

An Uphill Fight

You may be ill and you may be sore
With aches and bruises and pains galore;
Perhaps you are groggy, and halt and lame;
But keep right on, for its all a game
Where like as not you are booked to win
Right now, in spite of the shape you're in.

Your brain is weary, your thoughts are dead,
Each step is heavy as lifting lead;
The sun is under a passing cloud;
Don't let them measure you for a shroud,
But hang on now, though it may be hard,
For your next hand holds the winning card.

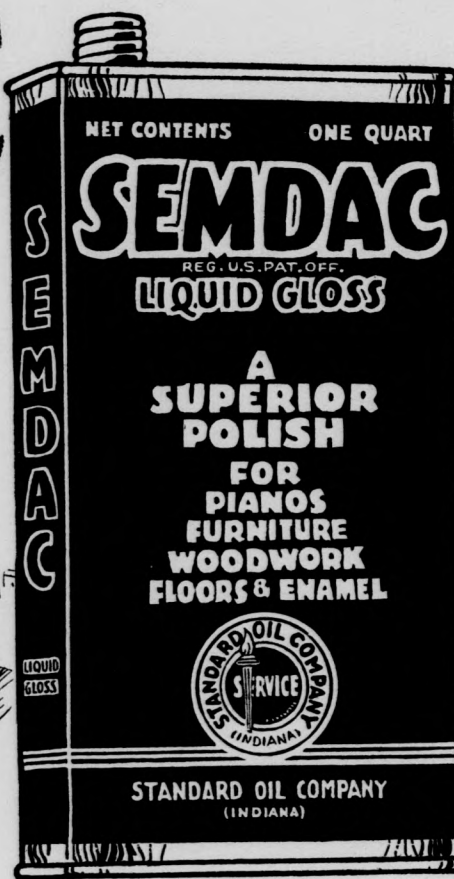
If you have played at a losing game
Until the colors all look the same,
You'll feel more joy when your luck has turned,
And look on life, which you may have spurned,
Through eyes that glow with the glory light
That comes from winning an uphill fight.

SEMDAC

REG. U.S. PAT. OFF.

LIQUID GLOSS

EASY TO SELL



EASY TO USE



A profitable year around product

EVERY housewife who enters your store cleans and polishes her furniture and floors. Many of these women are probably using Semdac Liquid Gloss for this purpose.

Semdac Liquid Gloss is a cleaner, a polish and a wood preservative. It protects the finish of new furniture and restores the original lustre of furniture that has been in use. It will in no way injure the most highly polished woodwork.

Car and Bus Cards are telling these facts to women throughout the middle west, aiding dealers materially in selling Semdac Liquid Gloss. You will profit well from this advertising by displaying Semdac Liquid Gloss on your counters or in your windows. We will gladly furnish you with attractive display material for either counter or window use.

Get our dealer proposition by sending in the coupon.

STANDARD OIL COMPANY

(INDIANA)

910 S. Michigan Avenue

CHICAGO, ILLINOIS

STANDARD OIL COMPANY (Indiana)
910 S. Michigan Ave., Chicago, Ill.

Send me your dealer proposition on ☐ Semdac Liquid Gloss
☐ Kip

Name..... Address.....

City..... State.....



Kip has advantages over any other insecticide that you have handled. It is advertised more extensively throughout the middle west than any other make. It is an insect spray that really kills, yet leaves no after odor or noticeable taste to foodstuffs that are covered. It does not stain and is harmless to human beings.

For these reasons Kip is easy to sell, and Kip users remain Kip users.

MICHIGAN TRADESMAN

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 27, 1929

Number 2371

MICHIGAN TRADESMAN E. A. Stowe, Editor

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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.

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JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

ANALYZES ITS TROUBLE.

The annual report of a large retail store in the Middle West was issued last week and the comment of the management emphasized some of the important problems which merchants have faced in the last two years. A loss was "deliberately taken," so the president of the concern stated, "in order to improve merchandising methods through smaller inventories and more frequent turnovers." He explained that modern retailing has had to adjust itself to greatly increased competition and to a drastic change in public buying habits. "Both of these," he added, "have necessitated basic changes in merchandising and promotion methods if the stores hope to maintain and improve their positions in the communities they serve."

In the matter of competition, he cited the increased number of distributive units in every community as a result of the expansion of chain and specialty stores, and the struggle that has developed for every dollar that the public has to spend.

