it seems that this notion was just another of our naive errors.

The fact that a full-fledged department store existed in Rome centuries before the Christian era naturally makes one wonder how many more present-day inventions are merely modern reincarnations of devices that were in common use back in the forgotten millenniums of the past. The archeologists are constantly furnishing us with fresh proofs that there is apparently nothing new under the sun.

OUR BEST CUSTOMER.

The growing commercial importance of Canada to the United States has once again been demonstrated by the March figures given out by the Department of Commerce. For two successive months the value of American exports to the Dominion has exceeded that of American goods sent to Great Britain, traditionally our best customer.

The United States has long been the best customer of Canada. The near future will in all likelihood see Canada firmly established as the country which takes the largest proportion of American products. In spite of tariffs and

in spite of the ties that bind Canadians to the mother country, they are becoming more and more oriented toward the United States, both commercially and financially.

This is a natural development. It not only enhances the importance of Canada within the British Empire but makes all the more certain that the political relations of the United States with that Empire will increasingly come to be based upon common interests rather than antagonism.

A GOOD-WILL CAB.

Inspired by the international triumph of Lindbergh, the driver of a German one-horse cab is making his own private good-will journey to Paris.

The cabby, Herr Hartmann, is 63 years old and, with the wisdom of age, he believes in amity among the nations. Finding the cabs were not much good in a modern world of speed and taxis, the old gentleman determined to put his horse and his vehicle at the service of a Purpose.

Between them they appear to be achieving that Purpose. Everywhere they go they are greeted with enthusiasm. The cab is already decorated with the flags of both nations, given by wayside admirers. So numerous are these admirers that when the curious equipage comes to a standstill at night the police have to keep off the crowds.

Across the country roads trundles the old-fashioned cab on its self-appointed mission. The feat seems like a link between generations as well as between nations. Even this much-censured generation appreciates originality and courage.

There is only one drawback to the journey. It is a great pity that Herr Hartmann cannot drive his horse across the waters of the Atlantic. What a welcome he would receive from Big Bill, the notorious pro-German mayor of Chicago!

ESCHEWING SUGAR.

Fashions are always exerting unpredictable effects upon industry. Where are the manufacturers of whalebone, lace, cotton stockings and flannel underwear to-day? Particularly pathetic is the lament of the sugar trade, which finds that the consumption of sugar has declined by 500,000 tons during the past eighteen months.

Modern fashions demand a certain slimmness in the female figure. Plumpness has gone out of style. Moreover, it can no longer be concealed. No woman can afford to be fat or even stout. Hence sugar is avoided like the plague and candy eating becomes a rare self-indulgence instead of a habitual practice. The result? The country consumes half a million tons fewer of sugar than it should, according to

the calculations of those who have the best interests of the trade at heart.

If in the course of the next few months we find a campaign being waged for glorification of female plumpness we shall know where it finds its inspiration.

A WORLD LANGUAGE.

A Stockholm newspaper, toying with the idea that sooner or later there may be a universal language, delegated a reporter to accost residents of that city at random and find out what tongues they understood besides Swedish.

The reporter, who spoke many languages, discovered that few of those he talked with knew French, German, Italian or Russian, but most of them understood English.

Probably something like 200,000,000 people speak English to-day. There is scarcely any part of the world where it isn't heard. However, it seems unlikely to say the least, that the total population of the planet, approximately a billion souls, will adopt English in place of their own native tongue in the calculable future, if they ever do.

Prediction by a German scientist that new continents are about to rise in the Pacific Ocean comes at a time when the contours of lands in the broad belt of the earth are mostly drawn in. Elevations and depressions are indicated on the map by browns and greens, and even the depths of the surrounding waters are charted in shades of blue. The prophecy, therefore, is welcomed by the explorer who sees himself with a longer period of usefulness before him and perhaps by the aviator who hopes for a convenient new landing field half-way across the ocean. There are others, however, who may not share the enthusiasm of the more adventurous. Some persons seem to feel that the family of continents is large enough and that any additions thereto would be accompanied by problems of self-determination, oil, prohibition and subways.

It would be interesting to have a census of native-born citizens who have attained the century mark. News items often tell of those who have passed this age. While it is true that many of our centenarians were born in other countries, a checkup of natives would no doubt show that these supply a goodly number of those who have spanned a century. Under the new hygienic conditions a longer span of life is "guaranteed" by life insurance companies. The biblical length of threescore and ten is bound to be extended. A half-century hence America will boast of more centenarians than lived in 1928—provided that people avoid night clubs, synthetic liquor, etc., and watch their step when crossing congested thoroughfares.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Davison, May 31—Last week I read the nasty letter the J. A. Coates & Sons wrote you, so am sending you some of their collection letters. Several times they have sent me unordered goods, which I have returned to them with instructions to send me no more, but still they persist in doing it. The last lot of needles are still on my desk unopened, so I think I will write them that I will return them if they will send me their check for \$1 for my trouble. You see that they have put it in a collection agency's hands.

Clay Whipple.

Reply to Above Letter.

Grand Rapids, June 2—I am pleased to receive your letter of May 31. Beg leave to state that the account against you has no valid basis and under the ruling I obtained from the Post Office Department to the effect that receivers of unordered goods are not obligated to return same, you are taking the right stand in asking Coates & Sons to send you a dollar for your trouble.

One thing you must be very careful about. You will either receive a call from a woman or a letter from a woman in a Western state enclosing 10 cents for a package of needles, which will be described as having an eagle on them. This is a trick to get you to sell one paper out of the shipment. If you do this you are stuck, so be on your guard and do not permit any clerk to be tricked into making a sale of this kind. If you get any letters from so-called collection agencies, ignore them.

E. A. Stowe.

The collection letter referred to by Mr. Whipple is as follows:

East Orange, N. J., May 29—This account is five months old and we cannot understand why it was not paid or the goods returned long ago, since clients sent you a stamped label on March 28 to cover return charges. In view of the small amount due, we ask you to send your check in now.

International Collection Agency.

Reply to Above Letter.

Grand Rapids, June 2—Enclosed herewith find copy of letter I have this day sent Clay Whipple, of Davison, who recently received a collection letter from you.

In view of the fact that the Post-office Department has held recipients of unauthorized goods are under no legal obligation to return them, it is a question in my mind whether your sending letters to alleged debtors is not actionable. The obligation is not a legal one in any sense of the word and you have no right whatever to pester anybody with collection letters for goods sent out without authority. The business is a detestable one and I am advising all my readers (and have for years) to refuse to return any shipment unless a dollar is sent for the bother. The Postoffice Department, through its legal advisor, states that recipients of unordered goods are under no legal obligation to return them.

E. A. Stowe.

Open Letter to J. R. Smart, Buffalo.

Grand Rapids, June 5—Coming out of Chicago on the 5:15 Michigan Central train June 1, I noticed Jumbo whitefish on the bill of fare and ordered same. I received a thin piece of fish which could not have cost to exceed 15 cents, even at the present high price of whitefish, with which I am quite familiar. I called the attention of the manager of the diner to the deception, thinking he would volunteer to replace the portion with the portion and quality of fish I had actually or-

dered. He paid no attention to the complaint, so I liquidated my bill in silence and contempt.

I have only scorn for a great corporation which will resort to such methods to obtain money under false pretenses, and I am bringing this nasty piece of deception to the attention of the Better Business Bureaus along the line of the Michigan Central in the hope that they will take action to prosecute the road for indulging in fraudulent methods of this character.

I shall also continue to play your thievery up in my publication under the heading of Realm of Rascality until you order your employees to substitute real Jumbo whitefish for the miserable makeshift you are now evidently serving in your diners.

E. A. Stowe.

Ithaca, June 4—We bow to you as the victor again. I see the arch enemy of retailers (Maxwell House) has folded his tent and quietly stole away with a neat little sum.

I have \$1.75 to the good through your operation of the Realm of Rascality, so I have a financial interest in your paper beyond the subscription price, which is very small for the value received.

Your article on the short weight by the chain stores has reached another vital point. This has been of common knowledge with the people here, as I have heard many comments on it by many of our customers. I can understand how this short weighting customers can be done in the cities, but in small towns news travels fast and everyone knows what the other one got and if they got "gypped" they are not slow in telling of it.

Henry McCormack.

When On Your Way, See Onaway.

Onaway, June 5—Roy Gaukel, of Detroit, and Clayton Gaukel, of Jenison, have been prospecting in this vicinity lately and secured options on some valuable resort property.

Decoration day visitors were numerous; the day was ideal; flowers contributed largely towards carrying out the memorial services. The day was properly observed, not for recreation and hilarity, but by legitimate methods.

The trout streams are contributing their share towards entertaining our early visitors and what the trout fail to deliver towards the sport, the mosquitos cheerfully provide; in fact, they have become so tame they will actually eat out of your hand.

Numerous large sturgeon have been captured in Black Lake since the season opened and fish weighing 100 pounds or more are not unusual.

W. H. Fish, connected with the Art Institute, of Detroit, spent a few days in Onaway with his family. He admits that it is hard to return to the city this time of year. Too many attractions in nature in Northern Michigan.

Andy Johnston's meat market, also G. B. Peterson's market, have each added new improved equipment to their places of business, giving the public up-to-date service in their lines.

When on your way, see Onaway.

Squire Signal.

Corporations Wound Up.

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

Peoples State Bank of Highland Park. Simond Scale-Clip Co., Detroit. Park and Montcalm Land Co., Detroit. Buffalo River Lumber Co., Grand Rapids.

R. B. Keeney & Son, Inc., Detroit.

Lewis Bros., Inc., Detroit.

Home and Barton Co-operative Threshing Association, Paris.

Power Units, Incorporated, Jackson.

Albee, Geiger & Co., Detroit.

Mamma Cookie Bakeries, Inc., Detroit.

One Car Was Enough.

Bobby had just finished a big day. It was his ninth birthday and among the gifts was a nice, new, crisp \$10 bill.

Uncle Fred, who was fond of his

little joke, said, "Well Bobby, I suppose you are going to buy a nice, new, shiny automobile with that money."

No sir! I am going to give it to Dad so as to help him pay the next installment on his!"

Goes Farther
Because of
"Double Flavor"

That clear amber color . . . that rich odor which says, "double flavor coffee come suddenly to a boil" . . . these tempters never disappoint. Light House is the most successful point of an important dinner.



NATIONAL GROCER CO.
LIGHT-HOUSE
COFFEE

Grandmother, Mother, Daughter....
For generations the demand has been
for "Seely's"

The changing merchandise scheme of today demands products of proved superiority. Dealers who are careful about the goods they select with a view to satisfactory turnover invariably turn to Seely's. Over sixty years of steady, consistent demand by the women of America is conclusive proof that here you have flavoring extracts and toilet goods that spell the minimum in sales resistance.

Be prepared to satisfy this demand.

SEELY FLAVORING EXTRACTS

1862 - - 1928

A standard of quality for over 60 years

SEELY MANUFACTURING CO. - - 1900 East Jefferson, Detroit

BETRAYED HIS TRUST.**Secretary Janssen Proves Disloyal to Independent Grocer.**

Someone once remarked that every man has his price.

I have just learned the price of C. H. Janssen, editor and manager of the National Grocers Bulletin, official organ of the National Association of Retail Grocers.

It is a full page advertisement. It can be found on page 35 of the June issue of that publication.

The advertisement is from the Cheek-Neal Coffee Co., manufacturer of Maxwell House coffee.

In the same issue of his paper the "editor and manager" stultifies himself and exhibits the cloven hoof by commending the letter of President Cheek, in which he states:

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

This statement is flatly refuted by Mr. Pierce, State agent for Maxwell House coffee, who has repeatedly stated to the Tradesman that his house sells the brand to chain stores at the same price it sells the jobbers.

I have positive proof that it sells the brand at from 1 to 4 cents per pound less to the chain stores than it sells it to the jobber.

In the light of these facts I have only contempt for a man who will sell himself for a mess of pottage, as this person Janssen has done in this instance. He is not a safe person to entrust with the destiny of the retail dealer, because he has clearly shown in this case that he will betray the retailer for a consideration.

Contrast this action, if you please, with the position he assumed in a letter he wrote the Tradesman, which was published in our issue of March 21, as follows:

St. Paul, Minn., March 19—I am greatly interested in your open letter to the Cheek-Neal Coffee Co., and your statement in the succeeding issue that the Cheek-Neal Coffee Co. has not made reply thereto.

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

It is my intention to feature your letter to the Cheek-Neal Coffee Co. in the forthcoming issue of the National Grocers' Bulletin, which goes to press on the 27th. Should you, in the meantime, have any further developments of interest in this case, I shall be glad if you will keep me advised.

C. H. Janssen,
Sec'y Nat. Ass'n. of Retail Grocers.

I was present when the National Association of Retail Grocers was organized at the world's fair in Chicago in 1893—thirty-five years ago. I left the meeting hall, disgusted with the manner in which the organization was launched. I have had precious little use for it ever since, because at frequent intervals it has been represented by officials who have betrayed the

trust reposed in them by the membership.

So long as the organization retains on its working staff a person of the Janssen ilk as its Secretary, I shall have no confidence in it whatever.

E. A. Stowe.

Mesh Hose May Become Staples.

In women's silk hosiery lines silk mesh stockings are in such active demand that several of the local distributors claim that by Fall most stores will be featuring them as staples. Although priced from \$30 per dozen up, substantial orders are being received daily from all parts of the country. Even from small towns, where price is usually a big consideration, orders are being received. The day colors, such as beige, gunmetal and French nude, are selling best in the cities, but elsewhere they are bought in the lighter shades for evening wear.

Beach Wear Firms Oversold.

Leading manufacturers of women's high-grade bathing and beach apparel report exceptionally good business so far this season. In fact, the majority of them are oversold and are running their factories both day and night. Orders are now being taken on the promise of two weeks' delivery. One manufacturer predicts that this condition will keep up for at least six weeks more. In addition, it appears that buyers are so concerned about getting quick deliveries that they have not had time to haggle over prices.

Kroger Acquires Foltz Chain.

Kroger Grocery & Baking Co. has acquired the 193 stores of Foltz Grocery & Baking Co. This acquisition brings the total number of Kroger stores to 4,165. The Foltz chain is located in Ohio and Kentucky, with 154 stores in Greater Cincinnati, twenty-nine in Louisville, eleven in Hamilton and three in Middletown. Included in the acquisition was the large Foltz warehouse and bakery of 180,000 square feet. The entire Foltz organization will continue in the management and operation of the stores.

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

Pearls To Be Featured Again.

Pearls will be used extensively again next Fall, according to reports received to date from leading novelty jewelry firms. They will be featured with crystals and shown in new styles and color combinations. To keep up with the constant demand for something new, many firms are planning on showing only a few new items at a time. This plan, they believe, will enable them to test out the new numbers and help them gauge stock requirements.

Not So Dumb.

A large building was under construction in a neighboring city. Extra help was needed. A feeble-minded man was hired, he could at least push a wheelbarrow. Some forty men were lined up to carry bricks to the masons. The foreman noticed as the feeble-minded man passed that his wheelbarrow was turned upside down.

"Why don't you turn your wheelbarrow right side up?" he asked.

"Oh, every time I do they always fill it with bricks," was the answer.

Rightly Named.

"What's that you call your mule?"

"I call him Corporation," answered the old colored man.

"How did you come to give him such a name?"

"Fum studyin' de animal an' readin de papahs. Dat mule gets mo' blame an' abuse dan any'ing else in de town-ship, an' goes ahead doin' his work jes de same."

The prudent, penniless beginner in the world labors for wages, for a while, saves a surplus with which to buy tools or land for himself, then labors for himself another while, and at length hires a new beginner to help him. This is the just and generous and prosperous system, which opens the way to all, gives hope to all, and consequent energy and progress and improvement of condition to all.

Abraham Lincoln.

Ordinary Life...

Life policies paid up in 10 to 20 years.

Endowments maturing in two to 40 years.

Pensions and annuities paid monthly for Life.

Sun Life Assurance Co. assets over \$400,000,000.

JOHN E. GODFREY

805 Grand Rapids Savings Building

18 years with the Sun Life

SEND FOR BOOKLET

WE OFFER OUR UNSOLD PORTION OF

\$2,217,000

(Total Authorized Issue, \$2,660,000)

CALAVERAS TIMBER COMPANY

(A Michigan Corporation)

First Mortgage 6% Gold Bonds

Dated May 1, 1928

Due May 1, 1938

These bonds are the direct obligation of the Calaveras Timber Company and are secured by a first mortgage on timber lands in Calaveras County, California, having an appraised valuation of over \$5,700,000.

Both principal and interest are unconditionally guaranteed by Charles F. Ruggles and John H. Rademaker who, according to their respective sworn statements, show a net worth in the aggregate of an amount considerably in excess of this issue of bonds.

Price—Par and Accrued Interest

HOWE SNOW & CO.

Incorporated

NEW YORK

CHICAGO

SAN FRANCISCO

GRAND RAPIDS

PHILADELPHIA

WILKES BARRE

DETROIT

ROCHESTER

BOSTON

MOVEMENTS OF MERCHANTS.

Belding—Oscar Emery succeeds J. DeVleiger & Son in the grocery business.

Kalamazoo—The local branch of Lee & Cady have opened two cash-and-carry stores in Kalamazoo, one in Battle Creek, one at Three Rivers and one at Benton Harbor.

Whitehall—Gee & Carr have completed a funeral home in connection with their hardware and furniture departments. It is located just north of their present building.

Muskegon—Community Motor Sales, 1165 Third street, has been incorporated with an authorized capital stock of \$15,000, of which amount \$7,100 has been subscribed and \$5,100 paid in in cash.

White Cloud—W. E. Barnhard, aged 59, died June 2, as the result of a stroke of apoplexy. For the past 33 years Mr. Barnhard has been associated with his mother in conducting the general store of the Barnhard Mercantile Co.

Hamtramck — Malbandian & Co., 9111 Jos. Campau avenue, has been incorporated to deal in groceries and food product at wholesale and retail, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Kalamazoo—The MacDonald-Gensel Co., 140-142 East Main street, is closing out its stock of women's, children's and men's ready-to-wear clothing, shoes, millinery, etc. at special sale in order to give possession to the new owners, of the building occupied by it.

Muskegon—Because he is alleged to have called them "thieves and liars" in the presence of several other people, George A. Hume, local wholesale grocer, is being sued for \$10,000 for slander by Mrs. Anna Lount and Lulu B. Lount. Each plaintiff asks \$5,000.

Detroit—Marsh's, Inc., 501 Woodward avenue, has been incorporated to deal in confectionery, cigars, etc., and to conduct a restaurant, with an authorized capital stock of \$10,000, \$3,300 of which has been subscribed, \$1,500 paid in in cash and \$1,800 in property.

Saginaw—The S. S. Kresge Co. plans the operation in Saginaw of two classes of its stores. A "5 to 25 cent" store will be established on property leased from the Bank of Saginaw on Genesee avenue, and a "25 cent to \$1" store will be established at the southwest corner of Genesee and Franklin streets.

Sebawaing—Sebawaing is to have a golf course and airport. An organization made up largely of business men, headed by Martin List, has decided to purchase the Fred Cehmke farm of 103 acres for the purpose. The farm is exceptionally well adapted, by virtue of location and topography, for the twin project.

Whitehall—The T. B. Widoe Clothing Co. is closing out its stock, composed of women's and men's ready-to-wear clothing and shoes. The business has been established fifty years. Mrs. Widoe and her son, Russell, will remove to Los Angeles as soon as the stock is sold and the building disposed of by sale or rental.

Ishpeming—O. L. Hotchkiss, who has for several years served as manager of the Ishpeming store of the J. C. Penny Co., has received notice that he has been appointed manager of a new store to be opened by the firm in Burlington, Vt. He will take up his new duties July 1. Spencer Heiden, who has been employed in the Ishpeming store the past three years, is to succeed to the managership here.

Alma—The city of Alma has planted 150 elm trees on both sides of the paved road between Alma and St. Louis as far as the corporation line. The planting was done to make of the highway a lovely shaded avenue that would add dignity and beauty to the drive and properly impress tourists and visitors. Alma's civic consciousness in this regard has been highly applauded by other communities and it is probable that its initiative in this regard will be followed by other communities.

Manufacturing Matters.

Flint—The Peninsular Milling Co., 115 East Water street, has increased its capital stock from \$8,000 to \$65,000.

Buchanan—The Ward Mail Box Co. is moving to LaPorte, Ind., after operating in Buchanan for the past four years.

Mt. Pleasant — Production at Mt. Pleasant plant of American Enamel Products Co. is increasing, with about 100 employees on the payroll.

Adrian—The Michigan Tool & Die Co. has incorporated under the name of the Oro Manufacturing Co. The new company proposes to conduct a general machine shop.

Corunna—The Weatherproof Body Corporation is completing a \$40,000 plant addition. The company is at present employing 360 men and is running day and night shifts.

Muskegon—The Michigan Foundry Supply Co., has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$700 paid in in cash and \$14,500 in property.

Holland—The Ottawa Furniture Co. has leased the plant and equipment of the American Cabinet Co., located at West 16th street and will conduct the business under the style of the Chipewawa Cabinet Co., employing about 100 men.

Detroit—The Eastern Foundry Co., 520 Orleans street, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,000 paid in in cash and \$7,500 in property.

Detroit — The Autorad Electric Corporation, 2450 Buhl building, has been incorporated to manufacture and deal in auto parts, radio equipment, etc., with an authorized capital stock of 25,000 shares at \$10 per share, \$50,000 of which has been subscribed and paid in in cash.

Detroit—The Codde Manufacturing Co., 5701 Roby street, has been incorporated to manufacture and deal in articles made of brass and other metals, and wood, with an authorized capital stock of \$50,000, all of which has been subscribed, \$10,000 paid in in cash and \$32,000 in property.

Detroit — The Julius Marcus Co., manufacturer and dealer in syrups, extracts and chemical specialties, has merged its business into a stock company under the style of the Marcus Laboratories, Inc., 530 West Jefferson avenue, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed, \$1,000 paid in in cash and \$7,000 in property.

Conservative Buying of Flour Appears To Be Advisable.

There has been no material change in crops news or prices during the past week. Monday the report came in from LeCount to the effect that the weather was very warm and dry in South Dakota and that as a result the spring wheat crop in that State had deteriorated considerably. The report stated furthermore that, unless conditions improved in North Dakota, in less than a week's time they would be in the same condition from the standpoint of their outlook for a spring wheat crop.

This news caused quite a sharp advance in prices yesterday, all of which was lost however to-day, Tuesday. It will continue to be a weather market to a large extent until the grain is safely harvested. The trade will do well to watch weather reports.

On the whole, we will probably have about as much wheat as last year, unless something really does happen to cut down present prospects. The carry-over likely will not be anywhere near as large as last year, although the visible supply is greater at this time than twelve months ago. However it is the invisible supply together with future crop prospects, and supply and demand, that finally make or break a market.

Present prices are higher than last year; are really on a domestic basis for soft wheat varieties, particularly; Europe being able to buy wheat from other countries more cheaply than from the United States, and while present prices are not out of line with crop prospects and stocks of grain, a limited foreign demand will ultimately weaken values on this side of the water, unless there is further serious deterioration in the growing crop of wheat.

Conservative buying appears advisable for the next two or three months, based on the present outlook. Watch the weather and foreign demand.

Lloyd E. Smith.

Another Case of Chicanery By A. & P. Co.

Detroit, June 5—Last week while trout fishing at Gladwin, I overheard a discussion at the Graham Hotel of that city relative to the present Del Monte brand of canned peaches sold by the A. & P. stores. In this discussion it was stated that the A. & P. Co. had taken over the Del Monte Canning Co. The argument was this: that the A. & P. had cut down on the number of slices in their No. 3 canned peaches and that there was not so heavy a syrup in the present pack as sold by the A. & P. The gentlemen who took part in the discussion sent out for one A. & P. can and also sent to another retail store for a can of the same brand. They got Mrs. Graham to give them two dishes and they examined the contents of both cans and found the A. & P. syrup thin and several slices short. The other can was

filled with peaches and the syrup was heavy. I was playing bridge at the time and was not following the discussion very closely, consequently cannot give you the full facts. However, I believe you can work up a good story of facts for your readers by getting in touch with Mrs. Graham, of the Graham Hotel, and have her get you a can from each store and make a correct analysis. This same condition may exist with the remainder of the Del Monte products, etc. The difference in price between the two cans was 5c, which is possibly the reason for the A. & P. shrinkage.

W. G. Montgomery.

Taming the Wild.

"Hello, old man, where have you been?"

"Just got back from a camping trip."

"Roughing it, eh?"

"You bet. Why, one day our portable dynamo went on the bum and we had no hot water, heat, electric lights, ice or radio for almost two hours."

Plain Carelessness.

Simple Sam, innocent and harmless, lived a solitary life at the edge of town. One evening he came tramping along Main street carrying a red lantern.

"What are you doing with a red lantern, Sam?" asked a bystander.

"I just picked it up. Some fool left it by a hole in the street."

One of the interesting developments recently has been the announcement that the Census Bureau is to extend its statistical work covering spot stocks of vegetables to the leading fruits, including peaches, pineapples, cherries and pears. While there has been some criticism of the figures on vegetables, it is generally recognized that a start has been made in compiling statistics which in time will be perfected and extended to cover the stocks of packers and distributors in a way which will give the manufacturing and selling trade an accurate barometer of existing supplies. One of the greatest handicaps of the past has been the lack of knowledge of holdings, which has caused uncertainty and many an inaccurate guess. Combined with Federal reports on intended planting of canning crops, and a tracing of the development of the various crops during the growing period, the statistics of holdings of carryover will provide the industry with data which have been lacking in the past. The trade organizations which have indorsed the work of the Census Bureau have made a strong appeal to members to give the department 100 per cent. co-operation in its important work of making a start of fruit holdings.

The country continues to hand to the Daughters of the American Revolution its meed of criticism for the absurd "blacklist" of speakers. The Springfield Republican, which really started the whole storm, took the unusual step of printing on its editorial page a two-column cut underlined: "Mrs. Alfred Brosseau, of Washington, D. C., president-general of the National society of Daughters of the American Revolution, who attended the presentations in the throne room at Buckingham Palace, May 9 last." The Republican lets the irony of this sentence speak for itself.

Essential Features of the Grocery Staples.

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

Tea—But little has occurred in the first hands tea market during the week. Owing to the holiday, prices are about where they were about a week ago, with fairly steady undertone.

Coffee—Market for Rio and Santos coffee, green and in a large way, has dropped during the past week $\frac{1}{2}$ cent a pound. Weak news from Brazil and dull business in this country are responsible. It looks as if the market will go lower. Milds are about where they were last week. Jobbing market for roasted coffee is feeling the weakness of the green market, but there has been no general material change during the week.

Canned Fruits—Apricots are less favorably placed than other fruits. Pineapple is firm, as are pears and cherries, with a better demand for the latter than in recent weeks. Berries favor the seller on account of the outlook for a short pack in the Northwest.

Canned Vegetables—Corn is the weakest item on the list, and with a draggy spot market futures are ignored. Tomatoes have improved in tone and have kept the gain in price at the Southern factory with the reports that twos are the main pack left. New peas are being packed in the South and the shortage of the cheap lines will soon be relieved, but the first cars command a premium over the later market and will not be priced so as to disturb the range on carryover. In all three products the demand is hand-to-mouth.

Canned Fish—Fish packs are handicapped by cool weather, which has retarded the consumer movement. Rainy and cool weather at week ends for more than a month has interfered with outings, and the products which are used on picnics have been less active than usual.

Dried Fruits—The dried fruit outlook reminds one of the reports which were current during the war when there was talk of big drives and sensational advances. Outside of raisins, which have been a laggard the other dried fruits have shifted their position to higher ground where they have entrenched themselves behind smaller carryovers than usual and lighter packs than last year in such lines as prunes and apricots. The packer claims to have the selling advantage inasmuch as he is not forced to accept bids at discounts when his competitor will do so if he does not confirm at the buyer's ideas of value. Competition has disappeared to a considerable extent in prunes and apricots are working into a better position. The surplus of peaches has not been large on the Coast where some of the packers are more or less out of goods and the higher grades are in favorable position. Coast prunes have advanced faster in California and the Northwest than they have in the East, with very little left in the latter district and as few as 6,000 tons reported still unmarketed in California. There are no large stocks in the hands of jobbers throughout the country with a number of months to go before new crop moves. If postings

are correct the spot market is too low to be maintained at present levels. There has been an improvement in apricots here during the past week and prices in some grades and varieties have hardened somewhat. Peaches have been without radical change but the really good grades are held firm. The trouble has been that there are undergrades of 1926 and 1927 packs which have depressed the situation. Raisins afford an uncertain outlook. According to some advices independent packers are in good shape on carryover of merchantable quality, with the unsold stocks mainly controlled by the association, and a good sized crop is in sight. Efforts have been made to form a working agreement among all packers to handle carryover to the best advantage but there has been some doubt expressed here as to the likelihood of such a move resulting in a satisfactory conclusion. Meanwhile the demand for raisins is routine and the market is steady at passing quotations.

Rice—The spot market is uneventful since the demand is mainly for actual needs, and while there is a persistent enquiry it is not for large blocks nor of a speculative character. Cheap rice acquired when the market at primary points was on a low basis are being pretty well exhausted and holders generally have higher ideas which they have been able to pass on to the buying trade. Letters from the South are to the effect that the crop is late and that carryover is not in large supply for the season.

Nuts—Domestic and imported nuts are in better demand than in recent weeks and the several advances which have occurred have spurred traders to cover their shortages rather than to cause them to hold off making replacements. Prior to the recent advance in California walnuts on the Coast there was free trading, but now that dealers have taken care of their wants the market is quiet, but values have been well sustained in all positions. California almonds have also been firmer and are being bought ahead to take advantage of the present basis, which will be advanced in some types on June 11. The real fireworks in the nut market, however, have taken place in foreign shelled nuts, beginning with almonds, passing to filberts and to a lesser degree reaching walnuts. Almonds have been firmer and higher abroad and the spot market has moved upward. Filberts have made sensational advances which have been sustained and there are meager offerings from abroad as shellers are either out of goods or are waiting for a further hardening in the market. The consensus of opinion in walnut circles has been that the market has passed the low point of the season and is due to make steady progress from now on until the last of the present crop is out of the road. Postings are to the effect that the coming yield is smaller than last year and that no low prices are likely to prevail on new crop at the start of the season or later on.

Syrup and Molasses—The market for sugar syrup shows very fair activity for the season; steady prices. Compound syrup is steady at last ad-

vance; fair demand. Molasses shows a fair demand for the season, but the aggregate is of course smaller than during the winter. No change for the week.

Beans and Peas—The demand for dried beans has been quiet during the week, with no change in price except that red kidneys are a little easier. Dried peas unchanged and neglected.

Salt Fish—Retail buyers are reported to be buying mackerel in good quantities and the whole market is somewhat more active. Catch has been light up to date, and there is no accumulation of stock. Alaska herring scarce and firm.

Cheese—Offerings of good cheese are light. The market has been firm throughout the week, although the demand has only been moderate. Prices are somewhat higher than they were a week ago.

Sauerkraut—Stocks of real good canned and bulk kraut are not excessive and are held with confidence, but undergrades of uncertain values are being offered at a wide range. The demand has been good as the spring has been cool.

Pickles—Stocks are light in all positions and in primary points are out in some of the popular sizes. Resales are on the increase and holdings in that quarter are narrowing, either because the seller is out of goods or is holding for his regular trade. Relishes are also firm at going prices.

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 — \$1.35@1.50 per doz. bunches for home grown.

Bananas—6@6 $\frac{1}{2}$ c per lb.

Butter—The market is steady on the same basis as a week ago. Jobbers hold fresh packed at 42c and prints at 44c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—New from Texas has declined to \$3.25 per crate.

Cantaloupes—Imperial Valley stock from California commands \$4 for standards and \$1.75 for flats.

Carrots—Calif., \$3.75 for iceberg crate.

Cauliflower — New from Florida, \$3.25 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, \$1.20 per doz. or \$2.25 per crate.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$10.00
Light Red Kidney	-----	9.25
Dark Red Kidney	-----	9.25

Eggs—Fine fresh eggs are still showing limited receipts and an active demand. No change has occurred during the week, but on this grade of eggs the situation is steady to firm. Local handlers pay 26 $\frac{1}{2}$ c for strictly fresh.

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

Green Onions — Home grown, 25c per doz. bunches.

Lemons—The market is steady on the following basis:

360 Sunkist	-----	\$ 9.50
300 Sunkist	-----	10.00
360 Red Ball	-----	9.00
300 Red Ball	-----	9.50

Lettuce — In good demand on the following basis:

Arizona Iceberg, 4s, per crate	-----	\$3.75
Arizona Iceberg, 6s, per crate	-----	3.50
Hothouse leaf, per lb.	-----	12c

New Potatoes—\$2.25 per bu. or \$5 per bbl. for Florida; \$5.50 per bbl. for South Carolina stock.

Onions — Texas Bermudas, \$2 per crate for white or \$1.75 per crate 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 weaker. Most stations are closed for the season, those open pay 20@25c per bu.

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	24c
Light fowls	-----	20c
Heavy Broilers	-----	30c
Light W. L. Broilers	-----	25c
Radishes—30c per doz. bunches for home grown.		

Strawberries—\$3 for Klondikes and \$3.50 for Aromas from Kentucky; 24 qt. crates.

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

Tomatoes—\$3 for 10 lb. basket of hot house; \$1.25 for 6 lb. basket from Calif.

Veal Calves — Wilson & Company pay as follows:

Fancy	-----	20c
Good	-----	18c
Medium	-----	15c
Poor	-----	10c

Coffee and Cocoa.

Overcrowding, changing channels of distribution and new competitors have brought a profitless prosperity to the coffee industry that threatens the industry itself unless the abuse of merchandise values is brought under control. Price competition is leading to sacrifice in quality, which breaks down the confidence of the consumer and decreases consumption. All factors in the trade must come to a reasonable, decent policy of live and let live. No one group is to blame but every group must recognize that ruthless competition hurts all.

This is a speedy age. But that doesn't mean that farmers can be hurried along at breakneck speed. The farmer and his wife still want to know exactly what they are buying before they purchase it. They want to take their time before they come to a decision and advertising that attempts to hurry them along may actually cause them to decide even more slowly.

THREE LABORATORIES

Maintained By the National Canners Association.

At the annual meeting of the American Wholesale Grocers Association, held at Cincinnati, Ben. C. Nott (Grand Rapids), President of the National Canners Association, made the following address:

Gentlemen, you are engaged in a business which is, perhaps, one of the most important and representative industries in the world to-day—food. You know there are three things that are necessary to create happiness in this world; one is food, another raiment and the third shelter. Food, being the first, naturally is the most important, and I see around me this morning some of you who have devoted your entire lives to the distribution of food. You have gathered it from the four corners of the earth and are distributing it to the consuming public. It means to me that you are doing a service to mankind which is most worthy; and knowing, as I do, that you are giving this service, I cannot see why you should not remain in business for many years to come.

Coming to you, as I do, as a representative of the National Canners Association, I take for granted that you expect me to say a few words in reference to what the Association is doing and trying to do. I will make it brief, however; just touching on a few of the high lights of the most important things.

The National Canners organization was formed in 1907, not with the idea of its being a manufacturing or merchandising organization, but with the idea of establishing scientific research and other forms of research pertaining to the industry, and also with the big idea in mind of trying to give to the consuming public the best canned foods that scientific knowledge and human skill can produce.

We felt that we had worked in the dark long enough. We felt that we must have more information. You know, gentlemen, really the things that we all worry about in our business and in our associations are the things that we don't know. Therefore we organized and immediately proceeded to establish research laboratories. We have at the present time three: one in Washington, one in San Francisco, and one in Seattle. These laboratories are equipped with bacteriologists, chemists, scientific men who are prepared to take care of all phases and all problems that enter into our industry.

Some of the principle studies the scientists have worked on have been such as tinplate, composition of steel, flippers, nippers, hydrogen swells (you gentlemen are all familiar with these things or you should be), discoloration of the inside of the cans and the contents of the can. Also the products that enter into the manufacturing of the various commodities, such as water, sugar, salt. One of the most important studies I think was the study of processing.

It isn't necessary to go into detail as to what the canning industry used to be, but I might say in passing that in

the old days most canning factories had high board fences around them, great big signs, "Keep Out"; and today these plants are thrown wide open and carry big signs saying, "Visitors welcome." We feel that it is better advertising; the best advertising we can have to get the people to come into our canning factories.

We used to think that there were secrets in the canning game. There used to be more or less mystery around the plant; but there is no secrecy in the game, gentlemen. There are no preservatives used, there is no coloring used. It isn't necessary to use those things; heat alone is all that is necessary to sterilize food products.

Another very important study that has been made by the association in its

University, the University of California, the University of Chicago, and the work is still being continued in the California and Chicago universities. We found that ptomaine was a misnomer. So-called food poisoning is caused by an infection of the food due to various types of bacteria and due to the fact that canned foods are so thoroughly sterilized after they are sealed, this bacteria is destroyed and canned foods are very rarely to blame for any illness whatsoever.

I notice in the Canner, coming down on the train, that there has not been a food poisoning from commercial canning since early in 1905.

We, as canners, went along for a great many years with principle thing we had in mind being how many cans

I presume some of you members of the American Wholesale Grocers Association have had—if you haven't you are fortunate—claims made upon you for various reasons as to something wrong found with the canned products. We felt that it was necessary to establish a department to take care of these claims.

Such claims come in the way of complaint as to possibly an alleged illness or injury, and usually with that claim is a demand for money or a threatened lawsuit or threatened publicity. Now the Association is taking up these complaints of the members of the canners association. They are investigating them thoroughly and are defending the canners; and, of course, where they feel that it is worthy they try to settle the case; if not, they fight. But there seems to be more of that than there has been in the past, and it seems to come from one section of the country, which makes us feel that where the cases are not worthy of consideration we should have suit and fight the thing out.

We formed a committee called the Definitions and Standards Committee. This committee has been in action for two or three years, trying to come to some established decision as to defining what a can of "fancy peas" would mean, or a can of "fancy corn." In fact, most of the work has been confined to these commodities. The committee is working closely with several branches of the Government in order that these definitions may be agreed upon by all and be settled definitely; settled, in fact, so that the various departments of the Government will send out for bids, the requirements of which will be uniform. We feel that that is a good work, and there have been tentative specifications made, and it is just a question of carrying out the details.

The first of last September we established in Washington the Home Economics Bureau, and we were very fortunate to secure the services of Miss Ruth Atwater to be director of this bureau. She is devoting practically all of her time traveling around the country at these colleges where they study home economics, domestic science, and she is talking to the teachers and students of nutrition; she is also visiting women's clubs and cooking schools and she tells us that it is astounding the information that they want to get the things they don't know about canned foods.

You know these womenfolk have a right to know what is in a can of food. We certainly ought to put more information on our labels. It amuses me when I think about it. If we men were buying our shirts and collars and socks done up in a package that we couldn't see until we got home, and didn't know whether they gave us the size and color that we wanted or not, I tell you there would be something doing.

We are putting out canned foods today, you are putting them out under your labels, and we don't say enough. We don't tell the housewife what is in that can. Those are things we are working on. We are trying to estab-



Ben. C. Nott.

own laboratories and with the assistance of other food institutions has been the question of vitamins. This work has been carried on at Columbia University in our own laboratories, and they have found that canned foods retain a great many vitamins that are lost in the preparing of the so-called fresh vegetables which are prepared at home. A great many of the vitamins pass away in the steam during the preparation for the table. We feel that that has been a great point in favor of canned foods.

Another important subject that was taken up and studied was food poisoning, after several years of hard work on the part of the Association that financed these investigations. This work was done at the School of Medicine at Harvard University, Stanford

of tomatoes could we get out of a pound, how many cans of peas, how many cans of corn—that was the big thing; disregarding a great many other things that we feel are very important to-day. So we established at the Association a Raw Products Bureau in order to study the raw products and make them better, appreciating the fact that you have got to start right if you are going to have a finished product. That is the way it should be, the way you distributors want it. This work of the Raw Products Bureau is being taken care of in 47 state agricultural colleges, 60 experimental stations, and in connection with the Federal Department of Agriculture.

We are doing a lot of work in the way of building up the products to be used for canning purposes.

lish uniform standards as to expressions so that we can tell that housewife what is in those cans; she is the one—it isn't what you would like to distribute, it isn't what we would like to pack; it is what the housewife wants. She goes to the store and buys what she wants, and it is our business to supply what she wants.

Those are some of the things we are working at, trying to arrive at some definite expression so that when there is a can of peas or a can of corn put out, if it is "fancy," tell her it is fancy.

The Government officials tell us that the word "fancy" is used by some commodities and some industries not as a designation of the very best. I think they say, for instance, that fancy potatoes are second grade. I am not familiar with that, but it is quite a problem to try to figure out just what the expression should be, to convey to the housewife what the very best in canned foods means.

The Bureau of the Census came out with the reports of stock and pack. They agreed to do that for the Association. We had done it for several years prior to that time. They came out with their statistics a few days ago, telling us how many cases of peas, corn and tomatoes there were in the hands of the distributors and in the hands of the canners. There was some little objection here and there on the part of some people as to whether that was the proper thing to do, but the fact is that at our Board of Directors' meeting in Washington it was unanimously agreed upon that we should get behind the publishing of these figures and the gathering of these statistics, and that we should have this information; and when these questionnaires were filled out and returned to the Government, I understand that 98 per cent of the canners replied, and 85 per cent, I think it was, of the distributors.

Now, for being the first report, we think that that was very gratifying; and, as I said before, we feel that these statistics are what we ought to have. You want the information, we want the information, and regardless of these reports, regardless of where the chips fall, we still feel that that is the proper thing to do—give us more information.

Now, Mr. Chairman, I think I have said all that I will say this morning. I want to congratulate you on the wonderful convention that you have had here, the wonderful music and the wonderful talks we have had. It has certainly been very constructive, and I feel highly honored and privileged to have been invited down to your convention and to have been given the opportunity to say a few words to your members.

Sleep is the finest of indoor sports. It is better than fine gold and precious stones. You get it when you live one day at a time, play square with yourself, be at least ordinarily neighborly, laugh a bit now and then, and live so that the man who works with you all the year round thinks you are a good fellow. If you do these things, you'll have mighty few worries and you'll know what long life and happiness really are.

Thomas Dreier.

HOME OWNED STORES.

Activity at Jackson, Battle Creek, Lansing and Flint.

Saginaw, June 5—Another meeting of Home Owned Store merchants was held at Jackson on Monday evening. This was a dinner meeting and was held in the ball room at the Hayes Hotel.

The jobbers of Jackson certainly are fast workers. The initial meeting was held about five weeks ago with thirty-one jobbers present. The second meeting, about two weeks later, with 160 jobbers and their representatives present, and now the third meeting, with jobbers and retailers together at a subscription banquet, and I am told there were over 300 tickets sold before the meeting and a number came in later. Anyway, every available seat in the room was filled.

It may be of some interest to state that in this meeting a large number of ladies were present. In the two previous meetings a temporary organization was perfected comprised of merchants in various lines and they are now ready to start to work in a local campaign.

The Jackson labor paper has this to say about the movement:

"The success of Kalamazoo and other cities in eliminating syndicate stores, is having its effect all over the country. The movement against the chain stores was originally inaugurated by the miners of Pennsylvania. The latter were hard hit by a forced strike, and it is said were hit harder by the syndicate store. In the old days when trouble came, the home owned store tided them over their trouble and allowed them credit until they got back to work. The chain store came in and got the wages of the miner while he worked. When forced idleness came the syndicate stores presented them with the cold shoulder. Mr. Miner then realized that he had helped put his best friend out of business. When the miner asked for aid he was referred to 'our New York office.' In the course of a week he was politely informed that 'all our funds for charitable purposes were exhausted'—a printed form that usually comes back to all who seek to build up a community spirit. Organized labor in Southern Michigan is giving its aid in eliminating this menace to free competition."

We held a meeting in Battle Creek at the Elks club Thursday evening of last week. It was the first meeting held in that city. It was a rainy night and we didn't expect much of a crowd. That is quite usual at a first meeting. In spite of the weather there was a crowd of about 175, mostly retailers. They appointed a committee of eleven dealers and are going to start some local activity. We predict at their next meeting there will be three hundred present. This movement grows wherever it is started properly. That is the encouraging thing about it.

We have seen it grow from about a dozen people in Kalamazoo to an organization of several hundred in less than six month's time.

Last week the Home Owned store meat dealers had a meeting. I am told there were forty present. How could you get forty meat dealers together in a city the size of Kalamazoo unless there was something of unusual interest to talk about.

We are receiving many requests from various jobbers to start the movement in their part of the State. We are glad to co-operate just as fast as it is possible for us to do so. If you are interested, please let us know so that we may arrange our plans accordingly.

James M. Wilson, of Kalamazoo, and D. B. Chindblom, of Grand Rapids, have been co-operating with the writer in most of these meetings.

We are receiving requests from points out of the State to get the work started but we are going to be plenty

busy here for some time and cannot accept these invitations, not at this time.

At the largest meeting in several years, the Flint federation of labor went on record Tuesday night against chain stores and mail order houses, and declared in favor of Home Owned firms.

A campaign is being conducted urging all Union men and their families to buy of the Home merchant rather than with the chain store or from the mail order house that sends all their money out of town. P. T. Green,

Sec'y Michigan Wholesale Grocers Ass'n.

Floyd Bennett has enriched our inner life, made our ideals real once more, and been a spiritual gain. He and his brothers of the air, like shuttles weaving the nations together for purposes of peace, have brought back the heroes of the Old Testament, the heroes of Greece and Rome, the knights of chivalry, have made us young again, and full of faith, revealing that self sacrifice which is the mark of the King of Heroes.

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MICHIGAN BELL TELEPHONE CO.

MUST NOT FORGET TOO SOON.

Dispatches say that in the Memorial Day parade in Chicago there was a detachment of former German soldiers who had fought against us in the kaiser's war. They marched at the request of the local camps of the American Legion.

It is true that the fighting men often have and retain less of war hatred than the civilian population. Yet it will seem to many Americans that in this act the Legion went too far, too soon.

It is within general memory that Northerners who had fought in the civil war hotly rebelled against the return of the Confederate battle flags. They resented as hotly the first parades in which the Blue and the Gray marched side by side. But there was every compulsion, both of sentiment and of common sense, for such crossings of the bloody chasm. Brother had fought against brother, and it was necessary and wise for both to forget their bitterness and come together for the sake of their reunited country.

This compulsion does not exist in the case of the war between the Allied and Associated Powers and the Central European Powers. It may be urged that the world has advanced since our civil war era and that its nations are far closer together; that the horizon which then included but our own states has been extended to include the countries of Europe. This is logical. It is based, too, on a new and powerful yearning for universal peace.

Still, we believe that the march of the ex-German soldiers in Chicago touches something that is not logic. It is emotion. There are certain intangibles that cannot be washed out of the situation. Many Americans were offended because the German flyers were allowed to lay flowers upon the tomb of the Unknown Soldier at Arlington; others were offended because they believed war hatreds are uselessly revived in "Dawn," the Edith Cavell film. There are no set rules for the control of emotion.

The one known solvent for the intangible and often unreasonable reactions of hatred is Time. The Legion might well have waited longer before it made its Chicago experiment. No sane person can wish to see hate for Germany maintained in the United States. Nevertheless, as one wise Englishman said of the Cavell film: "We must not remember too much, but we must not forget too much."

THREE GREAT STATESMEN.

The Republican Party is rich in Presidential timber this year. But there are three lofty pines that far out top the others — President Coolidge, Secretary Hoover and President Butler of Columbia University.

President Coolidge has expressed his desire not to run again. But his desire would not hold against an electric charge of enthusiasm, an edict of destiny, that may sweep the Republican delegates off their feet and move them to declare as one man for Coolidge. In this case President Coolidge would be compelled to run, whether he would or not. Otherwise he would be going

against manifest destiny or Providence (which commands us all) and would fail in his highest duty to the people. In a case like this it is not a man's power to choose or not to choose. He is in the hands of Providence.

Secretary Hoover would make an admirable President. This man is really a potent figure. He has a President's look. Calm, self-contained, of great brain power and massive intellect, his knowledge, experience and discretion are matters for wonderment. His reply to Senator Borah's query as to his stand on prohibition stamps him as a man of the highest discretion, and discretion is a quality that Presidents require, perhaps, more than any other quality. His engineering gifts would find scope in the Presidential chair, for at this time the country needs to construct a number of great engineering works.

President Butler of Columbia is our third choice for President. He might well be our first. He is a remarkable scholar, a man who has a clear survey of the past and who is en rapport with all that is best in contemporary life. He is an American of the finest type, a consummate statesman, an orator, a sociologist. In fact, what is he not? Unlike Poincare, of whom one of his countrymen said, "he knows everything and understands nothing," President Butler may be said to know everything and to understand everything. His great love for peace and his work as a spreader of peace would make his services as President of the United States very valuable. President Butler is a whole-souled, wholesome man and one of the few, the very few, true leaders of this generation.

FAILURE TREND NORMAL.

Along with other contrasts in the situation, the fluctuations in business failures have not seemed at times to reflect the reports of backward trade. Not only has there been more than the usual complaint this year about slack business, but there has been increasing woe over the lack of profit, severe competition and unduly rapid style changes.

In such circumstances, it would be natural to expect the business mortality rate to register a fever stage. And yet there has been no marked increase and the trend has been quite normal. The figures for last month, however, ran against the usual trend and may be significant for that reason. One agency reports a total of 2,008, the first time the 2,000 mark has ever been exceeded in May. The defaults were 10½ per cent. over the April total and 8½ per cent. over those in May, 1927.

From the angle of indebtedness the showing is more favorable since the liabilities of \$36,116,990 were 5 per cent. under the liabilities in April and the same percentage under a year ago. As in other records of recent months, the evidence points to increasing mortality among the smaller firms not equipped to meet the more exacting requirements of present-day competition.

The swing toward a higher number of failures will be watched very closely, especially as the speculative craze

has swept the country and has involved perhaps a good many business men who might otherwise be able to tide over a period of dull trade.

THE ONLY REAL REMEDY.

The Tradesman is fully convinced that the present era of price cutting, due to the pernicious and pestiferous methods of the chain stores, bolstered up by the price discrimination practiced by manufacturers, can be remedied by National legislation of a prohibitive character.

Since Congress has adjourned, there can be no such legislation for some time. Before the short session convenes in December, it may be the investigation of the Federal Trade Commission, ordered by the Senate, will have progressed sufficiently to enable that body to suggest some way for preventing unfair discrimination in the future, that can win enough votes in Congress to become a law.

Meanwhile, the problem must remain an individual one with every manufacturer. All of them have it in their power, by the right of selection of customers, to remedy the present price cutting evil, which exists largely because of manufacturers' price discrimination. If this price cutting is permitted to continue, the effect on entire industries, the elimination of retail outlets, will be so serious that a solution of the whole problem will be forced on manufacturers by natural or economic law if not by statute.

ON THE BANKS OF THE BRULE

Last year President Coolidge decided that Cedar Island Lodge, Wis., was too far from a town having ample railway, telegraph and hotel facilities. This year he selects that secluded place for his vacation. Does his choice reflect a desire to avoid cowboy stunts and ten-gallon hats?

Those who see a political motive in the selection and who reason solemnly of a Presidential desire to win the Northwest to the Coolidge standard would have been just as sure that Mr. Coolidge had an eye upon renomination if he had announced that he was going to stay in Washington, go to Vermont or divide his vacation between Virginia and Tennessee.

The natural inference from the President's choice of the Brule is that he is thinking of a good place for a vacation. Even politicians may recall that it was in South Dakota last summer, whither he had gone, as they knowingly explained, to reconcile the farmer, that Mr. Coolidge made his "I do not choose" announcement.

We wish the President the vacation he has richly earned, on the banks of the Brule, far away.

USE FURNITURE TRADE-INS.

Some department stores are finding it profitable to operate "trade-in exchanges" in connection with their furniture departments, just as automobile dealers accept used cars in conjunction with the sale of a new one, according to a study made by the National Retail Dry Goods Association.

On the Pacific Coast, the study brings out, most of the stores have such departments and find they are

of benefit. A customer finding that the furniture she has will be accepted as part payment at an appraised value is much more interested in the purchase of new merchandise.

Having been educating to rapid depreciation on used-car trade-ins, the amount asked by the customer is usually not exorbitant. After refurbishing, the old furniture is turned over at a profit. One store which has operated a trade-in department for about a year reported that this section was doing an average of about \$5,000 a month, with an annual turnover of six times and a mark up of 86 per cent.

WAR GASES.

What is Germany doing with a supply of poison gas big enough to threaten the very existence of a city as large as Hamburg? After signing the Versailles treaty, in which she solemnly pledged her word not to produce any more deadly gas, she proceeds to make and store enough gas to kill a hundred million people. The word of the kaiser and his co-murderers was never good, but the word of Republican Germany ought to be good. It is an act of fate that Germany, the introducer of war gases, should be the first to have one of her own cities laid waste by the deadly phosgene as cities will be laid waste by it in the next war. May the spectacle of suffering help the present-day Germans to get entirely rid of the militarists who ruled the nation in 1914 and who are now manufacturing secret gases for another war.