With respect to the buying public, he brought out the emphasis upon style in even what were commonplace articles of apparel or home furnishing. "Color, line and design have come to be equally as important as the old appeal of price, and stores have found it necessary to maintain only inventories sufficient to meet current demand and liquid enough to permit them to introduce new and different merchandise continuously."

That sums up the situation quite well and the next report of that establishment should reflect this improved understanding of conditions.

"BLUE" CYCLES.

Man's emotional states run in regular cycles, according to experiments completed by Dr. Rex B. Hersey, assistant professor of industry at the University of Pennsylvania. He found that no one is elated all the time, nor is one continually "blue." The "blues" in fact, come to people in cycles separated

by periods varying from three to six weeks. Once a man has found out just how often the "blues" come in his particular case, Dr. Hersey concludes it is then a simple matter to plan to do his most important work during those periods when "life is one long, glad song."

This discovery, if authentic, ought to be comforting to millions. When one is in "the dumps" the temptation is to feel that the very bottom has dropped out of things. While that state of mind persists it is often difficult to convince oneself that the world will ever look brighter. It is during such times that men and women rail bitterly against fate, indulge in self-pity, make a nuisance of themselves at the office and at home and sometimes even decide that self-destruction is the only logical way out of this vale of tears.

If it is really true that the "blues" cannot last longer than six weeks at the most, one naturally will be inclined to grit one's teeth, keep a stiff upper lip and look forward to the period when the cycle of melancholy has run its course and a cycle of mental elation arrives. When one can realize that no state of mind, however gloomy, can last forever, hope buoys the spirit and sustains it.

In the midst of his trials and tribulations during the Civil War, Lincoln used to console himself by repeating: "This, too, will pass." No unhappiness is unbearable, indeed, when one recognizes it as a temporary and not an everlasting condition.

UNDER WEATHER HANDICAP.

Severe weather in many sections of the country has had its usual effect in retarding trade. Under such conditions, roads are blocked, the health rate is not of the best and there is no very urgent call for much besides needed merchandise. The appearance of Easter finery in the shops falls on a rather unappreciative public.

Where travel is concerned under the circumstances, however, there is great improvement over recent years. The tremendous expansion in automobiles brought better roads, and a heavy snowfall no longer completely ties up the arteries of communication for days and weeks at a time as it did. As a result, even rural trade does not long suffer from winter storms.

Trade as a whole finally benefits from these spells of severe weather. Stocks of winter requisites are liquidated at good profits and the proceeds flow more freely into other merchandise channels. The wholesale shoe salesman, for instance, usually finds his customer much readier to write an order once his shelves have been cleared of rubbers and arctics.

From reports now available, the month is not apt to show much gain

in trade volume over the same period last year. There is one less business day, and even on the average results are described as rather indifferent. Executives are now engaged in the intensive selling promotion that precedes Easter. Early results are said to be encouraging, but there is evidence that the early holiday this year will see a last-minute rush on the part of both the public and the stores for merchandise.

REAL KING OF ENGLAND.

"The King of England reigns but does not rule." Since the barons clipped his wings at Runnymede the sovereign has seen his powers gradually restricted. Parliament makes the country's laws. Popular vote sets up his Majesty's Government. The King no longer even leads in war.

All this makes almost dramatically interesting the recent activities of the next King of England. He has gone through the coal fields of Wales and dramatized to the nation the abysmal sufferings there. And now he talks to the manufacturers of Great Britain upon "salesmanship" at the opening of the British Industries Fair.

It is easy to make fun of him in this high-pressure American role. Yet there is a certain reality that amounts to dignity in his acceptance of the duties of "Britain's best salesman." Hedged about by restrictions that make the old kingship artificial, he breaks through the nets and assumes fresh duties of national leadership. No Briton of the immense personal influence of the Prince of Wales can fail of response when he turns a gallant and conscientious mind to the fundamental British problems of unemployment and foreign trade.

It looks to us as if David Windsor ought to make a real King of England. By being real he may give the Crown a new and actual power. And in so doing he may forestall the rise of the dictatorships that are the greatest present threat to democracy—English and American alike.

TRUE WOLF STORIES.

Into the tragic story of the phenomenal cold wave which has gripped the Continent of Europe from the Baltic to the Mediterranean now stalks the sinister figure of the big gray wolf. It is not strange to learn of packs of wolves on the rampage in Russia, Poland and even in France. But now, after terrorizing the suburbs, they have invaded the city of Constantinople. There could be no more striking illustration of the extent and severity of this late winter weather in Europe. For only the most desperate hunger drives the wolf to the busy haunts of men.