WOOLENS AND COTTONS.

The primary cotton goods market is slow this week and the movement in finished goods continues to reflect the dullness in distributing channels. Wool consumption in April was some 10 per cent. under the same month last year, and activity in the goods market just now is restricted by the hesitant fall buying of retail clothiers, who still have considerable progress to make on their present selling season. Fall silk lines are opening and fair sampling is in progress. Raw silk dropped to the lowest level of the year.

Several distributive changes of importance have been made in the rug and carpet division of the market. Wiltons were opened Monday in what is said to be the widest range of designs ever shown.

THE DRY GOODS TRADE.

A week split by a holiday had the usual effect of reducing trade in both retail and wholesale quarters. Indifferent weather continues to hold sales in check, although some improvement is registered this week. Some broadening out of retail demand is noted in contrast to the more or less restricted purchasing that has ruled so long during the season.

Among the wholesalers fall operations are under way, although there is still a sizable amount of summer trade to be done. The absence of a brisk retail turnover limits, of course, the activity in the manufacturing markets. Reorders have been scarcely more than fair and prices not of the kind to encourage much production.

MEN OF MARK.

Samuel Moffett, Thirty-six Years in the Grocery Business.

In the passing period the popular mind is engrossed with the idea that the acquisition of great wealth is the most desirable achievement of a man's career. Though many individuals—probably a fair minority of the community—mentally recognize the existence of other valuable things than wealth they are most complacent, and somewhat cynical, regarding moral qualities as minor considerations. Wealth, as measured by dollars, is the paramount thing and the impression is strong that the attainment of it should command the most attention and inspire the greatest effort. The desire to accumulate riches has become so absorbing a motive that it neutralizes the claims of moral obligations as touching other desirable things in character and life. The impression prevails extensively that the attainment of great wealth can be made to atone for and cover from sight any reprehensible methods that may have been pursued in the getting of it, so the popular mind is inclined to condone cunning, crookedness, chicanery, oppression, bribery, political and judicial corruption and almost any wrongdoing up to the verge of illegality, and even violation of law may be without penalty when the judicial grip can be made to relax or be rendered impotent by the conclusive power of money.

The smart young man of our time has too generally imbibed the notions that the way to get riches is by pursuing a course of adroitness and cunning and that so called successful men are gifted with such attributes. Moreover, this idea is prevalent among all classes and ages and has become imbedded in the popular conception and belief, judging by the disclosures that recently have been made in high finance and corporate manipulations. The glare and glamour of brilliant and extensive modern finance and business have blinded the popular vision to the fact that the material stability of National prosperity rests not upon the amazing and pyrotechnic exploitations of the gamblers in so called securities and jugglers in finance but upon the business of the country that is founded upon substantial investments and is carried forward under the influence of sound and honest business policies.

At the head and in the management of many of the commercial enterprises of the country are men who have attained eminent success through honest intent and fair dealing—men who believe it the best policy to do right and that surer results can be attained through straightforward dealings than through any scheming that involves taking undue advantage of their competitors or patrons. It is to be hoped that salt enough remains in the business interests of the country of the healthful kind indicated to save it from utter putridity and disgraceful dissolution.

It is with pleasure that the Tradesman embraces the opportunity to introduce an example of a business that emphasizes the more hopeful view just expressed. It is also a cheerful and

grateful office to bring into relief a personality that, as head of one of the promising mercantile establishments of the country, has based success upon what is right and honest instead of upon cunning and deceit.

When a youth of 16 years of age, Mr. Moffett claims that he heard the call to engage in business. He felt that he should leave school and accomplish something for himself. One of his chief ambitions in life was to own and conduct a grocery store. This was apparently inborn instinct in the youth, cultivated by his parents who always sent him to purchase the groceries for the family. Depriving himself from obtaining further education, without a single regret to make, young Samuel Moffett left school and went to

by this firm was shipped to Saginaw and Bay City, where it was later distributed among the lumbering camps of the North. After two years' experience in this business, he returned to the grocery trade, in which he had become thoroughly schooled by a number of years' service as a clerk. The store was opened in a building where now stands the building occupied by the Doty-Salisbury Co. His store was the last in the business district of the city and the taunts from the other merchants that his store was located too far away from the heart of the city to be successful only spurred him on with even more eagerness to succeed.

Mr. Moffett continued in partnership with L. M. Bray, his first partner, for



Samuel Moffett.

work in a sawmill until he received his first opportunity to clerk in a grocery store. That opportunity soon came in the grocery store owned by D. S. Einstein, where he received \$2 per week.

From the day he first started to work until the present time, economy was, perhaps, one of his best mottoes. It was probably practiced more thoroughly when he was a youth than at present, as he had so little to spend. A part of the \$2 per week which he received was saved until he had finally saved enough to go into business for himself. Then the returns came more rapidly.

One of the first undertakings which Mr. Moffett espoused was a produce business, which he opened in Flint in 1878. Nearly all of the produce bought

three years and then moved his business into a building now occupied by the Martin & Zimmerman drug store. As the business grew he sought larger quarters. He next rented the building now occupied by the Vogue to be used jointly with the original store adjacent to it. When these two stores proved to be too small, another journey across the street into the Armory building was made. Here he launched a wholesale and retail grocery business. For nine years more the business grew and again new and larger quarters were sought.

The business had become so important in 1903 that Mr. Moffett purchased D. D. Aitken's interest in the Flint Produce and Coal Co. and the firm was afterwards known as the Moffett &

Skinner Co. W. D. Skinner, supervisor from Second ward, was his associate in this partnership. The wholesale grocery business was conducted exclusively from that date on. In 1908 Mr. Moffett purchased Mr. Skinner's interest, both in the stock of goods and in the property and then formed a partnership with his two sons, Robert G. and Samuel B. Moffett.

A great calamity hit the business on January 9, 1912, when a disastrous fire swept through the building, entailing a heavy loss to the firm. For the next ten months the firm labored under tremendous disadvantages to overcome the handicap caused by the fire. The salvage from the fire was stored in the Flint P. Smith building which had not as yet been completed, until the ruined structure could be replaced. The buildings were completed in November. The maintaining of the business during this year was a great strain upon Mr. Moffett, which was not much reduced until he retired from active service.

After thirty-six years of strenuous business, Mr. Moffett turned a half interest over to his two sons, Robert G. and Samuel B. Moffett, and sold the other half to J. W. Symons, S. E. Symons and R. Otto, of Saginaw. The business name was then changed to Symons-Moffett Co. In 1923 the half interest of Symons Bros. & Co. was purchased by R. G. Moffett and Samuel B. Moffett, together with several other local business men. The corporate name was then changed to the Moffett Grocer Co. In 1924 the house was re-incorporated, adding sufficient capital to the business to finance the purchase of the new quarters, 212 Smith street. At the present time the house has approximately 90,000 square feet of floor space devoted exclusively to the distribution of food products. It carries no allied lines, such as dry goods. This building was the old Dort Motor Car Co. warehouse, corner of Water and Smith streets. It is three blocks from Saginaw street and very economically adapted to the distribution of food products in every respect. The present capital is \$300,000 and the surplus \$156,400. It distributes all through the Flint territory over a radius of 100 miles. The control of the present corporation lies with R. G. and S. B. Moffett and the balance of the stock is owned by Flint people, representative business men.

Mr. Moffett has long been a member of the Methodist Episcopal church. He is a Master Mason and is affiliated with Genesee Valley Commandery, No. 15, Knights Templar. He is also a member of B. P. O. E. Lodge, No. 222.

Mr. Moffett has no hobby unless strict attention to business might be called a hobby for he always contends that he derives more pleasure from properly caring for his business than from any other source, and to this fact he "attributes his success."

* He has never been interested in attempting to secure public office for the reason that he has been quite deaf for many years.

Mr. Moffett is the soul of honor and has always been regarded as one among the first and foremost citizens of Flint.

Experience of Young Printer During the Civil War.

A young printer (myself) while employed in the composing room of the Detroit Tribune in 1864 learned that higher wages were paid to men of his craft in St. Louis than were being paid such employes in Detroit. Having cached a comfortable sum of money the printer was ready for a change of scenery and environment. Leaving Detroit on a train over the Michigan Southern Railroad, he arrived on the Eastern bank of the Mississippi three days later and awaited a ferry that would convey him to the city of St. Louis. No sleeping cars were operated on railroads and passengers left the trains at night to resume their journey on the following day. The river had not been spanned with bridges. Entertainment was engaged at an Olive street hotel. The remainder of the day was spent in an inspection of a number of newspaper and job printing shops. With the waning of the sun the young printer decided to purchase a seat in Ben DeBar's theater and witness a performance of "Fanchon, the Cricket," a drama which excited interest and favorable comment by the public in several large cities, as played by Maggie Mitchell, a popular actress in her day. (Parenthetically, the fact is recalled that the first dramatic performance given in Powers' theater was played by Blanche DeBar, a daughter of Ben DeBar, and a supporting company).

During the day the young printer learned that the rebel general, Price, with an army of 50,000 men, had invaded the State of Missouri with the avowed purpose of capturing and holding St. Louis; that only 6,000 Federals were available to check Price and that the city had been placed under strict martial law by the commander of the Department of Missouri. While seated in the family circle of DeBar's theater, the young printer noticed many armed soldiers stationed at various points in the auditorium. Officers of the army passed up and down the aisles interviewing men in the audience. Frequently men who had been interviewed left their seats to be escorted from the theater by soldiers. While the young printer's attention was centered upon the action on the stage, an officer tapped him on the shoulder. "Show me your pass," he commanded.

"Pass for what" the young printer enquired.

"A pass from the provost marshal that would permit you to stay in the city."

"I haven't such a pass," the young printer replied.

"Then step out."

The young printer followed other arrested men into the street where a detachment of several hundred soldiers were standing in the form of a hollow square. Into the square the arrested men were pushed somewhat violently as they came out of the theater. One-half hour later a major in command of the detachment ordered an advance and the procession moved, without music, to Deagle's theater, where search was made for men who could not produce the passes

demanded. From Deagle's the procession moved to the Broadway and other places of amusement, then to the hotels, saloons and other localities where men congregated. A considerable number who had retired for the night were obliged to dress themselves and join the procession. The commander of the troops repeated from time to time to his subordinates an order to shoot any man or men then under arrest who should attempt to escape.

At 2 o'clock on the following morning, the search for the night having been completed, the prisoners were marched to the city police headquarters and up eight long flights of stairs to the drill room. One by one they gave their names to an officer and were then permitted to be seated, provided they could find seats. A little German major sat on a platform behind a desk at one end of the room with a brace of army sergeants in attendance. As the names of those who were registered were called, the sergeants escorted the respondents to the presence of the major for an examination, pending the disposition of such charges as might be made against them.

The young printer's name was called about 4 a. m. He had lived on the prairies of Nebraska and, in common with all men of that region, he wore a broad brimmed high crowned felt hat.

Pointing to the head piece the young printer held in one hand, the major thundered: "Vell, young man, when did you leave the rebel army?"

"I came here yesterday from Detroit, Mich., and not from the rebel army," the young printer responded.

"Know any people in St. Louis?"

"Yes, sir, but I could not locate them to-night."

"Vell, I'll send you to Gratiot street prison, where civilians whose loyalty to the Federal Government is suspected, are confined."

"Perhaps you would like to search my trunk. Some of its contents might be considered contraband."

"Dot's so. Vere is dot trunk?"

"In the baggage room of the Alton depot. If you would like to have the trunk searched, here is the key to unlock it and a railroad check to identify it."

"Vell, sit down. Sergeant, go to the Alton baggage room and search that trunk."

One-half hour later the sergeant returned and reported that the trunk did not contain anything that might be considered contraband.

The young printer was then recalled to the platform and the major asked: "Vill you take the iron clad oath?"

"Willingly," was the reply.

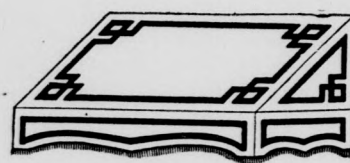
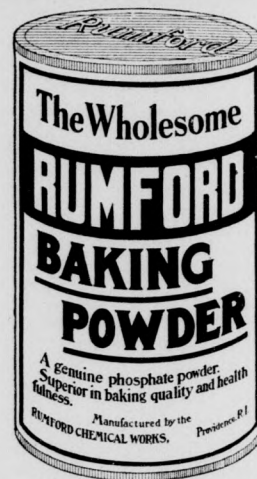
The major then administered the very long, very weighty and very imposing oath prescribed in the war rules of that period. The young printer was then given a card upon which had been written a permit to remain in the city 36 hours.

"On Monday morning you will report to Capt. Coleman, the provost marshal."

With a waive of authority to the

Women trade
where they get
dependable products

RUMFORD
is all that
and more... it's
pure,
uniform
and
economical



COYE AWNINGS
FOR
STORE
OFFICE
HOME

Phone or write for an appointment.
Estimates without cost.

CHAS. A. COYE, Inc.

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GRAND RAPIDS, MICH.

GRAND RAPIDS PAPER BOX Co.

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

GRAND RAPIDS MICHIGAN

WORDEN GROCER COMPANY
The Prompt Shippers

Coffee Is A Key Item

Morton House
COFFEE

Is A Sure-fire Winner

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

THE MICHIGAN TRUST COMPANY, Receiver

sergeant he exclaimed: "Herause mit im," and called the name of another victim of the night's raid.

The young printer found in Capt. Coleman a kindly, sympathetic old warrior, who said: "The Government, in emergencies like the present, must know who are its friends and also its enemies as well. There are many rebel spies in the city at present and we are trying to arrest them. We must not permit them to communicate with Price. I will give you a pass good for two weeks. McKee, one of the owners of the Missouri Democrat, has organized the men he employs for military service; you should join it. Drills are held on the street in front of the Democrat building every night. You may be called into service in defense of the city, but the Government hopes to assemble an army strong enough to check Price's advance."

Within a fortnight the Federal Government assembled a formidable army, attacked Price's army near Jefferson City and whipped it so completely that Price was compelled to retire from the State. He never entered it again as a soldier.

Capt. McKee's company was not called into active service, but detachments were employed in guarding 1,600 bales of cotton, removed from the fortifications at Vicksburg after Grant had captured that city in 1863. When the cotton, in bales, was sold, the Government realized \$1.25 per pound.

The young printer had been enrolled as a member of Company D, First Nebraska Infantry, and had drilled several hours each day during a period of three months. He was not accepted by the mustering officer because his age and size did not comply with the regulations of the army.

Arthur S. White.

A Word With the Manufacturers.

The independent retail grocer does not ask a single favor of you.

We do not desire any preferential treatment.

We do not ask of you anything that you can't give the other fellow.

What we demand of you is the same treatment that you give the chains.

The chain stores are entitled to be treated by you either as wholesalers or as retailers.

They can't be both; you should force them to elect which they are, and to handle them accordingly.

Quantity buying does not make wholesalers out of them.

It is their method of selling which differentiates them into the wholesale or retail class.

Now, if they are wholesalers, they are entitled to wholesale prices and discounts and deliveries to a central warehouse.

No wholesaler can instruct you to deliver his purchases to certain retail stores, and no wholesaler has any use for window display allowances.

So when a chain buys from you at wholesale price and demands window allowance, he is asking for both wholesale and retail treatment; the granting of which is unfair.

At times there are deals put on for the retailer. The wholesaler does not share in these. If you sell a chain at wholesale price and then give him the benefit of the retail deal you have committed an act of unjust discrimination, for the chain is not both wholesaler and retailer.

A chain buyer the other day said to a salesman: "You do missionary work for the jobber, give us our share in window allowances." Stuff and nonsense.

The missionary work is not done to help the jobber, but to help the product.

No chain ever created a market for a product. It is the lowly independent in a small way (by word of mouth) who creates the consumer demand. Your missionary work puts the independent into a position to do this.

After, mind after, a product is asked for by name by the housewife and not until then does the chain store seek it, and demand pay for stocking an article that the independents have put into the kitchens.

A large baking powder company's men write up some of their orders "chain store rebate."

Rebate, why?

Because you believe that your National advertising will force the independents to handle your goods.

If the independent refused to buy every National article that gives preferential treatment to the chain they might just as well go out of business.

The retailer knows this and you know it, because you know it you figure that the independent must have it, so you give all of your inducements to the chains, so that they will handle your product.

Don't you know that the chains have to have your product likewise.

You have spent money by the millions to make your products household words. You have at a great expense educated Mrs. Housekeeper to come in and demand John Smith's paving bricks.

And Mrs. Housekeeper in nine cases out of ten will not take any other paving bricks than John Smith's.

The man that wants to sell her must have John Smith's goods on hand, be he independent or chain.

It is just as necessary for the chain to have your goods to supply the con-

sumer's demand as it is for the independent.

The chains tried to do without them and failed. The most prominent funeral before the American public to-day is that of old man Private Brand. He is going to his last resting place unsung and unmourned.

Now, if this is the case, how foolish of you to dip into your pockets and give a share of the contents to the chain to induce them to handle goods which they have to have.

Money spent in advertising creates a consumer demand; and consumer demand makes the buyer order what the people want.

Any manufacturer with the cash can buy chain store co-operation.

No manufacturer can maintain chain store co-operation because it is for sale; the higher bidder ousts the lower one.

Spend your money to create consumer demand and when you have done it don't throw away part of your profits in playing favorites.

If you can afford to spend this allowance money, reduce the price of your goods and give every dealer the benefit of it.

If you don't believe it can be done look at Campbell's soups, pet milk or some other fair manufacturer. An enormous advertising campaign creating a demanding consumer demand and not one penny preference or allowance.

The independent dealer does not deserve any preferred treatment and he does not want it.

Still less does the chain store deserve preferential treatment and 300,000 independent retail grocers; handling the majority of the food of this country, demand of you, that you stop giving it.

The most manifest sign of wisdom is continuous cheerfulness.



DEL MONTE FRUITS

Advertising that sells goods —
quality that keeps goods sold!
In DEL MONTE, retailers everywhere
are finding a sure combination for
successful canned food business.

FINANCIAL

Cut in Gold Stocks Biggest Yet.

Everybody knew from the weekly report on gold exports that the reduction in metal stocks for May was substantial, but Wall Street did not fully reckon on the loss through earmarkings, so was surprised to-day to find the country's gold stocks fell \$108,000,000 last month or more than in any previous month in history.

This net shrinkage in the country's monetary stock is more than twice that in April and nearly a fourth of the grand total loss since September. Far from slackening its pace the gold movement recently has been speeded up. With May's huge loss of metal the country's reduction in gold stocks since September has reached \$452,000,000.

France in drawing down \$175,000,000 since September deserves rank as the principal bidder for American metal. Argentina comes next with \$130,000,000. Then Brazil with \$55,000,000. Great Britain has taken \$31,000,000 and Germany \$27,000,000.

Leaving for a moment consideration of the broader aspects of this general gold movement it is illuminating to note that in May \$20,000,000 of gold was taken by Great Britain. It is not difficult to understand why France in May took another \$42,000,000 and Argentina another \$13,000,000, but precisely what is back of this new demand from London nobody seems to know, and the Reserve Bank's June bulletin does not say.

Changes in the gold stock nowadays have significance to the financial district only for the variations they present in the country's credit base. Even Wall Street itself does not always reckon precisely what a reduction of \$108,000,000 in gold stock, representing the May loss, means. Roughly it means that the amount of credit that can be built on the basis of our gold was reduced last month by \$1,080,000,000. Going back to September 1 it means that the loss of \$450,000,000 in gold stocks reduces by \$4,520,000,000 the volume of bank credit that can be extended on the basis of our metal holdings.

Here and in the 1928 sales of Government securities by the Reserve banks is a full explanation for the persistent rise of late months in the rates for money sought by the stock market. Just as the loss in gold has forced member banks to increase their borrowings at the Reserve banks the expanding discounts have tightened call money.

Paul Willard Garrett.
[Copyrighted, 1928.]

Municipal Trust Ownership Certificates Grow in Popularity.

Municipal trust ownership certificates, a comparatively recent development of retailing in the municipal bond field, have become exceptionally popular among investors familiar with this type of obligation.

Institutional buyers particularly favor these securities because they offer a higher than normal return on the investment, in spite of strong security, and because the average term is only

five years. The somewhat limited marketability of the issues is of little consequence.

Introduction of this form of investment to the public is an interesting development in municipal financing. In many states the law directs that individual property owners be assessed for certain street improvements. Municipalities arrange to borrow the necessary funds and collect taxes to liquidate the loans.

When a street improvement is ordered, therefore, so-called tax bills are issued against property owners by the city, each owner being assessed his proportionate share of the cost. Because these bills generally are in small uneven amounts, they are unsuitable for the average investor, although they are a first lien on the property against which they are issued, ranking ahead of all mortgages. As a rule, they average only about 2 to 3 per cent. of the assessed valuation.

Consequently, bond dealers specializing in this kind of security bid for entire offerings and place the bills in trust with an institution such as the United States Mortgage and Trust Company, which in turn issues its own certificates in \$1,000 pieces secured by the tax bills. The trust company collects interest payments from the cities and distributes funds as certificate coupons are cashed.

The certificates are issued in series, so that yearly payments on principal take care of annual maturities.

A higher return is afforded by these certificates than by direct obligations of the municipality, and this tends to offset the limited marketability. Kansas City and St. Louis certificates may be had to yield $5\frac{1}{4}$ per cent., for instance, and Los Angeles certificates yield $5\frac{1}{2}$ per cent.

Because of the care in selecting tax bills secured by improved property in favorably located sections of municipalities, defaults on securities of this type virtually never occur. In fact, tax bills on which a default occurs bring a premium, so certificate holders are protected against loss.

Demand for these municipal certificates is increasing much faster than the supply, and it is not improbable interest rates will tend to move lower.

William Russell White.
[Copyrighted, 1928.]

John Wins.

In order to improve the morale of his student body, a staid old high school teacher decided to have his students search through the literature of various nations for choice proverbs and each morning give them orally in answer to the roll call.

One morning a dapper youth gave the following Chinese proverb: "We cannot keep birds from flying in the air, but we can keep them from building nests in our hair."

The professor looked at the boy with a supercilious air and rubbing his bald pate said, "John! I don't see any moral to that proverb; take me for example, I do not have to worry about birds building nests in my hair."

The boy faltered a moment and then replied, "Yes, professor—but—but—what if the bird were a woodpecker?"

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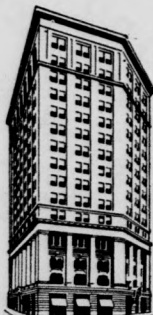
Only When Helpful

THE "GRAND RAPIDS SAVINGS BANK" feels it is "SERVING" only when the things it does for its customers are helpful to them in their financial affairs-- business or personal.

Rendering banking service along broad and constructive lines for 56 years has established this institution in the confidence and esteem of business houses and individuals throughout all Grand Rapids.

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NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

Business Philosophy.

The Public Printer at Washington has reported that "author's corrections" cost the Government \$250,000 last year.

"Author's corrections" means changing your mind. It's what is done on second thought.

The wonder is that the cost was so low.

Most people who indulge in second thoughts are the kind who don't do much thinking when a subject is presented to them for first thought. Knowing they will have a chance to change their mind, they dodge the pain of thinking the first time.

I have often wondered why so many competent men as chairmen of committees let important matters go until the fifty-ninth minute. The answer seems to be that committee members will not think until they have to. A decision that can be changed is no decision at all. Let a decision be made seven days in advance of its taking effect, and within the week five out of seven members will change their minds.

The waste involved in postponing thinking until the remotest possible moment is colossal. The public printer's figure is merely a hint.

William Feather.

Market Funds Feel Pinch Most.

Increasing dependence of the member banks upon borrowings from the Reserve banks to obtain funds for the use of their customers in the market has stiffened the rates for security loans sharply at a time when the charge for business funds has changed little.

In discussing the recent advance in open market money rates to the highest levels at this time of year since 1923, the Federal Reserve Bank of New York, in its June bulletin published to-day, directs attention to the rise from 3½ per cent. to 6 per cent. in demand loans since last November and from 4 per cent. to 5½ per cent. in time loans in a period when advance in commercial paper and acceptances has been less than 1 per cent. The advance in rates on direct loans to customers for commercial purposes and on business loans made by the banks in smaller localities has been only fractional.

Reduced to the simplest terms what this means is that the rise in money has been concentrated where the demand for funds has been greatest. Down to date at least the higher rates have not spread materially to business channels. While the Reserve bank itself does not say so it naturally is pleased to find that its efforts to check bank expansion through tightening call money have not handicapped industry.

In time past movements in the call loan rate have so closely paralleled those in the volume of member bank borrowings that it is pretty safe to forecast dearer call money when discounts rise persistently. Certainly in the last six months the relation of these to loans is striking. Member banks have been forced more and more to borrow at the Reserve banks to main-

tain their reserves at the required level and since early 1928 the rise in call money as usual has paralleled that in discounts.

After calling attention to the continued loss of gold through exports and earmarkings since the end of January, amounting to \$210,000,000, and a reduction of nearly \$200,000,000 in Government security holdings the bank says:

"Notwithstanding this loss of reserves, weekly reporting banks, which represent in resources about two-thirds of all member banks, expanded their loans and investments by about one billion dollars during this period. In order to extend this additional credit, member banks were forced to borrow from the Reserve Banks amounts sufficient, not only to cover the reserve funds withdrawn from them, but also to provide for the further increase in their required reserves. As this indebtedness increased, the rates at which member banks were willing to make loans were successfully advanced; the rise in call loan rates has roughly paralleled the rise in member bank borrowings."

Paul Willard Garrett.
[Copyrighted, 1928.]

Salesmanship.

Salesmen often like to take credit for their ability to "sell" prospects. When they have a good year, they pat themselves on the back and tell themselves what fine salesmen they are.

Then, when business tightens up a bit and the salesman is not so successful, he explains, not that his ability as a salesman has changed any, but that people just "aren't buying."

And in that explanation, he admits unconsciously that he isn't such a "humdinger" of a salesman after all. He admits that if conditions entirely beyond his control have prevented him from having a good year, then opposite conditions, also beyond his control, have helped him when he made a large number of sales.

The facts are that most commodities are sold because somebody wants to buy them. When people, generally, want to buy, salesmen make wonderful records. When people will not buy, even the star salesman often makes a very sorry showing.

Salesmanship, after all, is something entirely different than the ability to persuade a prospect to sign an order. It is the ability to show a man or woman why what you have to sell is a good thing for him or her to buy.