It is just a quarter of a century since a wolf was killed within the limits of a

large American city. The historic event took place in Minneapolis in the winter of 1904. Last winter wolves became so numerous in Minnesota that organized drives against them resulted in bounty payments of \$65,000 by twenty-four county treasurer. It is only within the last dozen years that the wolf has ceased to be a serious menace to live stock in Western States.

In 1915 the job of ridding the country of wolves was placed in the hands of the Federal Biological Survey, which has been conducting a systematic war of extermination. Poison and traps are the weapons which have proved so effective. In Alaska use has been made of airplanes to drop bombs on these enemies of society. Europe may have to adopt this modern idea in the attempt literally to keep the wolf from the door.

FOR A MERE SONG.

It is surely an age of magic when a certain note on a siren can cause a mechanical man to switch on the flood lights of an airport and allow planes to land as easily as in daylight.

Here we have in one swoop a combination of inventions which demonstrates the scientific progress we have made since the opening of the century in an amazingly graphic fashion. Fifty years ago there would have been no flood lights, let alone the airplane and such a fantastic device as a mechanical man operating by sound transmission.

Mr. Televox is fast becoming a man of all work. We dare not think of what he may be doing next. This new function of turning on lights holds out endless possibilities. We had thought of him as doing various household chores and now we may add the laborious one of pressing a button. In the future it may well be that all we have to do when we wish to switch on our lights or our toasters, electric irons or percolators is to sing a few well-chosen notes.

Quite out of the ordinary is a gay little hat of Italian straw in beige, red and blue, open mesh, with a band of red straw around the crown and forming the center top. The brim of plain beige straw is arranged in a cluster of pleats and bow of red in front and piped with red silk. Several hats are made with the straw crown and brim pleated or tucked, and trimmed with ribbon of a different color. One from Rose Descat in natural balli buntl droops all around and has wide velvet ribbon in a lovely shade of aquamarine blue, tipped with red, tied around the crown and knotted at one side. Patou creates a symphony in brown with a hat of brown manila braid, mushroom shape, shorter in front, which he embellishes in different shades of brown silk.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

A new champion of small investors has appeared in the person of Jesse V. Craig, who hails from Lincoln, Nebraska. His name and the place from which he hails would in themselves not strike terror in the hearts of "Get-Rich-Quick" white-collared banditry, but when they learn of his strong affiliations and of the comprehensive plan he had devised for their undoing they will have occasion to fear him.

Mr. Craig is the president of the National Association of Securities Commissions, an organization composed of the heads of the various state securities commissions, whose primary purpose is to protect the citizens of their states against financial fraud. In dependently these commissions have done excellent work. But Mr. Craig recognizes that unless a national movement to check fraud in this country can be organized and placed in militant operation the get-rich-quick swindler will find a loop-hole through which he can carry on his business without molestation until his fraud comes to an end, as eventually all fraud will.

On that plan Mr. Craig is now engaged. He has enlisted his own organization behind him; he has the support of the Post Office Department and all the independent bureaus that are fighting fraudulent operations. He is to call a meeting soon at Washington where more complete details will be worked out so that the entire country can be covered.

With such strong backing behind him, Mr. Craig should not find it difficult to induce Congress to enact some sort of Federal Blue Sky law under which immediate prosecution would be started against a financial swindle as soon as it shows its head.

That step alone would be the most forward one yet taken to curb financial swindles in this country.

Senator Heflin of Alabama has introduced a resolution in the Senate calling upon the Federal Reserve Board to advise Congress what legislation can be adopted to prevent illegitimate and harmful speculation. To this request the Board has answered that it is opposed to placing any legislative brake on speculation. Such an answer was to be expected from any sensible body of men.

The principal trouble with the Senator from Alabama is that he confuses in his mind outright gambling with intelligent speculation. He forgets that the great commercial and financial growth of the United States could never have occurred without the untrammelled influence of intelligent speculation.

It was the faith of the American people in the future of the country that encouraged them to employ their capital in exploiting corporate enterprises engaged in developing the Nation's resources. This they did when such enterprises were only legitimate prospects. They expected to benefit financially to a substantial degree. This

they did to an extent which few conceived possible. Even the present prosperity of Alabama is due to the far-sighted speculative judgment of the American people.