Ten Ways To Increase Sales.

1. Sell larger quantity.
2. Sell better quality.
3. Sell articles that are used together.
4. Call attention to new goods.
5. Where an article or brand asked for is not in stock offer to order it.
6. Offer to get anything a customer asks for that is not carried.
7. Group relative goods close together.
8. Put near the cash register or wrapping counters, goods most often sold by suggestion.
9. Use modern display cases, and change displays frequently.

10. Tie-up with the advertising of Nationally advertised brands, by dis-

playing goods simultaneously with current advertisements.

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MUTUAL FIRE INSURANCE

Why Government Fails in Business.

With unshakable logic, Adam Smith maintained that there are only three legitimate functions of government: namely, to protect the Nation from invasion from without, to protect the citizens from injustice or violence from within, and to give an opportunity for education to all who seek it.

However, since earliest recorded history, we find governments forsaking their proper functions by attempting to conduct business activities, and, in spite of the wrecks that litter the road over which government operation has traveled in the past, the lesson is not yet learned.

The census of 1920 shows that our Government is engaged in eighty-eight different classes of business activities that should properly be left to private enterprise. These activities include the operation of clothing factories, ship-building yards, printing works, grist-mills, foundry and machine shops, lighting and heating gas plants, and factories for the manufacture of scientific instruments, firearms and ammunition.

We have only to note the events of recent years to find that our Government, like all other governments, has failed in business.

Recall the Federal administration of the railroads during and immediately after the kaiser's war. This business adventure produced an operating loss of \$250,000,000 in 1918, a year when every other great business was making enormous profits and when the possibility of gain was greatly increased by war activities. In 1919 the operating loss was \$900,000,000. Yet, when returned to private control in a deplorable condition, the railroads immediately showed improvement. To-day many lines have been rehabilitated and are paying dividends.

The story of the Federal control of our shipping is much the same. We paid three billions for a gigantic fleet, and from the start have sacrificed \$50,000,000 a year in operating losses. In addition we have paid \$120,000,000 a year in interest charges. Yet, during the same period, private shipping has earned profits when free from unfair governmental competition.

About fifteen years ago sister battle-ships were laid down at the same time, the Connecticut at the New York Navy Yard, the Louisiana at a private yard nearby. The Louisiana was finished about four months before the sister ship built by the New York Navy Yard, and at a cost of approximately \$1,730,000 less. Since construction the navy-built ship has cost the Government, for repairs and alteration, \$372,000 more than has the ship built by the private yard.

An engineer designed two parallel bridges for Potomac Park, Washington, D. C. It was estimated that each bridge would cost \$1,000,000 and that each should be completed in one year. One was built by a private contractor in less than one year for less than the estimated cost. The other, built by the United States Army, took three and

one-half years for completion and cost more than \$3,000,000.

Illustrations like these might be cited indefinitely, but one apparently inevitable result follows the entry of Government into business. It fails. Why?

Many arguments might be cited to explain such failure. It may suffice to point out only two, but these are fundamental.

The first cause of failure is what is commonly called "Government red tape." The structure of our Government, with its numerous checks and balances, was not designed to run a business. Successful conduct of business calls for quick, unhampered decisions and immediate action. The necessity of maintaining joint responsibility under governmental control spells disaster when applied to the rapidity of movement vital to business success.

The second cause is the failure of the Government in its operation of business to recognize the role played by profits in any industry. The acid test of the success of a business organization is its ability promptly to produce and to deliver a commodity at a cost as low, or lower, than that of a competitor. Profits are, therefore, the life-blood of the business. They are the reward given the successful captain of industry. All governmental enterprises fail to provide such a reward. This incentive removed, there remains no compelling motive, either for speed or for cutting of costs. Hence, governmental business enterprises inevitably are slow, costly.

And so—measured by the standards applied to all successful business enterprises—the Government fails in business.

J. Merrill Boyd.

No Building Stands Alone.

An advertisement of the Board of Fire Underwriters of the Pacific has attracted attention among underwriters. In every part of the country there are sections that might be described in the words of the advertisement.

"Any building can be destroyed by a fire intense enough. Even a structure that is modern in every particular, built of fire-resistive materials, protected with every device for the prevention and extinguishment of any incipient blaze, is menaced by neighboring fire traps. The nearby buildings are likely at any time to start a conflagration not even the best materials can withstand.

"Your community has structural conditions as unfavorable as this example. In the mercantile, hotel, and lodging house section only one building in twelve ((approximately)) is of fire-resistive construction. Most of the mercantile buildings are so constructed that spreading fire is encouraged by large open areas, unprotected openings and shafts, and the inadequacy or lack of fire walls.

"Fire hazards in residential districts, prevalent because of the general use of frame construction, are aggravated by the widespread use of combustible roofing. And the city is menaced by the possibility of fire starting in the built-up section outside the city limits and beyond the control of the city fire department.

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An Association of Leading Merchants in the State

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

"Improvements of the building-code, with an increase of the facilities of the building department, are needed to correct the building situation. Necessary as these reforms are, any correction of building conditions can only take place over a prolonged period of time. In the meanwhile, the protection of the city must depend upon the care and public spirit of its residents for fire prevention, and upon a fire department provided with every advantage in men and equipment for fire fighting."

Why the Capper-Kelly Bill Should Be Enacted.

There is before the Congress of the United States a bill fathered by Senator Capper, of Kansas, and Representative Kelly, of Pennsylvania, officially known as the Fair Trade Act, Senate No. 1418, House No. 11.

Here is its title:

A Bill

To protect trade-mark owners, distributors, and the public against injurious and uneconomic practices in the distribution of articles of standard quality under a distinguishing trade-mark, brand or name.

The bill provides that "no contract relating to the sale or resale of a commodity which bears the trade-mark, brand or name of the producer or owner of such commodity, and which is in fair and open competition with commodities of the same general class produced by others, shall be deemed to be unlawful, as against the public policy of the United States or in restraint of interstate or foreign commerce or in violation of any statute of the United States by reason of such contract.

"First that the vendee will not resell such commodity except at the price stipulated by the vendor; that the vendor will require any dealer to whom he may resell such commodity to agree that he will not in turn resell except at the price stipulated."

This bill is not the best that could be enacted; but it is the best offered.

If enacted, it will prevent any manufacturer saying that he can't control the chain store.

It will put every manufacturer on record as to whether or not he wishes to establish a resale price; in other words, to make him declare whether he prefers chain business to independent or if he is willing to play fair with both.

As things are now, a fair price may be in vogue for an advertised article. A chain advertises it for less than cost.

Every housewife immediately loses confidence in the man who has been selling her at a fair price.

Here is a concrete example. Eitemiller Bros. have been in business for thirty-two years at one location.

In that time they have built up a large and flourishing business based on fair play, low prices and services.

The bought direct from the manufacturer a certain popular brand of coffee, paying 49c a pound, less 10 per cent. trade discount, less 2 per cent. cash discount, a minimum net cost of 43 11/50c per pound.

On Friday, March 23 a chain aggregation advertised this coffee at 43c per pound.

Now the overhead of both Eitemiller Bros. and the chain may be approximated at 15 per cent.; so that the actual cost of that coffee to Messrs Eitemiller and the chain was 49 7/10c per pound.

A customer who had been buying regularly from Mr. Eitemiller called at his store on Saturday, March 24, and told him she wanted three pounds of that coffee, and she would only pay 43c, as that was all it was worth, as it was advertised at that price, and she knew he bought as cheap as the chain. He explained that he would sell it to her at 49c per pound, his real cost.

She refused, and gave him the choice between losing 18c or losing her business.

Anyone can see the injustice of such a condition. Ambitious sales managers, anxious for volume, permit and encourage such cuts, regardless of justice or fair play.

If constitutional, a better bill would be as below. We submit it to the friends of fair play in Congress.

Enact a bill to make it unlawful to advertise for sale any article at a price less than its first cost plus the overhead, as shown on the last income tax report.

Define advertising as printing, writing, displaying, broadcasting or reproducing by mechanical means the price of an article.

Enact a bill against rebating.

Define rebating as a secret discount, deduction, commission, brokerage or allowance, either generally or for some specific purpose, such as advertising, display, etc.

Such a law might be unconstitutional, but it is sound common sense, and everyone would know what it means.

What member of Congress will take this up and become famous as a champion of fair play?

His Crowing Days Are Over.

Gasoline and sparks are a very dangerous combination. This statement would be verified by a certain Jersey rooster if he were alive to crow about his experience.

As the story goes, the owner of the rooster left his automobile in the driveway at the rear of his house while he went inside for tools with which to repair a leak in the gasoline line. Along came the rooster and decided to scratch for gravel in the roadway. It meant nothing to him that gasoline was dripping down beside him—he didn't know that he might just as well have been scratching on dynamite! Evidently he struck off a spark with his claws, for the next instant the air was full of tires, cushions, twisted metal and white leghorn feathers! That poor rooster will crow no more.

While gasoline is about the most dangerous, many petroleum products are hazardous. In 1926 the amount of wealth destroyed in oil fires was \$14,978,599.

Value of Front Windows.

Window displays in the retail grocery trade grow in importance as work hours are shortened. An attractive and well lighted window display shows the customer what to buy while the store is closed. Use of good window dis-

plays are assuming as much importance in the field of retail grocery trade as in the field of general merchandising. The low cost of lighting and improved equipment make this method of display one of the grocer's cheapest and best means of advertising. Such displays should be coincident with local advertising and care should be taken to display goods which will attract the customers while the store is closed and cause them to return for their purchases.

Soot Is Expensive.

Do you know that soot is dangerous and expensive? When stoves and furnaces have been burned for some time there are generally deposits of soot at various points. It is important to keep the stoves, flues and chimneys clean. This will save fuel and increase the heat; it will also remove danger.

I am not afraid of the critical younger generation that wants to rebuild the world to suit itself; it is the younger generation that feels all is illusion and vanity, and life not worth while, that is to be feared.

Rabbi Newman.

President Coolidge said: "Anyone can spend the money that somebody else has saved."

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MICHIGAN TRUST
COMPANY

GRAND RAPIDS

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Last week's Out Around comprised a trip to Chicago, going via auto and returning by rail. The weather was ideal, the air invigorating and Nature in her new garb of green was certainly never more captivating.

The new bank building at Grandville is now nearly completed, so far as outside construction is concerned. It presents a very handsome appearance, in keeping with the artistic spirit and business progressiveness of the town.

Another attempt is being made to construct a bridge at Vriesland which will overcome the difficulty of securing a firm foundation which previous attempts have faced. Steel sheet piling locked together is being driven down forty feet or such a matter in hopes it will find a bottom to tie to.

I regret to note that the new brass foundry on the line of U. S. 31 at Zeeland is still idle. So attractive and utilitarian a building ought not to remain without a tenant so long.

I never pass the Cherry-Mix factory at Saugatuck without wishing that the owner had stayed by his original formula in the preparation of a cherry drink. When he first started he used real cherries, crushing the pits up with the pulp. The meat in the pit gave the drink a slight tang which made the concoction very delicious and refreshing. As the demand increased the manufacturer found he could cheapen his product by using cherry juice from the fruit canneries, which produced a sickish liquid which had little in common with the original drink. Later the product was further cheapened by the addition of apple cider, which, of course, practically destroyed the reputation and prestige the original concoction enjoyed. The State Food Department soon got busy and forbade sale of the article as cherry juice, because the percentage of cherry extract used in the drink was so small. Hence the adoption of the nondescript name of Cherry-Mix, which means nothing as a name, but is quite in keeping with the quality of the article now masquerading under that name.

I have seen this plan of cheapening a popular product tried a hundred times, but I have never seen the manufacturer get away with it. Forty or fifty years ago the Michigan Cigar Co. employed a large force of men at Big Rapids making the M. C. brand, which was one of the best selling brands on the market. As is always the case when a cigar becomes popular, the union demanded a right to share in the prosperity by raising the price of their labor \$1 per thousand. The manufacturer felt unable to comply with the demand, but his foreman suggested that the little sprig of Havana tobacco which gave the cigar its peculiar popularity be omitted; that the smoker would never know the difference. The suggestion was adopted and the \$1 per thousand which the sprig had cost was handed over to the employees. The smokers did know the difference. Inside of a year the business went bad

and inside of another year there were no union cigar makers in Big Rapids. They had accomplished their purpose—which is to destroy every business they touch at any angle. Substitution is always a dangerous expedient and tampering with the formula of any article which meets the approval of the public is bad business and should never be undertaken. The public taste is so discriminating that any one is foolish who undertakes to run counter to this general rule. Furthermore, anyone who ever listens to the siren voice of unionism is doomed.

I was surprised to find two new cement "short cuts" on the route to Chicago which have evidently been constructed so recently that they are not down on any of the automobile maps I have been able to accumulate. Four and a half miles South of Covert U. S. 31 makes an abrupt turn East for a mile or more. Instead of following this route the driver can now turn South to Paw Paw Lake and follow the West shore of that body of water into Coloma. This route shortens the distance several miles, cuts out Waterliet and gives the traveler a much better idea of the size and contour of Paw Paw Lake than the old route does.

The other "short cut" starts about eight miles South of St. Joseph and runs along close to the Lake Michigan shore for about eight miles. It enables the driver to avoid the poor road which is now in evidence between Bridgman and Sawyer. It is very smooth and is apparently destined to become very popular, but is devoid of the orchards and berry fields which make the old route so attractive.

A man should visit Chicago frequently to keep track of the wonderful changes constantly presented in buildings, roadways, bridges and viaducts. Unless he does this he frequently finds himself surrounded by new environments which are a great surprise to him.

I am told that the hotel business in Chicago is so poor at present that every large hotel is losing money hand over fist. The Stevens Hotel, with over 3,000 rooms, has less than 700 regular guests on the average.

Every person I met in Chicago appeared to be obsessed with the idea that the world's fair, planned for 1933, would bring untold prosperity to the city in the way of increased real estate values, advancing rents and full hotels and boarding houses. The artificial islands in the outer harbor, on which a portion of the world's fair buildings will be erected, are already beginning to take form and admission tickets to the fair are already being sold in large quantities to provide for the preliminary expenses of this great undertaking. I hold a letter from the president of the 1893 world's fair, in which he states that no future world's fair will ever approach the 1893 exposition in scope, magnitude and comprehensiveness, but the way Chicago people are talking they expect to exceed their first undertaking in all of these respects. They have my best wishes for success. I hope they succeed in eliminating the Bill Thompson element from the un-

dertaking. Unless they do this early in the game, they will be sadly handicapped.

The return home was made via Michigan Central, which involved an evening meal in the dining car. Unlike most railways, which use Pullman service, the Michigan Central has always conducted its own diners under the management of J. R. Smart, of Buffalo. Michigan Central service enjoyed a good reputation for many years, but, as I have heretofore remarked in this department, it is now very inferior in many respects. Seeing jumbo whitefish on the bill of fare, I specified that in giving my order for dinner. Instead of getting what I ordered (and paid 95 cents for) I got a small piece of fish no thicker than a blotter. If there ever was a case of fraudulent advertising and obtaining money under false pretenses, this was one. If the Michigan Central Railroad was on the verge of bankruptcy there might be some excuse for penalizing the public in this manner, but with its stock selling at \$1,200 per share or better, the management has no excuse for violating the statute of frauds in this respect. An individual who would resort to such tactics would be apprehended and given an appropriate fine. Why should the great Michigan Central system be permitted to indulge in criminal practices of this kind and get away with it?

The longer I live the more I am convinced that the big transgressors against the law are seldom properly punished. The man who steals \$100 goes to prison for fifteen years. Guy Rouse, who stole over \$200,000 from the stockholders who trusted him, gets off with three and a half years.

By the way, the distance between Chicago and Grand Rapids by rail is 184 miles. When the Michigan Central charges \$6.63 for a ticket covering travel between the two cities, it receives in excess of 3½ cents per mile for the distance rendered. How comes it that such a charge can be made in the face of the generally accepted statement that 3 cents per mile is the limit that can be charged by an American railway?

Speaking of Rouse, reminds me that a real estate "investment" he made in Los Angeles a year ago is likely to prove to be a complete loss. His wife sold her equities in her home on South College avenue and her tract of land on Fisk Lake, realizing \$24,000 therefrom. She sent the proceeds to her husband in Los Angeles and he immediately used it to make the initial payment on the purchase of a piece of land based on a valuation of \$65,000. The remaining payment is now due and, with her husband serving time in prison and her own resources exhausted, she appealed to monied friends in Grand Rapids for sufficient funds to make the remaining payment. The latter referred the request to a Los Angeles real estate dealer for investigation and report. The real estate authority stated that if the additional payment was made, the property could not be sold for enough to make good the additional payment.

I was informed while in Chicago that the Morton arboretum, which

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 GRAND RAPIDS

Phone 9-3281

was recently completed by Joy Morton under the personal supervision of Ossian Simonds, has been deeded to the State of Illinois, possession to be given in ten years after acceptance of deed. The property comprises 400 acres located in DuPage county, twenty-five miles West of Chicago. It is understood that it cost Joy Morton about a million dollars to create this wonderful development. When the park was turned over to the owner, he opened it for the inspection and enjoyment of the public, which proceeded to take possession of the property as though it were a native forest, instead of private property created at enormous expense. The people picked flowers indiscriminately, broke down shrubbery and started bon fires with rare and expensive vines and shrubs. Mr. Morton was so disheartened over the ruthless manner in which his property was treated that he closed the doors to all but personal friends and scientific gentlemen who are admitted to the premises with passes. In deeding the property to the State he believes the State can adopt rules and give the premises police or constabulary service which will hold vandals in check. Of course, the outcome must be a very serious disappointment to Mr. Morton, who evidently wanted to give the people a rare opportunity, but they did not have sense enough to accept the situation in the spirit in which it was offered to them.

E. A. Stowe.

Features Not To Be Overlooked.

Following are some suggestions which may aid your merchandising: an attractive window display is essential; most people turn to the right on entering a store; customers like aisles through which they must pass to be generous in width; most people like to see their merchandise wrapped and by placing your wrapping counter at one end you cause customers to pass along your display of merchandise an extra time; price tags should be easily accessible to customers; articles involving substantial outlays are best placed in the rear of the store; whittling stocks down to the bone without disastrous "skimpiness" assures maximum turnover; an article that does not sell has no right to be included in your inventory; and frequent stock-taking and the placing of renewal orders with jobbers keeps business active and free from profit-hampering obstructions.

Leather Prices Hold Firm.

Leather quotations continue firm, despite the continued softening in the prices of hides, which are now several cents a pound below the recent peak, but still about 20 per cent. up as compared with a year ago. Tanners are increasing the quantities they have in process, but with the demand for leather strong their inventory position as regards finished stocks continues strong. The slaughtering of younger cattle to meet the consumer demand for tender meat is making for a smaller yield in the amount of leather from each hide. This is a factor of some importance in upper side and patent leathers, which represent about 54 per cent. of the leathers used.



Elimination of Pullman Surcharge Will Involve Loss of \$40,000,000 to Railroads and Will Shift the Burden Upon Those Who Do Not Enjoy the Service

THE Senate Committee has reported out favorably the Robinson bill eliminating the Pullman surcharge. This action, while apparently a popular one, is class legislation and as such is bound to involve losses not only to the railroads, but to the traveling public who ride in the day coaches and to a number of communities that now enjoy sleeping car service.

TO the Railroads, it involves immediately a loss of \$40,000,000 in revenue annually, which will have to be made up somehow. The surcharge is the only revenue that the railroads get for the hauling of the heavier equipment and the incidental special service of parking this equipment at the stations and in coach yards. In fact, the railroads have always had to pay to the Pullman Company a certain small charge for the mileage of each Pullman car and besides a guarantee of a certain minimum of return covering a period of years. All of the returns for berths, etc., go to the Pullman Company excepting the surcharge.

THE surcharge was found necessary by the United States Railroad Administration. Its continuance has been recommended by the Interstate Commerce Commission after an exhaustive study of the entire question of passenger travel returns.

THE Pullman sleeping car after all is a hotel on wheels. It provides an unusual service. It represents a heavy investment per passenger. The berth charge and the surcharge of 50 per cent (which latter is the only revenue the railroads derive from this high class service) together, are not out of line with the charge for a room in a modern high class hotel.

SINCE the Pullman sleeping car passenger enjoys greater comfort than does the passenger in the day coach, he should expect to pay for the added comfort. The Pullman passenger is allotted two and one half times as much space as the person riding in the day coach. The car weight per passenger of the average day coach—assuming that it is filled—is about 6,800 pounds. The car weight per passenger of the average Pullman sleeping car—assuming that sleeper is filled—is about 12,260 pounds. The cost to the railroad of hauling a sleeping car passenger is, therefore, approximately twice as much. Should not the sleeping car passenger pay for these additional privileges to the passenger and the obligations devolving upon the railroads?

ANOTHER illustration: The sleeping car lines to Michigan resorts in summer and to Florida or California resorts in the winter, are seasonal movements. The travel is all in one direction, which means that the return movement is an empty one.

RAILROADS have only two main sources of income—passenger revenues and freight revenues.

THE wiping out of \$40,000,000 annually in passenger revenues involved in the abolition of the surcharge on Pullman fares must inevitably do one of three things:—

1. Result in cutting down of passenger train service now provided by American Railroads;
2. Restricting sleeping car service on the less prosperous lines;
3. Or, shifting the burden of the loss upon the shippers of freight.

ANY one of these expedients is unfair to the general public, that section who ride in the day coaches.

IT is a good principle of business at all times to require the person who enjoys a special service to pay for that special service.

THE Pullman surcharge requires just that.

THE abolition of the surcharge, therefore, constitutes class or sumptuary legislation, which is not desirable in this day and age.

THE railroads do not object to governmental regulation by the proper tribunal—the Interstate Commerce Commission—constituted to deal with the transportation industry exclusively.

WRITE your senator or congressman to-day protesting against this uneconomic and unfair measure.

MICHIGAN RAILROAD ASSOCIATION

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.

Michigan Ruling on Returned Goods Meets Approval.

Lansing, June 5—We have a letter from the Retail Dry Goods Merchants Association of Los Angeles, Calif., making enquiry regarding the recent recommendation of Dr. Guy L. Kiefer, Commissioner of the Department of Health of the State of Michigan on the subject of "Returned Merchandise."

The letter from the official of this Association indicates that Southern California is very much interested in Dr. Kiefer's recommendation and we are glad to give the information to association officials everywhere regarding the professional character and reputation of our State Commissioner of Public Health expressing the belief that city health officers as well as merchants generally throughout Michigan are favorable to this recommendation.

Please review our News Letter No. 4 dated May 16, and read the description of the book that is offered free to the members of our Association. We have filled many orders for this book and have several copies left. Unless they are all spoken for soon we will carry them around in our auto and give them out to members who perchance do not read our bulletins very carefully. If you knew the good things contained in these books, you would send in a request for one. As stated in our previous letter—these books are too valuable to be sent out to be consigned to the waste basket.

We find that department stores in Gratiot county have organized a buying organization, with headquarters at Alma. Our member, Henry McCormack, of Ithaca, is a very enthusiastic patron and supporter of this organization and I am very sure that he would be glad to answer correspondence regarding the methods pursued and the services which have been already accomplished. Right here let me state that if Mr. McCormack receives too many letters, we would be pleased to answer them for him if he will furnish the stock letter for that purpose.

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

Bags Appear in a Smart Array.

Chinese and raffia bags—bags that will be good all Summer—are embroidered with straw and with crewels in such bright flowers as pinks and pansies and hollyhocks. Purses and bags of moderate size are done in fine needlework, petit point and bead embroidery. Soft, full-gathered little bags and envelope purses are shown in the new landscape and Indian prints, and very large envelope purses are covered with lame brocades to go with formal dress.

A new style of trimming with crystals is introduced with bags of black and white suede on which the brilliant stones are used in a diagonal line across the envelope flap, and large ornaments are used as a clasp on envelopes of both black and white, with no other trimming.

Dainty bags to accompany a white ensemble are shown in white kid and white satiny straw. Others, in all white and light colors, are made of fine tucked crepe that resembles cording. Still others have the genuine

cording covering the surface to form geometric and diamond-shaped patterns.

Chinese straw, woven in different colors and mounted on composition frames of a color to match one of the shades, is seen in smart bags made to carry with bright afternoon frocks or costumes for the country club. Large bags serviceable for shopping and also for morning use in the country later on are being made of what would seem to be straw hats. They have frames of leather and large strap handles and come in bright or natural colors.

Piece Goods Survey Made.

Prints and novelties had more than 40 per cent. of the sales of silk departments this Spring, while more than half the business in wash goods was in novelty rayons and cottons, according to the second piece goods study made by the National Retail Dry Goods Association in co-operation with the Dupont Rayon Company and the Pacific Mills. The survey covered ninety-three stores in forty-two cities. Prints had 34 per cent. of the demand for silks, as against 24 per cent. during the Spring of 1927. In wash goods, rayon fabrics had 26 per cent. of the sales, the gain in rayon voiles being 100 per cent., as compared with a year ago. Trading up was reported as a feature of the retail business done.

Lace Sets To Repeat.

One of the large importers of hand-made lace and linen sets believes that the volume of business done last year in the lace end will be repeated this year. He points out that thirteen-piece antique filet luncheon sets may now be sold at \$3 a set. Bed sets with full size spreads are wholesaling from \$5 to \$8.50, and large table cloths from \$7.50. Chair backs are priced at \$2.95 a dozen sets. These low and stable prices permit buyers to plan sales ahead and enable them to move linen stocks on hand by bringing women to the linen departments. White as well as cream lace is now wanted.

Trimming Trade Active.

From glimpses of high-grade evening dresses now in work, the dress trimming trade appears to have prospects of a good Fall season. In fact, several manufacturers are now anxious over getting a sufficient number of exclusive designs in bead, colored stone and thread embroideries for their new models. Stock designs that may be used in part or as applique work are also being ordered ahead. Many firms might place larger orders but for the difficulty they have in matching up materials when pieces run out.

Shoe Buckle Road Orders Good.

Several large novelty jewelry firms carrying shoe buckles only as a side line express surprise at the road business placed during the last two weeks. Cut steel, rhinestone and bronze buckles are being ordered in various sizes and styles. Popular-price items are selling best. There is also a call for new shoe ornaments for the "flapper" trade. These are mostly featured in evening numbers with crystals and colored stone settings.

Weighting Seen as Fall Problem.

Despite the Spring campaign against excessive weighting of silk fabrics, the indications are that the weighting problem will also feature the Fall season, dyers said yesterday. Satin crepes, which are readily adaptable to weighting, are expected to be volume-selling cloths, and orders specifying 40 to 50 per cent. weighting are being received. While this large percentage gives the handle that buyers feel necessary, it is held to be excessive and injurious to the life of the fabric. In some quarters the view was expressed that the Federal Trade Commission should act in setting standards limiting the weighting of silks.