To place any curb on speculation cannot help but result in a great injury to legitimate business. It would tend to dry up the source from which additional capital can always be readily raised by business enterprises that can promise profits and growth through their expansion.

The abuses which creep into speculation are of minor importance and will automatically eradicate themselves because of their unsoundness.

Tom Briggs and Charles Holden. The encampment ceased active work for a season, while the Heptasophs strengthened their numbers and improved their lodge equipment. Two or three years later the supreme lodge of the new order decided to hold its annual convention in Grand Rapids and the local lodge assumed the task of entertaining the delegates. A committee appointed for the purpose solicited funds from the railroads, hotel keepers and such business men as might be benefited by the presence of the delegates. A commodious hall and brass band were engaged. N. C. Johnson, of Sweet's, J. Boyd Pantlind, of the Mor-

tended the convention. Pantlind, Johnson and Antisdell laughingly pocketed their losses and never thereafter cared to hear the word Heptasophs mentioned. The local organization ceased to exist a year or two later.

A local lodge of the Knights of Pythias entertained the grand lodge of that order during the month of February, 1876. The grand lodge of Masons was in session on the day the younger fraternity had chosen and members of both fraternities divided their time between the two grand lodges. For the Pythian delegates a banquet of ten courses, a plentiful supply of wines and cigars, a ten piece orchestra and free tickets of admission were provided. About \$1,000 was expended for the purpose stated. Emblematic invitations, lithographed by Strobbridge, of Cincinnati, were mailed to prominent citizens, but only a few of those who received them responded in person. An admission ticket cost \$5. The committee on arrangements incurred a loss of \$500, which sum was liquidated by H. F. Hastings, D. D. Cody, L. E. Hawkins, Frank W. Foster, Sidney F. Stevens, S. P. Bennett, E. Crofton Fox, Julius Houseman, George M. Leonard and the writer of this paragraph.

The treasury of the Pythian grand lodge had been emptied by an absconding officer and there were no funds available to pay the delegates their mileage and per diem. J. M. Lenhoff, of Saginaw, a subordinate officer of the grand lodge, advanced the money needed to pay the delegates. Later in the year Lenhoff was repaid the sum he had loaned to the order.

For many years the Detroit Free Press had published in full the report of the Grand Master to the Masonic Grand Lodge. It was usually a lengthy document of interest, especially to members of the fraternity. William Dunham, then a resident of Manistee, had been elected to fill the office of Grand Master. The Grand Lodge convened in Grand Rapids. A representative of the Free Press was instructed to obtain a copy of Mr. Dunham's report, to be set in type before the hour fixed for the opening of the Grand Lodge. For some unexplained reason Dunham withheld his report. An explanation of his action was demanded and Dunham replied that the report might be improperly used. The representative of the Free Press asked for instructions and was advised to let the matter drop. The Free Press ceased to publish the reports of the Grand Masters thereafter.

Arthur Scott White.

Hood Rubber Co. Reports Enormous Loss.

The Hood Rubber Co. reports for 1928 a net loss of \$1,478,104 after depreciation, interest, income charges and adjustment of rubber valuations, selling price rebates and losses in the rubber pool. In the previous year the company reported for the nine months ended on Dec. 31 and showed a net profit of \$1,017,319 after interest, depreciation and Federal taxes. The fiscal year has been changed to conform with the calendar year.

ONE MONTH'S RECORD IN KALAMAZOO

Kalamazoo, Feb. 25—On looking over the report of City Sealer Peter DeKort's for the month of January, we find that there were thirteen stores which gave short weight.

The following notes were taken from Mr. DeKort's report;

January 4, 1929—Atlantic & Pacific Tea Co., 820 South Westnedge, butter—short weight.

January 8—Atlantic & Pacific Tea Co., 1315 South Westnedge, butter—short weight.

January 10—Atlantic & Pacific Tea Co., S. Burdick street (no number) oleo—short weight.

January 10—Atlantic & Pacific Tea Co. (no number), South Burdick street, oleo—short weight.

(Mr. DeKort's report shows 2 different stores on South Burdick street where oleo was short weight.

January 11—Mr. DeKort visited several different A. & P. stores with a State inspector and found butter was sold short weight at all of them.

January 11—Thomas store, 143 Burr Oak street—counter scales were incorrect and ordered them repaired.

January 14—Kroger store, 105 Burr Oak street—rice was reweighed and found to be of short weight.

January 17—A. & P. store, 2041 South Burdick street—reweighed sugar—short weight.

January 28—A. & P. Tea Co., North and Douglass avenue—oleo short weight, ordered not to sell any until other butter came in.

January 28—A. & P. Tea Co., East Patterson street—reweighed several pounds of oleo—short weight.

January 28—A. & P. Tea Co., (no number), found sugar short weight.

January 29—Kroger store, Portage street, (no number), lard short weight.

Therefore there is no sense at all for Congress to overturn the apple cart.—Financial World.

Interesting Fraternity History Fifty Years Ago.

Members of the Grand Rapids I. O. O. F. Encampment were unable to agree as to matters of policy affecting their fraternity. Much ill feeling was engendered and about twenty-five influential members of the organization withdrew shortly thereafter. They obtained a charter for a lodge of Heptasophs. Among its members were E. G. D. Holden, Felix Raniville,

ton, A. R. Antisdell, of the Rathbun House and other contributors to the convention fund had been assured of a large attendance of uniformed Heptasophs and naturally expected to fill their rooms with the visitors.

On the day for the opening of the convention the local lodge members, wearing gorgeous uniforms, followed the band to and from the railroad depots prepared to welcome the delegates and escort them to the hotels. Both the band and marchers performed their parts well, but the uniformed Heptasophs expected did not appear. Less than twenty-five delegates at-

An Invitation

from

The Wholesale
Merchants Bureau

of Detroit

to attend . . .



The 3rd Better Merchandising Conference and Exposition

at the Masonic Temple

March 13-14-15

An Open Forum for Merchants . . . Forty Well-Known Speakers . . . One Hundred Exhibitors

Window Demonstrations

Fashion Show

Banquet

Registration Fee \$2.00



EIGHT TRADE DEPARTMENTS

DRY GOODS
DRUGS
FURNITURE

SHOES
HARDWARE

GROCERIES
BAKERIES
PLUMBING

WHOLESALE MERCHANTS BUREAU

Commerce Building

317 Lafayette Blvd.

E. E. Prine, Secretary

DETROIT

MOVEMENTS OF MERCHANTS.

Rockford—George Bloomstein succeeds Sears & Oatley in the grocery business.

Dearborn—The Fordson State Bank has changed its name to the Bank of Dearborn.

Traverse City—Norman Potter succeeds John W. Hawkins in the baking and grocery business.

Detroit—The Crown Drug Co., 1902 Buhl Bldg., has changed its name to the Yobelle Drug Co.

Vicksburg—J. M. Smeltzer, dealer in lumber and fuel, will open a branch lumber and fuel yard at Fulton.

Adrian—The Drechler Shoe Co., 117 West Maumee street, has changed its name to the Harvey Boot Shop.

Sheridan—Lloyd Leddick succeeds the late C. P. Leddick in the grocery and general mercantile business.

Grand Rapids—The Teldar Coffee House succeeds the Donker Coffee House at 1373 Plainfield avenue.

Detroit—The Davy Fuel & Supply Co., 14460 Dexter Blvd., has increased its capital stock from \$30,000 to \$40,000.

Kalamazoo—David Lewis has engaged in business at 319 North Church street under the style of the Lacquer Shop.

Gaines—L. Levinsohn has purchased the dry goods and shoe stock of C. S. Norris and removed it to his auction rooms at Detroit.

Alma—Redman Bros., wholesale grocers, 900 East Superior street, have increased their capital stock from \$50,000 to \$100,000.

Detroit—L. Levinsohn, of Saginaw, has purchased the Doll Hospital at 944 Gratiot avenue, and is conducting a closing out sale on the premises.

Dearborn—L. Levinsohn has purchased the stock and fixtures of the Emporium Department Store and is conducting a closing out sale on the premises.

Buchanan—The Clark Equipment Co. has increased its capital stock from \$2,000,000 and 150,000 shares no par value to \$2,000,000 and 200,000 shares no par value.

Detroit—The Radium Ore Revigator Sales, of Michigan, Inc., 608 Transportation Bldg., has changed its name to the Revigator Water Jar Sales of Michigan.

Kalamazoo—Mamie P. Anderson and Lillian M. Erskine have engaged in business at 204 West Main street, under the style of the Lily-Mae Corset & Specialty Shoppe.