Staples Lead in Bathing Suits.

After a rather slow start, business in both men's and women's bathing suits is gaining ground. Manufacturers comment on the interest being shown. Although buyers are attracted by the novelties, they are said to be placing orders in a ratio of about ten

to one in favor of the staples. The California type pure worsted suit predominates, with some orders calling for two-piece numbers. The higher grade suit to retail from \$5 to \$7.50 is doing well. The South is buying suits of combed cotton. Leading in the general color preference are black, navy, cardinal and jade.

Those who enjoy the large pleasures of advanced age are those who have sacrificed the small pleasures of Youth.

PANAMA HATS

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

SHIRTS TO MEASURE
 Latest Styles — New Prices
 Samples on application
PHOENIX SHIRT CO.

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

A MARK OF DISTINCTIVE BEDDING



THE MARSHALL CO.

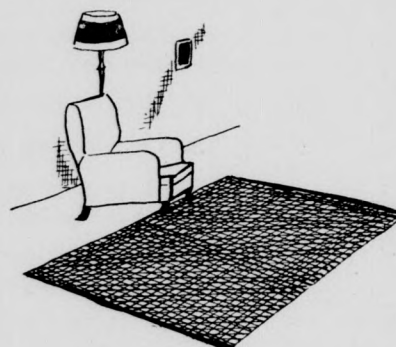
Marshall

BED SPRINGS
 MATTRESSES
 PILLOWS

Comfortable Durable

GRAND RAPIDS

CUT TO FIT RUGS AND LINOLEUMS



Take the measurements of your customer's rooms and let us make up the rugs from fine Carpets or send the linoleum in cut quantity to fit the room, we know exactly how, it's been our specialty for over fifty years.

We wholesale only in one department and that's in FLOOR COVERINGS. Our wholesale business is conducted in separate building at Louis and Ottawa.

HERPOLSHEIMER CO.

WHOLESALE FLOOR COVERINGS

GRAND RAPIDS, MICH.

SHOE MARKET

In Stock Saves the Profits.

Stocks of many retail shoe stores are reported to be unusually low for this season of the year, so far as the seasonable styles and colors wanted for the early summer are concerned. Two principal reasons are responsible for this situation. One is the advancing price trend. Not entirely certain in their own minds whether prices were to remain at their existing level, advance further or recede, many retailers undoubtedly decided to "play safe," as they regarded it, by delaying their late spring orders as long as possible and buying in smaller quantities than usual.

Uncertainty regarding the style situation contributed materially to the same result. Last year many merchants lost heavily on the spring colors, the beiges, parchments and rose blush shades, which, owing to unfavorable weather and unforeseen developments in the trend of women's fashions, did not sell up to advance expectations. Determined not to be caught twice in the same way, retailers this year were naturally cautious regarding colors, and especially so when the style situation was complicated by the sudden flurry of excitement over India prints.

Having bought spring shoes with the utmost degree of conservatism, merchants find that the unexpectedly large retail business during the fortnight preceding Decoration day has materially reduced the stocks in the stores, with the result that many are short on shoes for late spring selling. At this point, however, the in-stock departments of the manufacturers step into the picture and make it possible for the merchant to provide himself quickly and easily with the shoes he needs at once, thereby saving the business and profits that otherwise would have been lost through the retailer's inability to supply the shoes his customers will demand in the next few weeks.

There are few more interesting and important developments in the shoe industry in the past eight years than the growth of the manufacturers' in-stock service. Stock departments existed prior to 1920, of course, but they were maintained chiefly to enable retailers to size-in quickly on shoes of a relatively staple character. When style came in, it appeared at first that stock departments were doomed, for how could a manufacturer afford to take the risk of stocking high style footwear, when the styles were likely to change suddenly and leave him with the merchandise on his hands? Thus it appeared that retailers would be obliged to operate without the benefits of a stock service, at least on style shoes, at a time when, because of the difficulty in buying ahead caused by style uncertainty, the stock department was more needed than ever.

The ingenuity of the manufacturers, however, eventually overcome the problems and difficulties arising out of the new situation, and by studying style trends carefully, speeding up processes of manufacture and delivery and resorting to countless other expedients, they were able to provide in-

stock service even on stylish footwear. Up-to-the-minute styles are available from stock to-day to an extent that would have seemed incredible a few years ago.

It is not possible, practical or desirable, of course, that the retailer should place his main dependence for merchandise on the in-stock department. To attempt that would tend to disrupt the orderly progress of the industry. The manufacturer must have a reasonable percentage of his orders in advance if production is to be maintained on a basis that is well ordered, economical and profitable. The stock department is designed to serve the needs of the merchant who must supplement his advance orders with shoes needed at once. Used in that way it provides a service of immeasurable value and one of which retailers this season will doubtless avail themselves to a very large extent because of the particular situation in which they find themselves at this time.—Shoe Retailer.

Straw Hat Buying Gets Started.

Consumer buying of straw hats is now making more headway and the turnover this week, weather permitting, promises to be the best since the season opened. Business up to Memorial Day was a notable disappointment, and the time lost will undoubtedly tend to be a factor in "second and third hat" purchases. The earlier the season gets started the better the prospects for repeat sales both before and after July 4. Lines of 1929 hats will be shown about July 1. A feature will be smaller brims. Prices are expected to rule unchanged from this year.

Price Firmness Has Helped.

While the demand has not been as good as it might have been, most textile manufacturers thus far this year have been able to maintain a firm price level. In part this reflected the raw material markets, but careful production and lack of surplus goods has undoubtedly served to prolong the period over which full seasonal prices have been secured. Although the gain in net profits for the quarter may not be large, it is credited with being ample justification of the comparatively new attitude of these manufacturers in insisting upon their production yielding a fair profit margin.

Some Progress on Markdowns.

The example and competition of the chain stores is a strong stimulant to the efforts being made by the department stores and other retailers to curb markdowns. The estimate was made that from 40 to 50 per cent. of markdown losses can be avoided, and, while this figure of elimination has not yet been reached, some progress to that goal has been made since the first of the year. Careful selection of merchandise was cited as primarily responsible, despite the slow turnover of many departments caused by poor selling weather.

Says Cheap Rayon Hose Will Sell.

While many wholesalers deny and retailers question the possibility of retailing women's rayon hose priced between 50 cents to \$1 per pair, one of the leading hosiery producers reports

increasing proof of the salability of merchandise to put over the counter at 59 to 75 cents. In fact, he asserts it is going to have a tremendous market. "Right now," he said yesterday, "many people question the permanency of the market for good silk and rayon plaited hose at \$1, yet the smartest merchandisers are figuring on a 75 cent stocking of this type."

Sleeveless Dress Helps Blazers.

Manufacturers of women's sports apparel point out that the popularity of the sleeveless sport dress has resulted in a demand for blazers and short jackets. Buyers are now in the market looking for new items made up in silk, cotton and woolen fabrics. Bright colors, new stripes and plaids are wanted. These garments are to be featured with the Summer dresses already in stock and, when desirable, sold as part of a costume. According to further reports, the demand is general and not confined to any special grade of merchandise.

Dairy Machinery Demand Grows.

An increase of 20 per cent. in business during 1927 is reported in a survey just completed for members by the Dairy and Ice Cream Machinery and Supplies Association, Inc. Manufacturers of machinery and supplies for the dairy products interests, the survey indicates, did a total business of approximately \$170,000,000 in 1927. The figures indicate a 50 per cent. increase over pre-war figures, it is stated, and 20 per cent. in excess of those of 1926. The prospects for the present year in the industry, are declared to be especially bright.

Handbag Lines Restricted.

Many manufacturers of medium and better grade handbags are now confining their lines to sport and novelty items. They are showing bags in embroidered linen crash, cretonne, hand-blocked linen, woven straw and fancy woolen fabrics. Frames are of special interest and feature odd shapes with modernistic clasps. Bags are styled with back straps, top handles or in pouch and envelope shapes. All use silk linings and fittings. Prices range from \$24 to \$39 per dozen.

Novelties Lead Men's Underwear.

Novelty effects in men's underwear are being accorded notable consumer

favor and have resulted in large gains in manufacturers' sales totals as compared with last year. The athletic or running suit style is said to be selling particularly well, with the combination of white shirt and fancy patterned trunks being outstanding. Solid colors in both trunks and shirts are also being featured, the melon shade having been newly introduced. The demand for the athletic effects has cut into the call for union suits.

L. E. Marshall, dealer in dry goods, millinery, ladies and children's ready-to-wear at Grand Ledge, renews his subscription to the Tradesman and writes: "Check enclosed for best store paper published."



MEN'S SPORT OXFORDS IN STOCK

Style 915—Brown Elk Blucher, Upper with stitched saddle, "Gold Spot" Spartan Leather Sole, Widths C and D\$4.25

Style 979 — Tan Calf and Smoked Elk Blucher, Gro-Cord Sole, Widths C and D\$3.85

Style 979½—Blk. Calf and Smoked Elk Blucher, Gro-Cord Sole, Widths C and D\$3.85

Manufactured 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.

What Shall We Say in Our Advertising.

Writing little "readers" for newspapers, which are such effective advertising, as I have shown, concentration must be the rule. We must make two words do the work of four every possible time.

But there are other forms of advertising, among them the monthly talk, like "What's What," issued by Henry May & Co., Honolulu, to which I have often referred. The customer who sits down with the May monthly message has leisure to read more in detail. It is the occasion for a friendly sort of visit, with business as an important side issue. So we talk about things mutually familiar, things which may lead easily to more business through the byways of a morning chat. May begins his March "What's What" with this—and the entire issue is printed in green for the central March holiday, dedicated to St. Patrick, the Scot who was adopted by Ireland:

"In Caesar's day human life hung on the thin thread of public favor. With so much uncertainty regarding life and liberty, it is no great wonder why the study of diet and personal health was neglected.

"Now, when every life is sacred, and every possible means of sanitation used to preserve health, the individual finds in most cases his health quite in his own power," and so on for a few lines more.

"Canned foods of the best brands are often cooked or prepared to a degree of digestibility not possible to obtain in home cooked foods."

You see how easy it is to glide from generalities of life and history right into canned foods of to-day. We might work in another heading for the same text, thus: Poorest American Healthier than Richest Roman. And that heading would not only be true, but would strike every reader as true, hence it would be extra effective. To use familiar texts and allusions, such as are known at least in substance to everybody is one of the preferred tricks of the advertising trade.

May follows with nice talks about St. Patrick's day and the kind of things to use and Easter. Not that he continues not to apologize for getting right prices. "Easter Eggs and Novelty Favors from 5 cents to One Dollar," for example.

Reminder talks never go out of fashion, never cease to interest and should always be used. Folks eat three times daily, seven days each week, and they are glad to be reminded of delicious, even if quite familiar items, like

"Our regular supplies of fresh Florida grape fruit have been reaching us in excellent condition via the port of Seattle."

Why mention Seattle? Because it stirs the imagination, fixes attention by association of ideas and is therefore doubly interesting.

"Deglet Noor dates, grown in the Imperial Valley, California, and packed in attractive three-quarter pound tins. Very few other dates can compare with Deglet Noor for quality. Price 45c per tin."

There is no apology for a price of 60c per pound, either.

Self-examination is the beginning of business wisdom. It applies to retail and wholesale merchants. For wholesale grocers have been operating as much without plan as retailers. It is reported by a Government investigator that the wholesale grocer has been "grabbing at any line to sell on which he figured he could make a profit. His full line is a regular hodgepodge."

A result is that a typical wholesale grocer's stock consists of 2,000 items, with a maximum stockturn of ten times a year, whereas the warehouse of a chain organization contains not more than 700 items and turns its stock thirty times annually.

We can realize with a little thought that the rate of stock-turn does not tell the whole story of waste on the one hand or economy on the other. For we must know that it costs money to handle 1,300 separate items into and out of stock, keep them properly stored in costly space and covered by expensive insurance.

It is worth noting that wholesale grocers did not discover these facts for themselves. They were found by an outsider. They were all data which could have been discovered by each jobber for himself had he done what it is so wise for retailers to do: Looked within his own business and records with intelligent observation.

A grocer who studies human nature effectively says:

"Women like cut prices. The department stores have taught them that. So we cater to their desires in this particular by marking articles in the odd cent when possible. Thirty-one cents, for instance, suggests a mark down, when in reality it may be otherwise. We find odd cent pricing helpful."

This is such universal experience that it is amazing how slow grocers are to put odd cents into practice. But it will help if we study the human nature of it. Why, then, does the successful merchant price things at \$6.95—say a hat—instead of \$7? Because if a woman buys an article for \$6.95 and you ask her what she paid for it, she will answer: "Six dollars and something," or, simply "Six dollars." Why? Because all she remembers are the even dollars. So the effect of marking at \$6.95, instead of \$7, is to reduce the cost in the purchaser's mind one dollar.

Now, is this because women are fools? Not at all. Moreover, if you pin her down, she will frankly say she knows she paid \$6.95. More, women are keener reasoners in many respects than men. They are certainly better buyers, either for sale or for the home. Nevertheless, the peculiar twist of woman-human-nature I report is a fact of everyday experience and the real merchant knows how to make it work for him. Paul Findlay.

Don't Say Bread

— Say

HOLSUM

ALL ABOARD FOR NEW ORLEANS

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

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

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

FLEISCHMANN'S YEAST

Service

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts
GRAND RAPIDS -- -- MICHIGAN

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.

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

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

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

President—Frank Cornell, Grand Rapids
Vice-Pres.—E. P. Abbott, Flint
Secretary—E. J. La Rose, Detroit
Treasurer—Pius Goedecke, Detroit
Next meeting will be held in Grand Rapids, date not decided.

Instability of Meats at Wholesale.

One of the things wholesalers and retailers complain about in connection with meats is the instability of the market. There are few commodities that react more quickly to supply than meats, especially when consumer demand is stable. While large retail operators change their prices somewhat in line with prevailing prices in the wholesale markets with considerable consistency, the average small retailer does not do so and so when wholesale prices are sharply advanced, the smaller operator often feels that he has suffered in a somewhat similar way to having money actually taken from his cash register.

This class of retailers receive the benefit of temporarily lower markets in the same proportion as they lose by advances, but they take their gains in a more unemotional way. An illustration of sudden changes in wholesale values is being manifest at the present time in respect to fresh pork cuts, especially pork loins. Moderate to light runs in the wholesale markets throughout the country has correspondingly reduced the supply of fresh cuts, and during the week ending April 21, a runaway market resulted.

No quotations released once a day in the wholesale market could picture the accurate trading conditions. Even those in the market buying and selling were only partially informed of what values actually were. In some cases values were fifty per cent. higher at the end of the week than they were at the end of the previous week. Whether a reaction will occur only further periods will disclose, but it is very likely that fresh pork prices will be much higher for the next few months than they have been during the recent months.

Consumers have been receiving the benefit of quite reasonable prices on all pork cuts for the past few months, and the condition has not changed up to the present time with respect to cured and smoked meats. Hams, bacon, and similar meats are still much lower than profitable hog production warrants, and many in the industry, especially the producing end of the industry, have been looking forward anxiously to an upward price movement. There is nothing to become excited about, however, for it is not at all likely that the change in pork values will amount to more than a stabilization of the pork industry on a more satisfactory basis to all concerned.

Farm Poultry Crop Likely To Be Curtailed.

In considering the approaching egg season, we should bear in mind that the higher prices of feed and relatively lower prices for eggs and poultry will inevitably curtail the rate of production. Operators in the Middle West, some of them, assume that such curtailment will affect first of all the com-

mercial poultry farms. In the long run this may prove to be the case, but the poultry crop this year, which is derived chiefly from the corn belt, would seem to point to a curtailment on common farms. We should keep in mind also that between 1919 and 1924, when we had a fairly accurate comparison of poultry on farms, the number of chickens declined in certain sections of the corn belt, while the increases were most marked in the commercial poultry areas.

We should, therefore, not draw too hasty a conclusion as to the ability of the common farmer to survive a period of adverse prices in competition with commercial poultry farmers, unless the quality of the eggs they produce can be correspondingly improved.

Georgia Peach Hops Air Mail to See Late Mayor.

Macon, June 4.—The first shipment of Georgia peaches by airplane left here on Saturday afternoon in a special plane chartered by the Georgia Peach Growers' Exchange. They were carried to Atlanta and there placed aboard a U. S. mail plane bound for New York. The peaches were of the Mayflower variety, grown by H. T. Hudson, of Jones county, and were consigned to Mayor James Walker, of New York City. It took \$25 worth of postage stamps to carry the shipment. Gene Brown, one of the Atlanta-New York mail plane pilots, made the special trip to Miller field here to get the peaches. Besides the peaches, the pilot carried letters from the Mayor of Macon and from W. C. Bewley, addressed to Mayor Walker.

Jack Dempsey, Cauliflower Raiser, Now Raises Raisins.

Fresno, June 1.—Jack Dempsey, former heavyweight boxing champion, became a raisin grower to-day with the acquisition of 236 acres of agricultural land near here in a deal with D. W. DeVaux. The transaction, according to announcement, involved \$350,000 in cash and Dempsey's Hotel Barbara in Los Angeles. The deal was said to include the transfer to DeVaux of the hotel, which is valued at \$651,166. The consideration paid by DeVaux was reported to be \$350,000 in cash, \$70,000 in paper and 286 acres of Fresno, Madera and Tulare county agricultural lands. The farm property consists of 160 acres in Madera county, forty other acres near Kerman, and eighty acres near Orosi, all of which are planted to vineyards.

The Free Store.

My neighbor's five-year-old boy came home from kindergarten with a package of gum and a bar of candy.

"Where did you get them, Charles," his mother asked.

"Down at the free store," he replied.

The mother was puzzled and questioned the boy further, but still he insisted that it was a free store.

"Why," he said at last, "I went in there with Eddie Fowler. He told the man what we wanted. The man wrote something down on a book and gave us the candy."

My neighbor then telephoned the other boy's mother and told her why her grocery bills had been so high.

Sliding Scale.

"What is the rent of this room, including the use of the piano?"

"Well," suggested the landlady, "perhaps you'd be so good as to play me something first."

LIPTON'S

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

TEA

Thomson & Lipton Tea Planter Ceylon

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

VINKEMULDER COMPANY

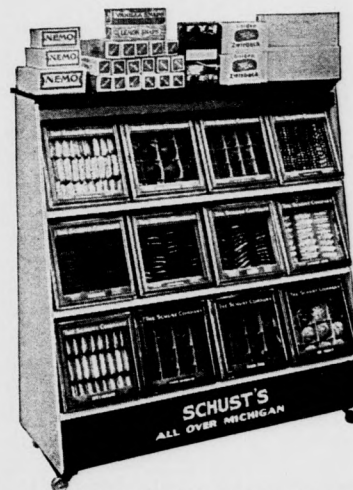
Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

SCHUST'S LINE MEANS —

More Sales
Bigger Turnover
Larger Profits, and
Satisfied Customers



This
Display
Increases
Sales

THE SCHUST COMPANY

"ALL OVER MICHIGAN"

DISTRIBUTING POINTS

Grand Rapids
Detroit

Lansing
Saginaw

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 C. Meal

Rowena Buckwheat Compound

Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

HARDWARE

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

Electrical Specialties in the Hardware Store.

Despite the fact that nearly every community has its one or more shops specializing in electrical goods, the wide-awake hardware dealer can still do plenty of business in these lines. That very fact evidences the increasing popularity of electrical devices, and the more general use of electric current for all sorts of domestic purposes.

Every year sees a new lot of devices introduced, together with improvements on the old devices; and so rapid are some of these improvements that many users of electrical devices find it worth while to replace the item of equipment that, a few years ago, was regarded as the very latest thing.

With the approach of hot weather, it is timely to push these lines. The electrical device, though useful all the year round, is most appreciated in the hot weather. Then, the electric range is cool to cook with. The electric iron saves constant stooping over a hot stove. And, of course, the electric fan and the electric refrigerator are thoroughly timely. More than that, it is the prevalent practice in the summer months to reduce the amount of cooking; and a few simple electrical devices will be ample to prepare the light meals usual in hot weather.

Electrical lines lend themselves readily to window display. They are bright and attractive; and a mere display of the goods will halt the average passerby.

In addition to the regular newspaper advertising, it is often worth while to send out printed matter and circular letters to a selected mailing list. Electrical devices are better known and understood now than they were a few years ago; but in the early years a sale to one prospect was usually the means of interesting a dozen others. Mrs. So-and-So saw the new electric toaster on Mrs. Brown's breakfast table, and straightway she wanted one—a newer and improved type, if possible. So to-day, electric ranges, electric washing machines, and similar devices sell themselves in the identical way.

It is always good policy to demonstrate these lines. Not merely show your individual prospects how the article operates; but hold regular demonstrations, with a capable salesman or expert demonstrator in charge, and send out invitations to the housewives of your community. Use the telephone to invite individual prospects, if necessary.

Another form of demonstration is to place the article in the home on trial. Usually it stays there. That is one of the best ways to sell washing machines, ranges and other larger articles. An electric vacuum cleaner can often be sold through being placed on trial. As a general rule, the wise hardware dealer doesn't put these devices out on trial with everybody. Now and then an undependable individual will be met.

A good hot weather article to display and push is the electric fan. It was one of the first electric specialties taken up by hardware dealers; and it is still a popular line that lends itself readily to special pushing.

An electrical specialty store some time ago put on a neat electric fan display. The arrangement was simple, but nevertheless effective. Across the back of the window was a row of fans with the bigger sizes on the outside, and the smaller sizes in the center. To each fan were attached wide ribbons with the plain, clear-cut lettering:

KEEP KOOL.

When the fans were running, these ribbons fluttered and whipped about in the resulting breeze. The flutterings of the whole row of fans formed an arresting feature, and instantly attracted notice to the display.

In each corner of the window, thrown in careless heaps, were all kinds of old-fashioned fans, from the advertising fan down to the old palm-leaf. On each pile of fans was a neat card on which were printed the words: "Why Fan Yourself When the Electric Fan Will Fan You for Three Cents an Hour?"

In the foreground of the window the two words "KEEP KOOL" were formed in cotton batting. A lot of literature, describing the merits of the fans on display, was used to afford variation.

Across the top of the window was an attractive banner in colors featuring the two words "KEEP KOOL." Down the sides of the window were borders reading "For Three Cents an Hour."

Inside the store two big fans were arranged so that everyone who entered the store felt instantly the cool breeze. This was another feature to drive home the "Keep Kool" argument. Feeling the cool breeze just at the moment he entered the store went a long way with the customer in clinching the sale.

The average hardware dealer might hesitate to put so much display space back of a single article which he generally does not stock very extensively. But "Keep Kool" is one of the dominant ideas to bring out in any hot weather display of electrical lines. The feature of coolness in operation, even of the cooking devices, is one of their strong selling points. So that the "Keep Kool" display can be readily adapted to a fairly comprehensive showing of electrical goods.

Quite often it is a good stunt to put on a demonstration in the window. One large city store did this with an electric iron display. An ironing board was set up in the window, and on this was an electric iron, presided over by a pretty girl who coolly and easily ironed all sorts of clothes. The most difficult ironing was done with ease. In the window were cards telling the cost of running the electric iron, and the economy of operation and greater comfort in comparison with the old methods.

"Cut out the drudgery" is another slogan to be emphasized in connection with your displays of electrical devices. Every woman has a longing to eliminate drudgery and get away from the

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HEATH & MILLIGAN DEPENDABLE PAINTS AND
VARNISHES

Foster, Stevens & Co.
Founded 1837

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

THE BEST THREE

AMSTERDAM BROOMS

PRIZE *White Swan* Gold Bond

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.

NEW AND USED STORE FIXTURES

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

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

N. FREEMAN, Mgr.

Call 67143 or write

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and

Fishing Tackle

laborious routine of housework—not that she is afraid of work, but she dislikes the effect of too much of the same kind of work on her youthful prettiness. To emphasize the fact that electrical devices reduce drudgery, save steps, save time, and help to “keep that youthful face and figure” is one of the strongest appeals that can be made to the average housewife, and especially the young bride.

Electric toasters and percolators are good lines to push in the hot weather. They are, of course, all-the-year-round lines; but with hot weather approaching the idea of having these devices right on the breakfast table, and eliminating the heat resultant from using the range, makes an irresistible appeal to a great many people.

Electric flashlights can also be featured to good advantage at this season. They are particularly saleable to motor tourists and summer cottagers. If a car goes absolutely dead on a dark road, an electric flash is vitally necessary, and the stronger the better. For the summer cottager, especially where there is no electric current available, the electric flash is almost vitally necessary; it is far safer than the coal oil lanterns on which a good many summer cottagers have to depend in emergencies, and it has the added advantage that it is instantly ready for use.

Motorists, summer resorters and others who already have electric flashlights will usually have to renew their batteries about this time. So that a display of electric flashlights, either by themselves or in connection with a summer outing display, is eminently timely.

The electric vacuum cleaner is pre-eminently a feature of the spring housecleaning trade—and in the average community the spring housecleaning continues from March to the end of June. But toward the end of spring the line can be featured, coupled with the idea: “Keep your home clean right along and save the strain of spring and fall housecleaning.”

Remember, the best display of any line is not merely a display of goods you carry in stock. It should also carry to the prospect a clear-cut idea of the useful purposes those goods will serve in his home. This is eminently true of electrical lines. Your electrical displays are inadequate if they merely show a lot of devices finished in glistening nickel; they should also carry out definite ideas.

Manufacturers of electrical devices furnish considerable attractive advertising material to boost the sale of their wares. This literature should be intelligently distributed. Do not hesitate to cut a booklet to pieces in order to help out a window display; but draw the line at handing out this material indiscriminately. See that it gets into the hands of people who are actual prospects for electrical devices.

With the larger articles, such as electric washing machines, electric ranges and vacuum cleaners, it is often worth while to do outside canvassing. Not merely to go outside the store in the search for prospects, but to go outside again and yet again in order to follow them up. A little extra ef-

fort of this sort often makes the difference between the sales you just miss and the sales you get. Such sales run into big money, usually; and are worth the extra trouble. With such lines, demonstration, plus placing on trial, plus a personal canvass, plus easy terms, are usually worth while.

Victor Lauriston.

Chain Stores Always Take But Never Put.

In analyzing the home buying situation, the chain store and the mail order house cannot be overlooked. These chain stores are doing a lot these days toward making luggage carriers of the housewife. The mail order houses are harming the merchants hereabouts more than the people realize.

If these institutions were of any benefit to the consumers, or to the retailers, it would not be so bad, but neither the consumer nor the stores derive any substantial benefit from these agencies.

Chain stores are of doubtful value and a menace to the legitimate merchant in the community. Chain stores are not a new thing, for they were in operation among the Chinese more than 2,000 years ago and were discontinued by them because such stores were found to be of no particular economic value in dispensing merchandise.

The chain stores are, as a rule, owned by big capitalists, and judging from the dividends their institutions are able to pay to their stockholders each year, the profits must be enormous.

The consumers, by patronizing such big organizations, are making millions of capitalists whose prosperity never helps their communities, and are draining their own localities of the money which rightfully belongs there. In nine cases out of ten the local merchants will meet the price and “go one better.”

Spending a dollar home is putting a mortgage on it to come back to the spender; spending it away from home is bidding it goodby.

The local business men have confidence in Egg Harbor City's future; they must have or they would not back their faith in this community with the investments they have made, or pay taxes on these investments besides spending large sums every year to maintain the establishments that stand before the local people and everybody else here and beyond our limits, as monuments of their implicit confidence that they can and will make good.

The business men know that nobody will boost Egg Harbor City except those who live here, and whose interests are here. To expect this help from outsiders is futile. Therefore, don't impoverish this community by taking the money out of it. Every dollar spent at home means increased home valuations and comforts. Don't forget that the business men are the backbone of the community and by supporting more home trading and shopping you directly help yourself in some form; besides helping Egg Harbor City—your home town—to prosper.—Egg Harbor (New Jersey) News.

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

BIXBY
OFFICE SUPPLY COMPANY
GRAND RAPIDS, MICHIGAN

COCOA
DROSTE'S CHOCOLATE
Imported Canned Vegetables
Brussel Sprouts and French Beans
HARRY MEYER, Distributor
816-820 Logan St., S. E.
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LONG
MILEAGE
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COMFORT
GOOD LOOKS
CORDUROY TIRE COMPANY
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A Wonderful 10c Seller
Twelve different kinds of popular candies are put up in this attractive package.

A Beautiful Display
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Ship By
Associated Truck
GRAND RAPIDS, LANSING and
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Every Load Insured. Phone 65505

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Steam Tables and Coffee Urns
Built and Repaired
Successors to
Foster Stevens Tin Shop,
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Expert Chemical Service
Products Analyzed and Duplicated
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The Industrial Laboratories, Inc.
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Grand Rapids, Mich.

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A Variety for Every Taste

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KRAFT K CHEESE
“Best Foods”
Salad Dressing
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Bread and Butter Pickles
Alpha Butter
Saralee Horse Radish
OTHER SPECIALTIES

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

Stonehouse Carting
Co.
All branches of cartage and transfer
338 Wealthy St., S. W.
Phone 65664

The Brand You Know
by **HART**

Look for the Red Heart
on the Can
LEE & CADY Distributor

HOTEL DEPARTMENT

Thrills Experienced in Ascending To Top of Mt. Lowe.

Los Angeles, June 1—A new hotel and hunting lodge is being built on the peninsula between the two Platte lakes, near Honor. It will be completed and opened to the public about June 15. The owners are Mr. and Mrs. Fred M. Towse, of Grand Rapids. It is to be known as the North Shore Inn and Hunting Lodge. It is of steel and frame construction, two stories high and represents an expenditure of \$18,000.

The Asselton Hotel, at Holland, was disposed of the other day to Grand Rapids parties and will be operated in the future by Anthony Banzak, of Grand Rapids. The Asselton is a tidy, two-story brick hotel of upwards of twenty rooms, a very popular cafe and coffee shop being operated in connection therewith. William Van Asselt constructed this hotel something like four years ago, and on account of its close proximity to the Pere Marquette passenger station and the further fact that the former landlord and his estimable wife made every guest feel at home, became very popular. There is no good reason why the new proprietor cannot do well in this location.

The members of the Indiana Hotel Association are getting ready for a visit to Michigan on Friday and Saturday of next week—a sort of get together love feast, based on a desire to know more about their Michigan neighbors, which they truly are, as only an imaginary line divides them as states. There is no reason under the sun why the two hotel organizations should not work excellently in harmony. When it comes to catering to the tourist trade their interests are practically identical, and a better acquaintance offers untold advantages. The itinerary for the trip schedules the party to leave Indianapolis by bus on Friday morning. Stops will be made along the route to pick up members. They will head for Grand Rapids and make their night stop at Hotel Pantlind where the Hoosier boys will be the guests of the Michigan Hotel Association with a dinner and full evening's entertainment. They will leave Saturday morning for Detroit, taking in Kalamazoo, where luncheon will be served. The party will arrive at Detroit on Saturday evening, where they will make their headquarters at the Hotel Statler and be the guests of the Detroit Hotel Association and, no doubt, will have a royal time of it. No mention is made as to their methods of getting back home, but it will not be necessary for anyone to worry about that. Lacking carfare, it is a safe bet they can remain in Michigan all summer as the guests of the hotel men.

W. F. Rick, who has operated Hotel Benton, Benton Harbor, for the past five years, has just closed a deal whereby he takes the lease and furnishings of the Hotel Clinton, Clinton, Iowa. He will continue in control of the Benton. This change puts him in the hotel chain class, which is becoming so fashionable nowadays. I am glad "Bill" is not going to forsake Michigan altogether. He has been popular, not only with the traveling fraternity, but has been an enthusiastic booster as well, being a member of the Michigan Hotel Association and a Greeter. My best wishes go to Mr. and Mrs. Rick, who have been warm and consistent friends of mine ever since their advent in Michigan.

The Tavern Hotel, is the latest candidate for public favor at Flint. It has 200 guest rooms and is finished in Old English effect. Frank W. Kay is the active manager.

C. L. Holden, formerly manager of Hotel Rowe, Grand Rapids, and the Four Flags Hotel, at Niles, and more recently with Hotel Gary, at Gary, Indiana, has resigned that position and gone to Richmond, Indiana, to take charge of a new hotel there, controlled by himself and the well-known Colonel Holden, of club operation fame.

For good, honest, horse sense, the statement made by Judge McDaniel, who was called in from a rural district to dispense justice in Los Angeles, appeals to me. If some of our back East jurists would apply it in their own ministrations of the law, it would certainly redound to their credit:

"If a judge is unable, by reason of his extreme sensitiveness or sympathy, to impose the full penalty of the law, he ought not to occupy a position which the voters have bestowed upon him.

"The law is clear and the courts, regardless of sympathy, must do their duty even though it seems cold and hard-hearted. There has been too much mawkish sentimentality permitted to influence the courts and the prison boards in dealing with criminals. These bodies act under the mistaken theory that they are performing in accordance with the dictates of humanity. But if they acted under a wider application of human principles they would more rigidly enforce the law. There has been too little strictness in law enforcement.

"It is mistaken sympathy, mistaken humanity in my judgment, that encourages repetition of crime, whereas a rigid enforcement, unflinching and unyielding, would unquestionably retard crime. A criminal can commit no crime while behind the bars of a penitentiary. In this particular case the claim is made that the defendant was drunk when he committed the robbery. To grant leniency on such a basis would only encourage a crime."

In California, whenever one is convicted of a felony, application for probation follows and some judges are influenced by such appeals. But statistics show that in a large majority of burglary, hold-up and felonies against property the culprit is no sooner paroled, than he at once proceeds to repeat the offense.

One of the most satisfactory of Government accomplishments has been the establishment of National parks, here and elsewhere, and it will only be a short time when the touring public fully realizes this fact. It is using a lot of brains, discrimination and good taste in this work. A force of landscape engineers is at work, for instance all the year round, in planning trails. These have shown rare good judgment in making such places accessible and comfortable without changing their wild character. One thing which specially impresses you in traveling through these parks is the friendly courtesy of these Government employees, quite in contrast with conditions a few years ago when visitors were made miserable by some thick-headed army officer who had an idea that Providence had specially designated him to discipline tourists. They often felt sorry to think that Providence had come between him and German bullets during the war.

I can remember, many years back, when the Masonic Temple, in Chicago, was the world's tallest building, and it quite took one's breath to look from its observatory to the street below. But its importance was snuffed soon after by the erection of even taller buildings right in its immediate vicinity. Even hotels to be much talked about must scrape against the moon, but within an hour's ride of Los Angeles, they produce dizzy heights, which make these other affairs look insignificant. For instance, I am speak-



CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton.

RATES

\$1.50 up without bath

\$2.50 up with bath

CODY CAFETERIA IN CONNECTION



Warm Friend Tavern

Holland, Mich.

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

E. L. LELAND, Mgr.

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.



HOTEL BROWNING

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

Wolverine Hotel

BOYNE CITY, MICHIGAN

Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT HOTEL. American Plan, \$4.00 and up; European Plan, \$1.50 and up. Open the year around.

HOTEL FAIRBAIN

Columbia at John R. Sts. Detroit
200 Rooms with Lavatory \$1.50, \$1.75, \$2.00
100 Rooms with Lavatory and Toilet \$2.25
100 Rooms with Private Bath \$2.50, \$3.00

Rates by the Week or Month

"A HOME AWAY FROM HOME"

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

HOTEL PHELPS

Good Beds - Good Eats
GREENVILLE, MICH.

E. J. ANSTED, Prop. and Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.

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

WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular

Prices.

Entire Seventh Floor Devoted to

Especially Equipped Sample Rooms

WALTER J. HODGES,

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LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

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209-210-211 Murray Bldg

GRAND RAPIDS,

MICHIGAN

ing of Mt. Lowe, the base of which is easily reached by trolley cars and the ascent of which is easily accomplished by a three-deck cable car, which drags you up an almost perpendicular wall 3,000 feet in height. Just imagine being dragged by cable, in an open car, seven or eight times as high as the Detroit Book-Cadillac. We wouldn't have missed it for anything, but I am free to confess that if there had been any pedestrian path for the return trip I should certainly have employed it. As it was it gave us practically all the thrills of being scared to death and yet the polite guide assured us that it was perfectly safe; that in thirty-two years not a single accident had occurred. It works on the principle of a sky-scraper elevator, but is actually safer, engineers say. Two women on the seat facing us were chatting merrily as the car started. In fact, they had been chatting incessantly ever since we left Los Angeles, and we doubted if anything could make them stop, but when the car had risen about a hundred feet, one of them looked over the side and gasped and instantly closed her eyes for the remainder of the ascent. Her mouth, also. At the top of the ascent we were invited into the power house to take a look at the steel cable which pulled us up, and were assured that it was renewed frequently, whether it needed it or not, but inspected carefully every day. Then we were transferred to trolley cars for the "rim of the world" trip.

This led us around the edge of precipices and across spider-web trestles. On the edge of one canyon 2,700 feet deep, the ticket collector added to our thrills by balancing on one foot on the running board of the car. I suggested that he should have a parachute in his equipment, but his only expression was the request to "please lean forward a little, as this is a pretty stiff grade and it will be a great help to the car." But it was all play for the conductor, which made me wish that it was one of the "pay as you enter variety."

On a clear day, the view from Inspiration Point, a short distance from the hotel, is a most impressive one, but it is not until night that one gets the greatest thrill. Then we go through this paved, electric-lighted trail, where a vision bursts upon our eyes which makes us rub the eye and pinch ourselves.

Far below, spread out like a jeweled fan, are thirty-two cities, the homes of one-fortieth of all the residents of the United States. The handle of that fan is the lights of Altadena, merging into those of Pasadena, Los Angeles, the coast cities as far South as Seal Beach, the Point Firmin lighthouse, and the electric display of Catalina Island, forty miles away. Distance-softened, that network of lights is as delicate as lace, yet as luminous as stars and as beautiful as a dream.

The gong sounds a warning to the effect that the last train is leaving for Los Angeles shortly. We retrace our trip over the awful silence and gloomy canyons to the power house. Here we are given time to make a visit to Mt. Lowe observatory, where we were given the privilege of looking through the giant telescope which at that particular time was trained on the Pleiades, which seemed to us to be somewhat nearer than "dear old Michigan."

Then back down the incline with the thought somewhat akin to that of the young husband who "wouldn't take a million dollars for a newly arrived baby, but wouldn't give a cent for another."

The Roamers Inn, at Saugatuck, has changed hands and will hereafter be known as the Grace Hotel. Mrs. Grace Snowden, of Chicago, has purchased the property and will fit the building up as a first class American

plan stopping place for tourists and others.

The disbursement of excessive sums in election contests is a menace to good government, and due diligence in curbing unnecessary campaign costs is a matter both of civic duty and of public concern. There are, however, legitimate avenues for expending money in presenting, or denying the merits of men and measures. It is equally true that irresponsible charges that this or that candidate possesses a "slush fund" for the corruption of any portion of the electorate are quite on a par with the actual existence and employment of such funds; for they are made, too, for the purpose of prejudicing and misleading the voter. Hence it is unfortunate that the proceedings of the Senate investigating committee are so much taken up with all sorts of foolish claims that cannot be and never are, substantiated. Many of us have lived long enough to be familiar with the functioning powers of investigating committees. They blossom forth like the morning glory, but are dissipated with great rapidity. Whether these tactics arise from the personal prejudices of the committeemen, or a real spirit of reform, the fact still remains that thinking people understand that campaigns cannot be conducted without spending money.

Frank S. Verbeck.

French Common People Are Still Our Friends.

Grandville, June 5—Memorial day in France this year bids fair to reconcile many undigested opinions which have seemed to prevail as to the real feeling that exists in the allied countries for America.

There are always enough of sinister disposition to stir up ill feeling, but when it comes to observing memorial day for those brave men who followed the allies to the end of the greatest war in history the deep heart feeling of the Frenchman comes to the surface and we see once again the tricolor of France and the stripes and stars of America intertwined in friendly contact.

Politics and pessimism cannot destroy the knowledge that the American and French eagles flapped their wings together over the hosts who now lie silent in the grave on a foreign shore.

France and America have been natural allies since the days of Lafayette, and the covering of graves with flowers brings out all that fervid enthusiasm which the high hatters have tried to smother. It is no use to deny the truth that France would have been crushed by German overplus of military power had not the Yankees come to the rescue in the nick of time.

Standing by the graves of those men who died for France wearing the Yankee khaki, the soul of all France goes out in sympathy for the fallen brave from a foreign land.

Those graves will always rise in rebuke to any evil whispers of enmity that may be floated in France as against America. We are as one nation in devotion to the best interests of the human race, and it will be a sad day when either France or America withdraws this friendly feeling for each other.

It is said there were more French than Americans present at the numerous ceremonies. Representatives of the government, the army, the navy and all classes of society did honor to the American dead, while the French flag alongside the stripes and stars was flung from a greater number of windows in Paris and other cities than ever before since the armistice.

General Gouroud, military governor of Paris, greeted the contingent of Pennsylvania veterans at Romagne cemetery. There was a general coalescing of the two peoples, and Gouroud declared that the lessons of the United

States arming and equipping a great army to cross the Atlantic in defense of right and justice would never be lost.

French and Americans fraternized above the graves of dead American soldiers in a manner that warmed the cockles of all hearts. While these American graves in France are visible there cannot be hostility between the two people, and all talk of war eventuating between France and America is presumably idle twaddle.

The Pennsylvanians, in recognition of the respect shown by the French people for the American dead, filed past the monument to the French war dead after the inauguration of a monumental bridge at Fismes.

Speeches were made by Gen. William G. Price and Harry A. Mackey, the latter mayor of Philadelphia. The greatest of good feeling prevailed, and altogether this memorial day in France in honor of American dead was one long to be remembered.

The American sailors who fought in the Alabama-Kearsarge duel in 1864, and are buried at Cherbourg, were not forgotten. Delegations from all the French veteran associations placed flowers on the graves while French soldiers saluted.

Memorial day for the American dead in France was one long to be remembered. While thousands of Americans dead lie in the soil of France, victims to the shot and shell of the enemies of France, how can it be imagined that war between these two nations can ever take place?

There is a proposition on foot in this country to raise a sunken British frigate which has lain at the bottom of the Delaware river since the Revolution. When this is done there will be a holiday for observance which may be said to be worth while.

The once proud Augusta, once a frigate of the British navy, has but little resemblance of its former magnificence, since at low tide its bulwarks have offered source for the knife of the relic hunter since that memorable day, October 23, 1777, when it was sunk by the Americans.

The remains of the once proud ship are to be raised by the Gloucester County Historical Society of New Jersey and preserved as a historical relic. Such relics are none too numerous as they remind the younger generation of the trials through which their ancestors passed in securing the present imposing and wonderful United States of America.

It is not likely that our British cousins will feel sore over our parading this relic of the licking we gave them considerably more than a century ago.

France came to our rescue in Revolutionary days as did America to France in the world war of recent date. If we have an enemy in Europe we may well look at Britain and imagine what that nation would like to do to us if she only dared.

There are people to-day who, through the discussion of an ocean waterway from the Lakes to the Atlantic, are seeking to stir up enmity between Canada and the United States, and these disturbers are not alone on our side of the international boundary line. Those who seek an "All American" canal through New York State are real enemies to the peace and prosperity of the United States, while such acts but revive ancient enmity of our Canadian neighbors. Old Timer.

Gabby Gleanings From Grand Rapids.

Grand Rapids, June 5—Paul Gezon, Secretary of the Michigan Retail Grocers' Association, has been asked to address the Muskegon Kiwanis Club on Friday, June 8, on the subject "The economic position of the local merchant in distribution." Last week a representative of the chain stores addressed this club on the subject of "The eco-

nomie position of the chain stores in distribution."

Uncle Louie Winternitz is spending a month with Grand Rapids friends en route from St. Augustine, Fla., where he spent the winter, to Charlevoix, where he will spend the summer. He is feeling better and looking better than he has for years.

Mrs. Clara Spitz, whose husband was the original compressed yeast agent in Grand Rapids, died at the home of her daughter in Los Angeles Sunday. The remains are now en route to Washington, where the funeral will be held the latter part of the week. Mrs. Spitz was a most remarkable woman. Left a widow with two small children, she engaged in the rooming house business and conducted it so successfully that she not only brought up her children and educated them correctly, but attained a comfortable competence for old age.

Lee & Cady have opened three cash-and-carry branches in Grand Rapids, as follows: 17 West Burton street, in charge of Harold Davies; 120 Ellsworth avenue, in charge of Talva McKee; 412 North Front avenue, in charge of Benjamin H. Boeskool. Other stores will be opened later as fast as locations can be decided upon.

William A. Gilleland, manager of the Worden Grocer Co., went to Pittsburg last Saturday for a short visit with friends, accompanied by his wife. They are expected home Thursday.

Change in Ownership of Hotel Shelby.

Shelby, June 5—C. L. Peifer, who has conducted the Hotel Shelby for the past eleven years, has sold his interest to Mr. and Mrs. Wells Stockhill, of this place, who will conduct the hotel in the future.

Mr. Peifer has taken up his residence at his summer home on Campbell Lake, near Hesperia. He has richly earned a period of rest and recreation.

HOTEL GARY



GARY'S NEW \$2,500,000 HOTEL GARY, INDIANA

One of the Fine Hotels of the Middle West.
400 ROOMS FROM \$2.00
Each room an outside room.
Circulating Ice Water and Every Modern Convenience. Large, Light Sample Rooms.
Restaurant, Coffee Shop and Cafeteria
in connection, all at popular prices.

We will also operate the following Hotels:
The Mills-Holden Hotel, Richmond, Ind., will open about May 1, 1928; Hotel Teeling, Harvey, Ill., will open about June 1, 1928. HOLDEN-GARY COMPANY.

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.

DRUGS

Michigan Board of Pharmacy.
President—J. C. Dykema, Grand Rapids.
Vice-Pres.—J. Edward Richardson, Detroit.
Director—Garfield M. Benedict, Sandusky.

Examination Sessions—Detroit, third Tuesday in June; Marquette, third Tuesday in August; Grand Rapids, third Tuesday in November.

Michigan State Pharmaceutical Association.
President—J. Howard Hurd, Flint.
Vice-President—J. M. Ciechanowski, Detroit.
Secretary—R. A. Turrell, Croswell.
Treasurer—L. V. Middleton, Grand Rapids.

When the Druggist Knows What He Is Doing.

How often does the druggist have to refuse proper consideration to a salesman because seemingly he is now overcrowded with different lines, and there apparently is now room for no others? The man of the road may represent promise. He comes, perhaps, with a novel line. He himself has huge hopes for it. Why not, he naturally reasons, the druggist? But, of course, he runs against many a barrier; too many times the druggist, contrary to preference, must say, "Nay," there is a parting that may discourage that salesman to the extent of fighting shy of certain places. The druggist says he simply has got no more space for stuff. That settles it. At least he thinks so.

Yet how many times does the druggist lament his position due to lack of more room, when in his very store he has desirable space, but it is now taken up by shelf-warmers? He may be rushed, or otherwise so occupied that he cannot accord proper attention to the matter of store arrangement. In fact, he may be giving it so little thought that certain shelves shelter slow-movers longer than warrantable; the same lagging condition may be true in regard to the show-windows, display cases, counters, atop and below; additional valuable space may be lodged and hiding other merchandise, with divers what-nots, in corners—and the druggist—very little may he know about it. Perhaps he does not even care! That way is poor business.

In such a state we are encouraging slow-movers. In no sense of the word, incidentally, can it then be said that the druggist has up-to-the-minute inventory on his merchandise. I wonder what his insurance people would think about it. The druggist fails to realize, then, what real business possibilities he has before him. He is not giving his store fair trial. He cannot expect to sell as much merchandise as can the druggist who has his establishment attractive and orderly, where periodically rigid attention is paid to the matter of arrangement.

The druggist who must turn away a salesman because he believes he hasn't got any more room for another item would sometimes do well to view especially his interior arrangements unbiasedly. Question: Is the store arranged now as methodically as could be? Also, cannot it be made just a little better, by, perhaps, weeding out these so-called space-grabbers and shelf-stickers? Why encourage these undesirables, anyway? Perhaps the

druggist has not been giving enough thought to his old, slow-moving stock? Why not give them more, even more, for at least a time, until removal, than is being given the quick-selling items? Here's how one druggist did it.

It was just at a time when the shop was a little slacker than usual; there was also the idle help on hand. So he decided to go over his entire stock, from stem to stern, so to speak. He uncovered more truth than compatible with his actions and belief. There was raised dust and out of hiding places items that the druggist could hardly believe he had yet in stock. "I remember turning away many a prospective customer," ruled he in reminiscence, as he handled some of the dust covered oldsters—"people who had asked for just these. I thought I hadn't any more in the store and not worth the time selling. Well, inspection and investigation reveals!"

The revelation, indeed, proved a jolting lesson for the druggist. Thereupon he was impelled all the more to keep clean his store and push his various stocks more equably. Not an item worth consideration and sale henceforth was going to be neglected. If it was worth stocking, it was worth selling—and that in a business-like manner.

He found that many of his old stocks weren't worth their original value; so he set them on sale at a discount. The procedure here was furthered by means of neat little sign-cards that accompanied the display of the different slow-sellers. Customers and prospects were told the exact conditions surrounding the special drive. One accumulation of sundry what-nots were offered at a price of 19c each, as set forth in the following:

"Anything on this counter is yours, at 19c a throw; pick out now, while the picking is good. We are losing, we know; but our loss is your gain! By moving this stock we're enabled to stock new things—we want to keep our place new, up-to-date, and inviting!"

The druggist's humorous frankness appealed, and in short order every single item of the conglomeration was out, in the hands of a happy customer. So successful had the special drive been, in fact, that the druggist reasoned similar course might be in tune with other merchandise that was selling, yet not selling good enough. There were other slow-sellers justifying charges of more than 19c individually; these all went out the way prospects come in and customers exit. In each case the buyer received more than a bargain. Viewed from any angle, the druggist may have lost on his original investment, but he profited much in other ways.

It came home to him commandingly that a decided change henceforth was in order. No more were certain items to be permitted to clutter up valuable space. He importuned his store help on the importance of educating all prospects thoroughly; never more would a prospect be permitted to lag on the job because he had not the inclination; whenever at all possible a customer was to be told about other

goods—perhaps about that new line added only last week. After all, why include a new item if the intention was not there to properly push it?

The druggist moved other slow-sellers by aid of showcards, setting these up in various conspicuous places: on the counters, on shelves, the wording always large and readable enough to invite perusal; in the window trims where previously there was utter disregard for thought of showcards, were placed additional ones, in each instance giving the passersby real reasons for reading. The druggist had a sense of humor, and his showcards conveyed this trait. By this very fact people were induced to seek for later showcards, inasmuch as the druggist now changed them, from time to time. There was always something new set forth in the cards, and the people were looking forward to them. Because he was drawing attention to his showcards, the druggist at the same time was drawing attention to his window trims; he was, in a word, drawing more attention to his store and business. What more can a druggist desire?

And all by means of showcards! Display cards, of various sizes, properly worded, carry a wonderful appeal. Many, many times the druggist has in his employ an individual blessed with more than the usual sense of humor and sometimes irked because of idleness. Even though he be without this valuable element, there is no telling what the druggist might not be able to do by inviting real co-operation on the part of one of his assistants, getting him to construct little, interesting messages, on neat cards, to accompany the sale of different classes of merchandise. The druggist himself may not have the time, nor the inclination to write such cards; what, however, is the story with regard to your store assistants? Have these men talent, the happy knack of constructing winning messages, and yet the store not capitalizing the asset? About face!

Slow-sellers and showcards are incompatible. It is a question whether any slow-seller ever was properly merchandised, either by the salesman or display cards, or, in fact, in any other way. At any rate, in nearly every drug store there are a few items occupying space much too long, sometimes so long that those in charge forget about them, the thought of suggesting their sale being altogether out of the question.

No harm will it do to any druggist who will give this subject its due consideration. When once the right action has been taken, there will have come about a change that will bring in the refreshing; the druggist will be in better position to do business—and, of course, more profits.

Frank V. Faulhaber.

Influenza Mixture.

Feverish Cold Mixture.

Sod. salicyl.,
Pot. citr.aa. 80 grs.
Tr. capsici 8 min.
Acet. rub. idaei 2 ozs.
Aq. chlorof.ad. 4 ozs.

CANDY TRADE DUBIOUS.

The Sales Expand But the Profits Vanish.

The American public continues to eat candy in spite of the competing demands on income of the automobile and the moving pictures and in defiance of the craze for slenderness and occasional diet propaganda. Combined efforts of ice cream, soft drinks, raisins, dates, peanuts and other products have failed to halt the advance of consumption of candy. Nevertheless, the candy industry as a whole is not prosperous.

In explanation of this picture, painted by the National Bank of Commerce in a survey of the candy industry, the bank says that expanding sales and vanishing profits summarize the situation.

"Like several other manufacturing groups," it is pointed out, "the candy industry carries a heavy charge in the form of idle plant capacity and continues to increase its production year by year. The marketing of the output requires more and more intense pressure. Faulty distribution caused by feverish competition and duplication of effort in advertising and selling has eaten up the industry's substance."

"Large expansion in productive capacity occurred between 1914 and 1919, based on war-time prosperity. The expectation of an enormously stimulated demand for sweets to replace alcoholic beverages following the enactment of National prohibition was responsible for further enlargement of capacity in 1919 and 1920."

"The reaction from the exaggerated hopes for candy consumption aroused by the prohibition amendment is evident on the face of the figures. The average number of wage earners in the confectionery industry in 1919 was 76,500. In the six years following the decline in the number of employees was 17 per cent."

"From the manufacturing standpoint the difficulties of the industry are seasonal operation and the demand for variety in a product of small unit value. Many commodities are produced of less value than a piece of candy, but few are sold to the consumer in such small average value of purchases. Penny goods, bars, bulk candy and packages are the main class of candy products. Penny candies alone form about 12 per cent. of the industry's output by value."

"The mainstay of the industry is bulk candy, packed in five-pound paper boxes or wooden pails, which the retailer sells in any quantity he chooses. A part of this is sold by the penny's worth, most of it in very small quantities. Package goods, plain and fancy, which retail at from 75 cents to \$2 a pound, constitute 30 per cent. of the output."

"The candy bar section of late has resembled a gold rush. Swift changes and highly competitive methods characterize it. An almost incredible number of new types of bars, some of them differing little if at all from their predecessors, has been brought out. Fifteen thousand a year is the estimated number, all to be named and

wrapped in a manner to indicate a new product, regardless of whether the bar has any other characteristics of novelty.

"Distribution is the field where the candy industry must fight for its profits. The industry knows its cost of production, but has underestimated costs of distribution for the volume sold. Waste in duplication of advertising and in selling effort and the high cost of transportation over long distances are problems to be solved before the industry can attain a profitable basis. The need for efficient advertising, from which the manufacturer can derive full benefit, is constant.

"Expansion of export trade as a measure of relief for overcapacity is receiving attention at present. In 1925 the candy industry made goods to the value of \$379,000,000 and exported less than \$3,000,000 worth. Co-operative enterprise may be resorted to in exporting. For small candy manufacturers it is obviously impracticable to enter the export field single-handed, but the expense may be shared by a group."

Sugar Levulose.

Dr. Harrison E. Howe, speaking at Northwestern University, predicted a sugar levulose, one and a half times as sweet as ordinary sugar which can be eaten by diabetics. He said that breeding yeast to taste was already a reality and told of a chemist who had produced a beef-steak-flavored yeast. He said that coloring oranges and lemons is being done every day with ethelyn.

Corn Paint Without Cannabis Indica.

The following does the work as well as any similar preparation we know of:

Salicylic acid	15 grs.
Resorcin	15 grs.
Lactic acid	2 1/2 drs.

Flexible collodion ----- 2 1/2 drs.

This is to be applied for five or six days in succession. The foot is then well soaked in hot water. The film on being lifted off brings the corn away with it.

When I Pass On.

When I pass on how little then
Shall be this rendezvous of men
We call the earth, tho here am I
Bewildered by its majesty;
Or listening on the ocean's shore
Oft answer back Faith voices more—
When I pass on.

No teeming, lovely, beauteous land
Nor height nor depth nor foreign strand
With ages past whose very dower
Have left enchantment to my hour
Would altogether dare aspire
To satisfy my heart's desire—
When I pass on.

When I pass on all will be well;
Naught here below but Time shall tell
The secret which from man is kept
Till in the earth his dust has slept;
From this released mine eyes shall see
Beyond the veil the mystery—
When I pass on.

When I pass on what'er the skies
I know some haven yonder lies
Uncharted by the needless sweep
Where coming from that boundless deep
A Lorelei will call to me
To waken in eternity—
When I pass on.

Charles A. Heath.

Phenolphthalein Laxative Syrup.

The following is said to make an excellent preparation:

Phenolphthalein	128 grains
Salicylic acid	10 grains
Bitter cake chocolate	1 ounce
Syrup of acacia, to make	1 pint

Melt the chocolate and mix with the syrup; then add the acid and the phenolphthalein. This mixture requires a "shake" label.

If we could make a great bonfire of the thousands of laws we have in this country, and start all over again with only the Golden Rule and the Ten Commandments, I am sure we would get along much better.

WHOLESALE DRUG PRICE CURRENT

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

Acids											
Boric (Powd.)	12½@	20	Cotton Seed	1 35@	1 50	Belladonna		@ 1 44			
Boric (Xtal)	15 @	25	Cubebs	6 50@	6 75	Benzoïn		@ 2 28			
Carbolic	38 @	44	Eigeron	6 00@	6 25	Benzoïn Comp'd		@ 2 40			
Citric	53 @	70	Eucalyptus	1 25@	1 50	Buchu		@ 2 16			
Muriatic	3½@	8	Hemlock, pure	2 00@	2 25	Cantharides		@ 2 52			
Nitric	9 @	15	Juniper Berries	4 50@	4 75	Capsicum		@ 2 28			
Oxalic	16½@	25	Juniper Wood	1 50@	1 75	Catechu		@ 1 44			
Sulphuric	3½@	8	Lard, extra	1 55@	1 65	Cinchona		@ 2 16			
Tartaric	52 @	60	Lard, No. 1	1 25@	1 40	Colchicum		@ 1 80			
			Lavender Flow	6 00@	6 25	Cubebs		@ 2 76			
			Lavender Gar'n	85@	1 20	Digitalis		@ 2 04			
			Lemon	4 25@	4 50	Gentian		@ 1 35			
			Linseed, raw, bbl.	@	78	Guaiaac		@ 2 28			
			Linseed, boiled, bbl.	@	81	Guaiaac, Ammon.		@ 2 04			
			Linseed, bld less	88@	1 01	Iodine		@ 1 25			
			Linseed, raw, less	85@	98	Iodine, Colorless		@ 1 50			
			Mustard, arifil. oz.	@	35	Iron, Clo		@ 1 56			
			Neatsfoot	1 25@	1 35	Kino		@ 1 44			
			Olive, pure	4 00@	5 00	Myrrh		@ 2 52			
			Olive, Malaga,			Nux Vomica		@ 1 80			
			yellow	2 85@	3 25	Opium		@ 5 40			
			Olive, Malaga,			Opium, Camp.		@ 1 40			
			green	2 85@	3 25	Opium, Deodorz'd		@ 5 40			
			Orange, Sweet	5 00@	5 25	Rhubarb		@ 1 92			
			Origanum, pure	@	2 50						
			Origanum, com'l	1 00@	1 20						
			Pennyroyal	3 25@	3 50						
			Peppermint	5 50@	5 70						
			Rose, pure	13 50@	14 00						
			Rosemary Flows	1 25@	1 50						
			Sandelwood, E.								
			I.	10 50@	10 75						
			Sassafras, true	1 75@	2 00						
			Sassafras, arti'l	75@	1 00						
			Spearmint	8 00@	8 25						
			Sperm	1 50@	1 75						
			Tany	7 00@	7 25						
			Tar USP	65@	75						
			Turpentine, bbl.	@	55						
			Turpentine, less	62@	75						
			Wintergreen,								
			leaf	6 00@	6 25						
			Wintergreen, sweet								
			birch	3 00@	3 25						
			Wintergreen, art	75@	1 00						
			Worm Seed	5 50@	5 75						
			Wormwood	16 50@	16 75						

GROCERY PRICE CURRENT

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

ADVANCED

Coffee
Raisins
Dill Pickles
Welch's Maple Syrup
Sho You Table Sauces

DECLINED

Every Day Evaporated Milk
Jelly Glasses
Matches

AMMONIA

Quaker, 24-12 oz. case 2 50
Quaker, 12-32 oz. case 2 25
Bo Peep, 24, sm. case 2 70
Bo Peep, 12, lge. case 2 25



APPLE BUTTER

Quaker, 24-12 oz., doz. 2 25
Quaker, 12-32 oz., doz. 3 35

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

Aretic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. 31 20
Calumet, 4 oz., doz. 95
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb., doz. 12 75
Calumet, 10 lb., doz. 19 00
Rumford, 10c, per doz. 95
Rumford, 8 oz., doz. 1 85
Rumford, 12 oz., doz. 2 40
Rumford, 5 lb., doz. 12 50

K. C. Brand

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

Am. Ball, 36-1 oz., cart. 1 00
Quaker, 1 1/2 oz., Non-freeze, dozen 85
Boy Blue, 36s, per cs. 2 70

BEANS and PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans 9 50
Red Kidney Beans 11 00
White Hand P. Beans 11 50
Cal. Lima Beans 11 00
Black Eye Beans 8 50
Split Peas, Yellow 8 00
Split Peas, Green 8 00
Scotch Peas 5 75

BREAKFAST FOODS

Quaker Oats Co. Brands
Puffed Wheat, 36s 4 30
Puffed Wheat, 48, Ind. 1 45
Puffed Rice, 36s 5 60
Puffed Rice, 48, Ind. 1 55
Muffets, 24 2 70
Muffet, 48, Individual 1 10
Hominy Grits, 24s 2 40
Farina, 24 2 40
Scotch Barley, 24 2 50
Corn Meal, White, 24 2 40
Corn Meal, Yellow, 24 2 40
Pettijohn Food, 18 3 40
Quaker Oats, 18 1 80
Quaker Oats, 12s 2 70
Mother Oats, 12, Allm. 3 25
Mother Oats, 12, China 3 80
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
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 60
Post Toasties, 24s 2 60
Post's Bran, 24s 2 70
Pills Bran, 12s 1 90
Roman Meal, 12-2 lb. 3 35
Cream Wheat, 18 3 90
Cream Barley, 18 3 40
Ralston Food, 18 4 00
Maple Flakes, 24 2 50
Rainbow Corn Fla., 36 2 50
Silver Flake Oats, 18s 1 40
Silver Flake Oats, 12s 2 25
90 lb. Jute Bulk Oats, bag 4 00
Ralston New Oats, 24 2 70
Ralston New Oats, 12 2 70
Shred. Wheat Bisc., 36s 3 85
Triscuit, 24s 1 90
Wheatena, 18s 3 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 60
Solid Back, 1 in. 1 75
Pointed Ends 1 25
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 14.4
Paraffine, 12s 14.4
Wicking 40
Tudor, 6s, per box 40

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 3 75
Peaches, No. 2 1/2 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
Pineapple, 2 br. sl. 2 25
Pineapple, 2 br. sl. 2 40
Pineapple, 2 1/2, sli. 3 00
Pineapple, 2, cru. 2 60
Pineapple, 10 cru. 8 50
Pears, No. 2 3 00
Pears, No. 2 1/2 3 50
Raspberries, No. 2 blk 3 25
Raspb's. Red, No. 10 11 50
Raspb's. Black, No. 10 15 00
Rhubarb, No. 10 6 00
Strawb's. No. 2 3 25@4 75

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 2 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1/2 2 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 25
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 75
Lobster, No. 1/4, Star 2 00
Shrimp, 1, wet 2 25
Sard's, 1/4 Oil, Key 6 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@23
Sardines, Im. 1/4, ea. 25
Sardines, Cal. 1 35@2 25
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/4s, Curtis, doz. 3 20
Tuna, 1/2 Blue Fin 2 25
Tuna, 1s. Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 8 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 60
Beef, 3 1/2 oz. Qua. sli. 2 25
Beef, No. 1, B'nut, sli. 4 60
Beefsteak & Onions, s 3 70
Chili Con Ca., 1s 1 85
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 52 1/2
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/4 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 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
Green Beans, 10 7 50
Green Beans, 2s 1 65@2 25
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut 1 10@2 50
Beets, No. 3, cut 1 60
Corn, No. 2, stan. 1 10
Corn, Ex. stan. No. 3 1 25
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 1 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 1 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels 33
Mushrooms, Choies, 8 oz. 40
Mushrooms, Sur Extra 50
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. 1 85
Peas, No. 2, Ex. Sift. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 25@1 60
Pumpkin, No. 10 4 00@4 75
Pimentos, 1/4, each 12@14
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 35@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60@1 90
Spinach, No. 3 2 25@2 50
Spinach, No. 10 6 50@7 00
Tomatoes, No. 2 1 20@1 30
Tomatoes, No. 3 1 00@1 25
Tomatoes, No. 10 6 00@7 50

CATSUP

Beech-Nut, small 1 65
Lily of Valley, 14 oz. 2 25
Lily of Valley, 1/2 pint 1 65
Paramount, 24, 8s 1 35
Paramount, 24, 16s 2 25
Sniders, 8 oz. 1 75
Sniders, 16 oz. 2 55
Quaker, 8 oz. 1 25
Quaker, 16 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. 3 80

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 28
Wisconsin Daisy 27
Sap Sago 40
Brick 34

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

CHOCOLATE

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

COCOANUT

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

CLOTHES LINE

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

GOLDEN BERRY
COFFEE
HUME GROCER CO.
ROASTERS
MUSKEGON, MICH.

COFFEE ROASTED

1 lb. Package
Melrose 36
Liberty 25
Quaker 42
Nedrow 40
Morton House 47
Reno 37
Royal Club 41

McLaughlin's Kept-Fresh

Kept-Fresh
COFFEE SERVICE

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 60
Hebe, Baby, 8 doz. 4 40

Carolene, Tall, 4 doz. 3 80
Carolene, 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 Dundee, Baby 4 70
Every Day, Tall 4 80
Every Day, Baby 4 80
Pet, Tall 4 70
Pet, Baby, 8 oz. 4 70
Borden's Tall 4 80
Borden's Baby 4 70
Van Camp, Tall 4 50
Van Camp, Baby 4 40

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c 75 00
Worden Grocer Co. Brands
Airedale 35 00
Havana Sweets 35 00
Hemeter Champion 37 50
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 Dellosos 120 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY

Stick Candy Pails
Standard 16
Pure Sugar Sticks 600s 4 00
Big Stick, 20 lb. case 13

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 1 75
Nibble Sticks 1 85
Chocolate Nut Rolls 1 85
Magnolia Choc 1 25
Bon Ton Choc. 1 50

Gum Drops

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

Lozenges

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

Hard Goods

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

Cough Drops

Bxs
Putnam's 1 35
Smith Bros. 1 50

Package Goods

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

Specialties

Pineapple Fudge 22
Italian Bon Bons 17
Banquet Cream Mints 27
Silver King M. Mallows 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 43

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 9
Thompson's seedless, 15 oz. 10
Seeded, 15 oz. 10

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...@15

Farina

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

Hominy

Pearl, 100 lb. sacks 2 50

Macaroni

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

Bulk Goods

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

Pearl Barley

Chester 4 50
0000 7 00
Barley Grits 5 00

Sage

GELATINE



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

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz.	34
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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 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 box	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 00
*Blue Seal, 144	4 85
*Reliable, 144	4 00
*Federal, 144	5 00

Safety Matches

Quaker, 5 gro. case	4 50
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MOLASSES

Molasses in Cans

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

NUTS—Whole

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

Salted Peanuts

Fancy, No. 1	15
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Shelled

Almonds	60
Peanuts, Spanish,	12 1/2
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

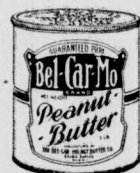
OLIVES

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, Pla.	1 90
1 Gal. Glass Jugs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 25
9 1/2 oz. Jar, Stuff., doz.	3 50
1 Gal. Jugs, Stuff., dz.	2 40

PARIS GREEN

1/2 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
Pinol, 4 oz. cans, doz.	1 50
Pinol, 8 oz. cans, doz.	2 25
Parowax, 100 lb.	9.5
Parowax, 40, 1 lb.	9.5
Parowax, 20, 1 lb.	9.7



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

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

Dill Pickles

Gal. 40 to Tin, doz.	9 25
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PIPES

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

Battle Axe, per doz.	2 75
Bicycle	4 75

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Heif.	22
Good St's & H's, 15 1/2	19
Med. Steers & Heif.	18
Com. Steers & Heif.	15 1/2
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@23 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, Cer., Skinned	@23
16-18 lb.	@23
Ham, dried beef	@40
Knuckles	@40
California Hams	@17 1/4
Picnic Boiled	
Hams	20 @22
Boiled Hams	@35
Mince 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, 12s Regular	1 80
Quaker, 12s Family	2 70
Mothers, 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
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 45
Bone-A, 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 85
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH

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

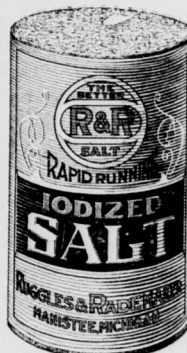
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

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. bbl.	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	4 22
Old Hickory, Smoked,	
6-10 lb.	4 20



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



BORAX

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

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	3 85
Export, 100 box	3 85
Big Jack, 60s	4 50
Fels Naptha, 100 box	5 50
Flake White, 10 box	3 90
Grdma 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.	10 20
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



50 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Brillo	85
Climalithe, 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	-----	@38
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
Pure Ground in Bulk		
Allspice, Jamaica	-----	@29
Cloves, Zanzibar	-----	@45
Cassia, Canton	-----	@28
Ginger, Corkin	-----	@38
Mustard	-----	@32
Mace, Penang	1 39	
Pepper, Black	-----	@55
Nutmegs	-----	@59
Pepper, White	-----	@72
Pepper, Cayenne	-----	@36
Paprika, Spanish	-----	@52

Notes of Interest To Grand Rapids Council, U. C. T.

The one general topic of conversation, when two or more members of Grand Rapids Council meet these times, is the convention at Petoskey. The committee in charge of transportation had made arrangements for a special train to carry the members of 131 and other councils South of us to Petoskey, but the members with their usual individuality decided to drive their own cars, which is undoubtedly a good thing for them to do for Michigan, especially, Northern Michigan, at this season of the year is one of the most beautiful spots in the United States and very easy to reach from most anywhere within the State. Council 131 are not only hoping, but they are determined to win the prize money for the largest number, general appearance, method of handling themselves in the parade. As for winning the ball game, our reputation is already established on that, as many members from Jackson Council, No. 57, will testify under compulsion. The committee at Petoskey seem to have done everything possible for the entertainment of the delegates and guests at the convention.

George V. McConnell, living at 1342 Sigsbee street, was taken suddenly ill at Hillsdale last week. The cause of his illness at this time is not determined, but it is generally supposed to be a severe case of ptomaine poisoning. He was so seriously ill that J. H. Minor, of Hillsdale, who operates ambulances, brought Mr. McConnell to Grand Rapids from Hillsdale in his ambulance and a member of his family drove Brother McConnell's car to his home. This we say is a fine demonstration of friendship and we mention it here as an example for the rest of us, whether we are members of Council 131 or not.

The committee in charge of the convention affairs from Council 131 received a post card from Thomas Peacock, of St. Paul, Minn., stating that he would attend the convention for two reasons: He would attend because he was a good loyal member of the U. C. T. and because he was married in Petoskey twenty-three years ago and was going back to celebrate the anniversary of the happy event. Mr. Peacock formerly lived in Grand Rapids and he is remembered as being a very live member of the Council and at that time was representing R. J. Swab & Son, of Milwaukee, Wisconsin.

The Council continues to build with some very excellent timber. At the meeting last Saturday night, June 2, we conferred the degree of Counsellor upon the following: George E. Bryant, living at 2351 Plainfield avenue, representing the Celotex Co. of Chicago, Ill.; Archie Z. Vis, living at 240 Griggs street, S. E., representing Bowman-Trautman Co. in Western Michigan as a wholesale representative. His work has been to establish and sell dealers in their line of cars; Walter W. Rosenbeck, living at 1254 Penn avenue, N. E., manager of Broomhall Tire and Supply Co., of Grand Rapids.

We regret to report that R. E. Groom is again troubled with his arch

enemy, neuritis in the arm and shoulder, which is decidedly painful and unpleasant, but Brother Groom retains his genial disposition and winning smile through it all and members of Council 131 hope for a very speedy recovery, when the neuritis will be only an unpleasant memory.

We have heard many of the traveling fraternity speak very highly recently of the Hartford Hotel at Hartford. They say Roy Hinckly, the proprietor, is one of the most thorough hotel men operating a hotel in Southern Michigan. He has beautified the hotel and dining room with flower baskets, containing ferns, palms and beautiful blooming flowers. The meals, they say, are a delight and that "Even Mother would have to be at her best to equal them." In the matter of details, I have heard that new pens, fresh blotters and ample stationery are always in waiting for guests and the mattresses are so restful that even our energetic Secretary, A. F. Rockwell, blushing confesses that he slept several hours over the time that he usually allows himself for sleep on his last visit to this hotel.

The membership of Council 131 was deeply pained to read of the accident to Chase S. Osborn a few days ago, which occurred while he was driving in Western Michigan. Mr. Osborn delivered the address at our annual banquet and ball on two occasions, the latest being March 3, 1928. He has always had a warm spot in his heart for the traveling men and they reciprocate it very strongly. We are glad to learn that his injuries, while painful and annoying are not serious, and undoubtedly he has recovered by this time.

George A. Singer, residing at 743 Paris avenue, who has represented the White & Wyckoff Manufacturing Co., Holyoke, Mass., manufacturer of high grade stationery, has severed his connection with that house and entered the employ of Howe, Snow & Co., investment bankers. He will represent the latter in Grand Rapids and adjacent territory.

At the regular meeting of June 3, owing to the volume of business before the summer recess, it was planned that there would be no ladies meeting for the wives and sweethearts of the members of Council 131, but a few of the devoted accompanied or followed their husbands to the Council rooms in the Rowe Hotel and entertained themselves with cards, general talk fest, and Mrs. W. E. Lypps gave a song and dance act, which was very, very well received. Mrs. Lypps was at her best, entirely free from self-consciousness, for she did not realize she had an audience in the ante room until she heard the very generous applause. Her act went over so big that the entertainment committee plans to feature it on several occasions during the coming social season of the fall and winter.

L. H. Berles, who will be remembered by most of the members of Council 131 as the efficient member of the dancing committee for the past three years, has recently purchased a beautiful home at 1501 Mackinaw drive in the Ottawa Hills district. Brother

Berles is admirably situated in a beautiful home of ten rooms, including a den and smoking room, sun parlor and two complete and beautifully equipped bathrooms, and his home is artistically and tastefully furnished throughout. Mr. and Mrs. Berles still retain that charming hospitality which makes a visit to their home a very happy occasion and one of pleasant memories.

The Salesmen Club of Grand Rapids will hold their annual picnic on Saturday afternoon, June 23. They will meet at the Rowe Hotel at 1:15 p. m. and drive to Myers Lake. The route will be marked, so that anyone who fails to join the caravan can readily find the place of the picnic. Myers Lake was selected for two or three prime reasons, among them being that it is reasonably near Grand Rapids; they have one of the best baseball diamonds in a picnic ground that we know anything about; will provide for the aquatic sports, the Shoot-the-Shoots being 140 feet in length, and has an excellent beach. The committee will award some valuable prizes to the various contests, which will include about all the games which can be engaged in at a gathering of this kind. The ones which will be featured specially will be the fat man's race, the potato race, the needle race, sack race, wheelbarrow race and others. However, there will be no old man's race because "old men" never attend an affair of this kind, the spirit of youth always prevailing. In order that this event may be 100 per cent. enjoyable to the wives, the good husbands are giving them a vacation and will buy their dinner for them at Myers Lake, which will be served in the pavilion at \$1 per plate at 6 p. m. Children of 12 or under, 50c each. The regular dancing in the evening will be 75c per couple. One of the thrilling events of the day will be a tipping contest—this does not refer to hotel tips—but to a group of athletic men in two boats who will endeavor to tip each other out of the boat. The winners, of course, are the ones who have one or more remaining in the boat and the members of the other team all in the water. All salesmen with their families living in or near Grand Rapids are cordially invited to attend this affair. They will be assured of a good time.

L. L. L.

If it is desirable to protect the people in their freedom and independence, if it is desirable to avoid the blighting effects of monopoly supported by the money of the taxpayer, if it is desirable to prevent the existence of a privileged class, if it is desirable to shield public officials from the influence of propaganda and the acute pressure of entrenched selfishness, if it is desirable to keep the Government unencumbered and clean, with an eye single to public service, we shall leave the conduct of our private business with the individual, where it belongs, and not undertake to unload it on the Government.

President Coolidge.

What research means to a business, keeping posted means to the clerk,

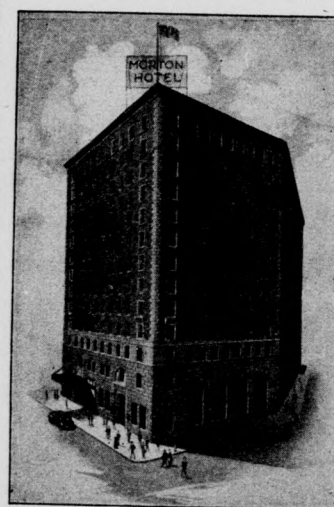


The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms — Rates \$2.50 and up with bath.



YOU ARE CORDIALLY invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service in Grand Rapids.

400 Rooms—400 Baths

Menus in English

MORTON HOTEL
ARTHUR A. FROST
Manager

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 21—We have to-day received the schedules, reference and adjudication in the matter of Ralph Daly, individually and as a member of the partnership of O'Connor & Daly, Bankrupt No. 3455. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Belding, and his occupation is that of a grocer. The schedules show assets of \$6,100 of which \$1,750 is claimed as exempt with liabilities of \$10,744.99. The first meeting will be called promptly and note of the same made herein. The list of creditors of said bankrupt is as follows:

John Daly, Petoskey\$2,000.00
Banner News Pub. Co., Belding 71.32
Ionia Produce Co., Ionia 189.39
Carrie Holmes, Belding 150.00
Telephone Directory Ad. Co., Detroit 9.00
Belding Delivery Co., Belding 540.00
Mrs. Grace O'Connor, Belding 456.00
Jonathan Hale & Sons, Ionia 22.60
Wolverine Shoe Tanning Co., Rockford 23.13

Northwestern Yeast Co., Chicago 7.50
Northville Chemical Co., Northville 16.25
M. C. Stout Elevator Co., Ionia 19.00
A. J. Casper Co., Chicago 53.15
Durand, McNeil Homer Co., Chicago 56.49
Allen B. Wristley Co., Chicago 19.95
V. C. Milling Co., Grand Rapids 35.95
Michigan Tradesman, Grand Rapids 3.00
Indianapolis Pump & Tube Co., Indianapolis 84.00

Steindler Paper Co., Muskegon 103.46
Midland Sales Co., Minneapolis 26.40
Crescent Macaroni & Cracker Co., Davenport 49.09
Newtown Products Co., Cincinnati 10.70
Belding Basket Co., Belding 3.00
Capitol Food Co., Tiffin, Ohio 150.00

M. L. Stout & Sons, Belding 10.00
Michigan Bell Tel. Co., Grand Rapids 5.65
Peoples Savings Bank, Belding 700.00
Joe DeStefano, Grand Rapids 487.38
Harvey Hyde, Smyrna 48.10
Neutrine Candy Co., Chicago 31.74
Wm. Bradley & Son, Greenville 413.64
Jennings Mfg. Co., Grand Rapids 12.02
C. W. Mills Paper Co., Grand Rapids 76.26
Harry Meyer, Grand Rapids 9.35
Lion Specialty Co., Chicago 41.47
Chase & Sanborn, Chicago 298.58
Ontario Paper Products Co., Pulaski, N. Y. 28.75

Corbin & Sons, Chicago 67.13
Lee & Cady, Grand Rapids 286.78
Alton Flouring Mills, Lowell 6.75
Smiths Extra Co., Grand Rapids 11.50
Cox Margarine Co., Grand Rapids 17.90
Jewett & Sherman Co., Milwaukee 51.40
General Cigar Co., Chicago 10.28
Michigan Produce Co., Carson City 25.94
Standard Oil Co., Grand Rapids 38.74
Alfred J. Brown Seed Co., G. R. 43.20
D. M. Ferry Seed Co., Detroit 38.50
Proctor & Gamble, Detroit 35.20
Jewell Eng. Co., Chicago 1.08
H. Van Eenennaam & Bros., Zeeland 3.75

Taylor Feed Mill, Belding 19.75
A. F. Bridgegroom, Owosso 12.30
Condon Bros. Seed Co., Rockford 29.50
Blackney Cigar Co., Saginaw 7.78
Lansing Wholesale Co., Lansing 23.84
Louis P. Lamb, Lansing 17.82
S. H. Hill, Paxton, Ill. 92.75
Schust Co., Saginaw 191.62
W. E. Roberts, Grand Rapids 6.75
G. A. Frost, Lowell 28.10
I. Van Westenbrugge, Grand Rapids 14.10
Rademaker-Dooze Grocery Co., Grand Rapids 527.19

Armour & Co., Chicago 17.50
L. E. Trimble, Belding 31.95
Mercer, Greenville 31.46
Swift & Co., Lansing 24.60
Belding Oil Co., Belding 12.71
Widler Co., Cleveland 30.68
C. C. Watt, Grand Rapids 50.00
Retail Merchants Business Expansion Co., New York 280.00
S. W. Perkins & Son, Grand Rapids 5.40
D. H. Moore, Belding 1.40
Belding Oil Co., Belding 27.32
J. J. O'Connor, Belding 2,000.00
O'Connor & Daly, Belding 360.00

May 22. We have to-day received the schedules, reference and adjudication in the matter of David B. Hagerman, Bankrupt No. 3456. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$12,554.60 of which \$300 is claimed as exempt, with liabilities of \$8,521.84. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Edwin B. Sutton, Grand Rapids\$1,500.00
G. A. Ingram Co., Detroit 99.35
C. V. Mosby Co., St. Louis, Mo. 20.50
Boericke & Tefel, Chicago 141.88
Michael Deeb, Grand Rapids 20.00
J. Kos & Co., Grand Rapids 231.68
Y. W. C. A., Grand Rapids 10.00
Petersen's Drug Store, Grand Rapids 28.75
Vanden Bosch & McVoy, Grand Rapids 56.25
Professional Underwriters, G. R. 20.00
Economy Dye House, Grand Rapids 8.60
Ruffe Battery Service, Grand Rapids 33.70
Geo. Anderson & Co., Grand Rapids 30.00
Dykema's Pharmacy, Grand Rapids 147.78

Carroll Dunham Smith, New York 7.60
V. C. Creamery, Grand Rapids 61.30
Geo. E. Church Co., Grand Rapids 35.00
Norwood Market, Grand Rapids 70.57
Reed & Wiley, Grand Rapids 209.35
Stekette's Dry Goods, Grand Rapids 13.13
W. F. Prior Co., Hagerstown, Md. 115.00
California Products Co., Milwaukee 17.50
Mass. Mutual Life Ins. Co., G. R. 787.89
G. R. Savings Bank, Grand Rapids 705.00
Hudson's State Bank, Hudsonville 500.00
Federal Surety Co., Davenport, Ia. 800.00
Eureka Fire Co., Cincinnati 400.00
C. S. Marshman Ins. Co., Grand Rapids 62.28
Dr. C. T. Nelson, Grand Rapids 49.00
Natural History Ass'n., Grand Rapids 30.00
Gleason & Archer, Grand Rapids 136.00
James P. Tuttle, Manchester, N. H. 200.00
Federal Products Co., Grand Rapids 18.75
Decker & Jean, Grand Rapids 56.50
Mrs. Harry DeYoung, Grand Rapids 50.00
Clyde F. Perkins, Comstock Park 66.14
Samuel W. Carothers, Grand Rapids 20.50
Mrs. Charles Sweet, Grand Rapids 997.29
Catherine Phillips, Grand Rapids 40.71
B. Russell Dooze, Grand Rapids 300.00
Jacob Vandevise, Grand Rapids 106.86
Franklin Fuel Co., Grand Rapids 71.23
Industrial Bank, Grand Rapids 200.00

May 23. We have to-day received the schedules, reference and adjudication in the matter of Albert Fox June, Bankrupt No. 3457. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$3,230.25. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Miller Tire Service Station, Grand Rapids\$ 30.00
Industrial Mortgage & Investment Co., Grand Rapids 85.00
Chaffee Bros. Furn. Co., Grand Rapids 200.00
Gleason Hdw. Co., LeRoy 10.00
Hall & Izenburg, Big Rapids 17.00
Commercial Bank, Reed City 50.00
Bert Coon, Rockford 5.00
Northside Mercantile Co. 15.00
Dennis Grocer Co., Big Rapids 12.00
Rau Bros. Meat Market, Big Rapids 18.00
Rockford Co-ops, Rockford 4.00
Rockford Lite Bower Co., Rockford 15.00
Meemer Lbr. Co., Rockford 7.00
McBride Grocer Co., Rockford 85.00
Fonches Meat Market, Rockford 15.00
Dick Kim Hdw. Co., Rockford 20.00
Dr. Dillingham, Rockford 40.00
Henry Swen Estate, Aashton 30.00
Dr. Miller, Reed City 40.00
Joe Wolf, Big Rapids 50.00
Fore Palmer, Big Rapids 12.00
Mr. Ashley, Grand Rapids 120.00
Reed City Hospital, Reed City 200.00
Mr. Whittier, Big Rapids 175.00
Consumers Power Co., Big Rapids 75.00
Zimmerman's Garage, Rockford 25.00
Geo. Bloomerline, Rockford 65.00
Sears Grocery Co., Rockford 17.00
Vanauken Grocery Co., Big Rapids 10.00
Perkins Waters Credit Tire Co., Grand Rapids 8.25

Mr. Zimmerman, Big Rapids 30.00
Fisher Drummonds, Grand Rapids 120.00
Stanley Dwight, Grand Rapids 350.00
Mr. Wilson, Grand Rapids 600.00
Ray Smith, LeRoy 225.00
Geo. Dennis, Big Rapids 400.00
May 31. We have to-day received the adjudication, reference in the matter of Gln H. Sleight, Bankrupt No. 3452. This is an involuntary case. The matter has been referred to Charles B. Blair as referee in bankruptcy. An order to file schedules has been made, and upon receipt of the schedules, list of assets and creditors will be made herein, also the first meeting will be called, note of which will be made herein.

May 31. We have to-day received the schedules, reference and adjudication in the matter of Joe Polance, Bankrupt No. 3460. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$180 of which the full interest is claimed as exempt, with liabilities of \$717.60. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of the same made herein. The list of creditors of said bankrupt is as follows:

Chaffee Bros., Grand Rapids\$168.00
VandenBerg Bros., Grand Rapids 30.00
Industrial Mortgage & Investment Co., Grand Rapids 40.00
National Clothing Co., Grand Rapids 67.50
Madison Sq. Garage, Grand Rapids 21.80
G. J. Hesselink, Grand Rapids 47.60
William Broersma, Grand Rapids 88.00
C. N. Haan, Grand Rapids 20.00
Square Deal Garage, Grand Rapids 39.00
Herman Hulst, Grand Rapids 9.00
Harm H. Broene, Grand Rapids 4.00
A. N. Russell & Son, Sheridan 11.30
Carl Orwant, Grand Rapids 19.00
Wallkes Meat Market, Grand Rapids 20.00
Corwin, Norcross & Cook, G. R. 65.00
Dr. Paul Westrate, Grand Rapids 13.00
Darwin Young, Wayland 15.00
Peiter Auto Co., Grand Rapids 17.85
G. R. Gas Light Co., Grand Rapids 10.00
Salvage Auto Wrecking Co., G. R. 6.00
S. Goral, Grand Rapids 5.55

May 31. We have to-day received the schedules, reference and adjudication in the matter of Edward McNamara and Glenn McNamara, individually and as McNamara Bros., Bankrupt No. 3461. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo. The schedules of McNamara Bros. show assets of none with liabilities of \$4,111.80. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of the same will be made herein. The list of creditors of said bankrupt is as follows:

J. D. Perrin & Son, Kalamazoo\$ 364.28
International Harvester Co., Chi. 1,025.00
Hathaway Tire Co., Kalamazoo 100.97
Olmsted & Mulhall, Kalamazoo 43.00
Hopkins Lumber Co., Hopkins 74.00
Independent Oil Co., Kalamazoo 104.55
Otis Klet, Hartford 2,400.00
First State Bank, Gobles 1,850.00
Mrs. Maude Yount, Kalamazoo 1,000.00
Meade & True, Kalamazoo 112.00
Hathaway Tire Co., Kalamazoo 5.00
J. C. Gamble, Gobles 99.00
C. Wilkinson, Kendall 24.40
Wolverine Oil Co., South Haven 5.00
Wayland Oil Co., Wayland 212.00
Gladys Hofacker, Kalamazoo 150.00
Dr. C. M. Stuck, Plainwell 12.00
Amasa Rhodes, Kalamazoo 65.00
Ford Garage, Delton 15.00
Lincoln Oil & Paint Co. 30.00
Carlyle Auto Sales Co., Otsego 9.75
Earl McNamara, Menasha 2,500.00
Associated Investment Co., South Bend, Ind. 192.90
Howard Cooper, Kalamazoo 1,630.00
J. D. Houghton, Laingsburg 600.00
Maude Yount, Kalamazoo 200.00
W. C. Davenport, Kalamazoo 1,725.00
Maude M. Davenport, Kalamazoo 500.00
Gladys Hofacker, Kalamazoo 300.00
Charles Pickard, Kendall 450.00
VandenBerg Bros. Oil Co., eeland 68.44
I. & L. Machine Shop, Holland 78.85
L. B. Gordon Co., Benton Harbor 111.00
Gobles Marble & Granite Works, Gobles 255.00
John Hoeksema, Burnips 21.88
Independent Oil Co., Kalamazoo 104.55
J. N. Clark, Zeeland unknown
Mich. Highway Eqpt. Co., Lansing 113.75
Rodger Lumber Co., Dorr 19.56
First State Bank, Gobles 1,000.00
Gen. Casualty & Surety Co., Det. 75.00
Wickers Lumber Co., Zeeland 18.96
Hathaway Tire Co., Kalamazoo 119.07
Garret Mastenbrook, Kalamazoo 80.00
Vern Saxton, Kalamazoo 74.65
Mildred McNamara, Kalamazoo 425.00
George Williams, Alamo 200.00
Harry Berens, Hamilton 32.00
D. Simmons, Burnips 72.90
G. Simmons, Burnips 62.00
W. Bacon, Burnips 54.00
B. VanderHoop, Hamilton 44.00
John Nagelkerk, Zeeland 48.60
B. Cooley, Hamilton 20.72
F. Schuck, Burnips 22.25
Roy Huff, Moline 46.00
W. Slotman, Holland 51.15
D. Hambergh, Hamilton 6.60
Guy Owens, Allegan 21.00
John Dynkerk, Zeeland 375.00
R. Atwood, Grand Rapids 32.00
John Arndt, Dorr 13.50
John Yerrington, Watervliet unknown

June 1. We have to-day received the schedules, reference and adjudication in the matter of Elmer R. Beach, Bankrupt No. 3462. 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 plumber. The schedules show assets of \$266.50 of which the full interest is claimed as exempt, with liabilities of 799.50. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

LaSalle Extension Univ., Chicago\$110.00
Prange Credit Dept. Store, G. R. 152.00
Heyman Furn. Co., Grand Rapids 5.00
Sterling Clothing Co., Grand Rapids 6.50
Rogers Jewelry Co., Grand Rapids 10.00
National Clothing Co., Grand Rapids 42.00
Kirwin & Hollway, Grand Rapids 25.00
W. Orlik, Grand Rapids 40.00
Abr. Hoodhood, Grand Rapids 30.00
Browning, Inc., Grand Rapids 32.00
International Correspondence School, Scranton, Pa. 100.00
Ferris Hanna, Grand Rapids 6.00
Bentley's Inc., Grand Rapids 16.00
Earl Wood, Grand Rapids 225.00
June 1. We have to-day received the adjudication and reference in the matter of Fred Mallett Walker, Bankrupt No. 3454. The matter has been referred to Charles B. Blair as referee in bankruptcy. This is an involuntary case. An order will be entered for the bankrupt to file schedules. Upon receipt of same, list of creditors and assets will be made herein. Also first meeting will be called, note of which will be made herein.

In the matter of James K. Shanahan, Bankrupt No. 3016, the final meeting of creditors was held on April 19. The trustee was not present or represented. No creditors were present. Claims were proved and allowed. The final report and account of the trustee was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand will permit,

there being no funds for the payment of dividends. No objections were made to the discharge of the bankrupt. The final meeting adjourned without date and the case will be closed and returned to the district court in due course.

May 29. On this day was held the final meeting of creditors in the matter of the Lacey Co., Bankrupt No. 3001. The bankrupt corporation was not represented. The trustee was present and represented by attorneys Corwin, Norcross & Co. The trustee's final report and account was approved and allowed. An order for the payment of expenses of administration and a second supplemental first dividend of 10 per cent. on new claims and a final dividend of 13.21 per cent. on all claims proved and allowed, was ordered paid. 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 Ernest Glinke, Bankrupt No. 3139, the final meeting of creditors was held on April 19. The trustee was present. No others were present. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration as far as the funds on hand will permit. There were no dividends. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

Business Wants Department

For Rent—Fine store building in excellent location. Mrs. Margaret Lusk, Fenton, Mich., Genesee County. 859

FOR SALE—By order of Probate Court. General store at Grattan, Mich., belonging to E. E. Lessiter Estate, consisting of building, stock and fixtures. Must be sold at once to close this estate. Located at one of the best trading points in state, with prosperous farming country surrounding. Inquire at Grattan, or at Rademaker-Dooze Grocery Co., 26-32 Ellsworth Ave., Grand Rapids, Mich. 860

Want a Profitable Business?—Must sacrifice for quick sale, due to ill health, well-established growing wholesale fried cake business in Grand Rapids. Completely equipped. Runs on small capital. Cash business. No experience necessary. Six busy months ahead. Address No. 861, c/o Michigan Tradesman—n. 861

FOR SALE—Good property and land. Would exchange for general merchandise. Address Box 117, Elk City, Kansas. 862

FOR SALE—GENERAL store, suburban, all city conveniences, country rent. Sales more than \$1,000 per week, cash and carry. Closed Sundays. Store is 40x50, and stocked to the roof. Handles groceries, confectionery, drug sundries, shelf hardware, dry goods, notions, meat department. Has electric refrigeration. Long term lease at \$100 per month. Located in fast growing community on main highway, less than ten miles from City Hall. Price for stock and fixtures, \$7,000. As low as \$2,500 down if you can give good security on balance. See Will P. Canaan, 2126 Mt. Elliott, Detroit. 863

CANAN SHOP—And billiard room with building, house and lot, all in one plat, for sale. Easy terms. Harry J. Hansen, Coral, Mich. 855

FOR SALE—My dry goods, furnishings and shoe store in Coloma, a town of 1,000 in the heart of South West Michigan's best fruit and resort belt, on U.S. 12 and 31. This stock is clean, new merchandise and consists of the best lines obtainable. This store is 30x80. Full basement. Modern equipment and has wonderful show windows. This a well-established business, going good. Reason for selling, other interests. Write Box 45, Coloma, Mich. 856

FOR SALE—Best grocery business in Flint. Three blocks from Chevrolet. Low rent; fixtures included; no chain store competition; no delivering. Business could be doubled with fresh meat, and delivery. Great chance for man and wife. Inventory about \$2,000. O. H. Burlew, 1508 W. 2nd St., Flint, Mich. 857

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

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.

RETAILERS WIDE AWAKE.

Letters From the Trade on Live Topics.

Grand Rapids, June 4—I have been following with great interest your controversy with the Cheek-Neal Coffee Co., which you have taken up in behalf of the independent retailer. In behalf of the Grand Rapids Grocers and Meat Dealers' Association, I want to thank you and your paper for this work of calling the cards on these so-called National advertisers who employ this unfair method of secret rebates.

But, Mr. Stowe, did you know that right here in our own city, Grand Rapids, last Saturday, June 2, some of our local commission houses did exactly the same thing? There was absolutely no difference in what they did as to what the Cheek-Neal Co. and many other firms are doing. Here are the facts in the case: Strawberries were sold in Grand Rapids by chain organizations at retail at 50 cents per case less than they could be bought for by the individual merchant at wholesale. Now, I know the commission men will say that they were sold as leaders below cost, but as it happens, I know the whole inside story of this matter and it is not true.

Last Friday a local commission house quoted a certain chain organization a price of \$2.75 per case on strawberries. They did not buy at this price, for another house sold them, so they must have bought at a still cheaper price, for the berries were the same kind, coming from the same state. This chain sold these berries at two quarts for 25 cents, making a profit and not selling them at cost as a leader. Now, Saturday morning the individual retailer had to pay \$3.50 per case, or 50 cents per case more wholesale than the chains sold them at retail.

Is this fair?

For a long time it has been known that local commission houses were giving chain organizations rock bottom prices, selling them part cases at cost or on a 5 or 10 cent margin of profit per package, and then getting their entire profit out of the individual retailer. We have long suspected this, but this is the first time we can furnish names and figures. One would think that these local commission houses would have more business sense than to practice such unfair methods, for they not only are forcing the hand of the individual retailer, but their own as well.

If these practices continue we, as individual retailers, will be forced to either get out of the fruit and vegetable business or open a co-operative produce house of our own.

I think, Mr. Stowe, with your co-operation on this matter we, and the commission men, should get together and thrash this thing out.

Gerrit Vander Hooning.

Pres. Grand Rapids Retail Grocers' Association.

Cadillac, June 4—I am enclosing herewith a letter which I received from Roberts & Oake, packers, of Chicago.

I own and conduct the Cadillac Coffee Store. I am a member of our local American Legion, trying to make a living for my family by honest methods. While I've been doing a good business, I can see where it cannot continue if all the wholesale houses do as they are doing. Neither can they continue, for when I am gone and others like me, then the chains will have the trade in their hands and can start their own packing houses or anything they want, for they will be assured of moving their products.

It is like kicking against the pricks to do business these days and I believe that it should become a National issue in the coming election.

Geo. E. Leutzinger.

The letter above referred to is as follows:

Chicago, May 26—We have your repeat order for 2/10's of Cervelat Thuringer and two pieces of Pimento Minced Ham, and note your question, "Don't you think I've made a good start?" Also that the A. & P. opened a new market in your town the other day. Now these fellows are going to undersell you on sausage specialties, as they buy from us in carloads and ship to all over the country, so we have no knowledge of where it goes, but where it does bob up they either sell it at cost or below in order to get people into the stores to sell them something else, and we are only warning you of this, so you will not think you are being charged too much according to the price they sell at.

We are not familiar with the character of your store and you probably cannot sell hams and bacon, which is, of course, the exclusive feature for our dealers. However, we appreciate your efforts to get started with our full line, and hope to continue to serve you right along.

Beautiful Plan Which Is Not Practicable.

Davison, June 6—My friend, Clay Whipple, one of your subscribers, handed me a copy of the Tradesman for May 2 and requested me to read on page 2 your discussion of Maxwell House coffee. I did so.

The affair and allied matters have been in my thought quite often since then, as a result of my thinking, I take the liberty of writing you from the viewpoint of the consumer.

The chain stores are a very decided aid to the consumer in his struggle with the high cost of living. I patronize them because it saves me money. I see hundreds of consumers doing the same thing for the same reason.

For years my trade has been cash, whether with old style merchants or with chains. Merchants who give credit have to add a percentage to prices to cover losses by bad debts. When I pay cash I am paying my portion toward supporting the dead-beats. And I don't like it at all.

The chain stores buy in large quantities for cash. The importer, manufacturer or producer has no bad debts from the chains; sells a car lot with as little time and effort as to sell a ton. A smart discount can be granted for those reasons alone.

From my viewpoint as a consumer, the Maxwell people are well within their legitimate rights in making favorable terms to this trade. If they grant equal terms to retailers, bad debts and slow debts will make sad wreckage of their profits. It has been done.

The true remedy for this condition lies ready to hand for the old style merchants. They should buy in large quantities, for cash, and sell for cash. To achieve this much-to-be-desired result, take the chief field of chain store activities, groceries.

Let us suppose all of the old style grocers in Grand Rapids and the territory Grand Rapids supplies were organized into a purchasing association, with necessary officers, of whom the purchasing agent is of greatest importance.

Each merchant contributes cash pro rata on some agreed upon basis. This is the working capital. Each merchant makes a monthly statement of the amount of certain merchandise he estimates his customers will buy. Illustrate the idea by coffee. The combined orders for a certain brand, call it Maxwell House, is found to be five tons. The purchasing agent approaches that firm, offering a five ton order and asking terms, cash or delivery. He could have terms as favorable as those granted to chain stores. The coffee is delivered at a central point and distributed by auto truck. Each retailer pays cash on his order when delivered,

not even ten days, or he gets no coffee.

Then he gets even by exacting cash on sales to the consumer—or the latter can drink roasted corn coffee.

The retail trade must adopt chain store methods or perish.

Ernest Hollenbeck.

The letter is printed to show how little the overage consumer knows about the peculiar mercantile conditions which prevail at the present time. The plan suggested by the writer looks feasible on the face of things, but the ingenuity of the chain store magnates and the iniquity of the manufacturers who cultivate chain store patronage would make the plan look like 30 cents inside of a week.

Chain store methods are criminal to the nth degree. Independent merchants cannot adopt chain store methods without becoming criminals.

The only remedy for the present inequalities of trade is drastic legislation which will prohibit manufacturers from selling goods at two prices. This will effectually solve the problem which has perplexed the best minds of the age. The way is clear for the enactment of such a measure, made so by the prohibitive legislation enacted and sustained by the Supreme Court in the case of the International Harvester Co. Give every merchant an equal chance to live and do business and the buying public will settle the question of supremacy on the basis of the survival of the fittest. The good merchant will prosper and the poor merchant will be lost in the shuffle.

Watch Out For These Birds.

Milwaukee, June 2—The magazine solicitors which we listed in our last protective report are still busy in Wisconsin and we warn all members to be on the lookout. These young ladies make a very good appearance and in all cases reported to us have used the names of V. Smith, F. Bradley and Esther Hinke.

A party using the name of S. G. Laughlin left one of our membership hotels some time ago without paying his bill for \$37.89. Repeated efforts to locate this individual have been unsuccessful. Kindly notify this office should he register at your hotel.

Glen Lydick, registering from Minneapolis, left a Madison hotel without

paying his bill for \$17.13. Lydick is about 30 years of age, has dark hair, brown eyes, pale complexion and of medium height and build. Efforts to locate this man have been unsuccessful.

A party registering as W. C. Mittelsstaedt, of Milwaukee, was successful in cashing two "no account" checks at one of our membership hotels. No doubt this party will continue his operations in Wisconsin and we warn you against cashing any of his papers.

The Wisconsin Bankers Association warns you to be on the lookout for bogus checks drawn on the First National Bank of Oshkosh. These are regular bank form checks which were either printed or obtained in some manner and are stamped in indelible ink as follows: "Rader Gas and Oil;" also bear words "memorandum pay check." Checks are made payable to Geo. Moss and are signed M. Rader. We offer the following description: Age, 26 to 28; 5 feet 6 inches tall; dark complexion, and dressed as laborer.

H. L. Ashworth,
Mgr. Wisconsin Hotel Association.

Fine Gift of Hudson Bankers.

Hudson, June 5—Hudson will have a \$10,000 recreational park when improvements now started on Thompson Athletic field are completed, it is announced by William R. Thompson, president of the Thompson Savings Bank, who with his father, G. I. Thompson, was a donor of the park in 1921. Mr. Thompson is financing the present improvements. He stated that it was the intention of his father and himself to provide a suitable place for the boys and girls of the city and for school athletic events. Before the park was laid out school events were played in pasture lots and the boys were driven from one pasture to another at the whim of owners. He stated that he was carrying out the same policy that his father and he outlined and that the boys and girls of Hudson were his first consideration in making the improvements.

Six New Subscribers This Week.

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

J. H. Lee & Son, Muskegon Heights.
John H. Kole, Holland.
Palmer Quality Shoppe, Otsego.
Mulder Bros. & Sons, Spring Lake.
P. A. Van Vlack, Oak Park, Ill.
Harold Steketee, City.

PLAN TO CELEBRATE FOURTH OF JULY AT RAMONA PARK (Reed's Lake, Grand Rapids)

OLDTIME SAFE JOLLIFICATION!

Bring Your Families and Friends and Enjoy a Safe and Sane Day.
Ideal Picnic Grove.

GORGEOUS FIREWORKS DISPLAY!

Big Pyrotechnic Exhibition Given Under New State Law Permit.

DARING BALLOON ASCENSION AND THRILLING PARACHUTE DROP!

Miss St. Clair will Attempt Double Leap from the Clouds.

FUN! AMUSEMENT! HAPPINESS! SAFETY!

Keith's Best Vaudeville, Two Special Holiday Shows—Dancing in Ramona Gardens—Derby Racer Thrills and Many Other Joy Producing Devices at Popular Prices.

RAMONA PARK WELCOMES YOU!