Grand Rapids—L. Levinsohn has purchased the stock and fixtures of the Blue Bird Shop, 22 North Division avenue and is conducting a closing out sale on the premises.

Detroit—The Jefferson Trunk & Bag Co., 12 East Jefferson avenue, has been incorporated with an authorized capital stock of \$8,500, all of which has been subscribed and paid in.

Lansing—O. F. Britton is erecting a modern store building at the corner of Torrence court and Cedar street and will occupy it with a complete stock of drugs and drug sundries about March 15.

Detroit—Trainor & Cutright, Inc., 1766 17th street, has been incorporated

to deal in foods, drugs, etc., with an authorized capital stock of \$7,500, all of which has been subscribed and paid in.

Hart—C. A. Van Amberg has sold his grocery stock and store fixtures to James Fletcher, who will take possession March 1. Mr. Fletcher was manager of the local A. & P. store for five years.

Detroit—The Radio Specialties Co., 175 East Jefferson avenue, has been incorporated with an authorized capital stock of \$50,000, of which amount \$1,050 has been subscribed and paid in in cash.

Grand Rapids—The Home Drug Co., 1500 Wealthy street, S. E., has been incorporated with an authorized capital stock of 5,000 shares at \$50 a share \$50,000 being subscribed and paid in in property.

Detroit—The Air Regulator Sales Co., 2111 Woodward avenue, has been incorporated to deal in electric air regulators, with an authorized capital stock of \$25,000, \$12,500 of which has been subscribed and paid in.

Saginaw—L. Levinsohn has purchased the stock of dry goods, shoes and fixtures of W. H. Miller, 405-407 West Genesee avenue, and will conduct a sale on the premises. The Miller stock was damaged by fire last week.

Detroit—Amity Service, Inc., 906 Francis Palm Bldg., has been incorporated to deal in novelties for advertising at wholesale and retail, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

St. Ignace—John H. Rhoades has sold his department store stock and leased the store building with an option to purchase, to Cowell & Burns, who have taken possession. The company conducts a chain of six stores in the peninsula.

Holland—The Walsh Drug Store, 197 East 8th street, has closed its doors after having occupied the same building in the same location since shortly after the fire in 1871. It has not been decided how the stock will be disposed of.

Ironwood—Riteway Stores, Inc., 508 North Lake street, has been incorporated to deal in groceries, meats and other food products at retail, with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—Hewitt's, Inc., 1255 Washington Blvd., has been incorporated to deal in women's ready-to-wear garments at retail, with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and \$5,000 paid in in cash.

Sault Ste. Marie—Burke's Garment Shop, 518 Ashmun street, has been incorporated to deal in wearing apparel for women and children, with an authorized capital stock of \$10,000, \$8,000 of which has been subscribed and \$6,000 paid in in cash.

Detroit—The Meagher Drug Co., 1100 West Forest avenue, has been incorporated to deal in drugs and drug sundries at retail, with an authorized capital stock of \$10,000, all of which

has been subscribed, \$400 paid in in cash and \$6,500 in property.

Benton Harbor—The Federal Bakery, 203 Pipestone street, has merged its business into a stock company under the style of the Federal Baking Co., with an authorized capital stock of \$10,000 all of which has been subscribed and paid in in property.

Bay City—H. G. Wendland & Co., 807 Washington avenue, has merged its general mercantile business into a stock company under the same style, with an authorized capital stock of \$200,000, all of which has been subscribed and paid in in property.

Detroit—The H. O. McNierney Co., 320 Beaubien street, has been incorporated to deal in furniture, picture frames and novelties, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$1,300 in cash and \$8,700 in property.

Detroit—The Dundon Lumber Co., Davison and Auburn avenues, has been incorporated with an authorized capital stock of \$75,000 common and 25,000 shares at \$10 a share, of which amount \$266,000 has been subscribed, \$36,000 paid in in cash and \$23,000 in property.

Fennville—H. Duncan Weaver, the druggist, and Miss Myra Manting, of Holland, were united in marriage in Detroit recently. They have gone on a trip to Florida, returning by way of Washington, D. C., in time for the inauguration ceremonies. Mr. Weaver is one of Fennville's most successful merchants and a leader in all progressive movements.

Caro—Fire damaged the interior of the store building and the stock of clothing and men's furnishings of St. Mary Bros., entailing a loss of about \$40,000. The store will be remodeled and restocked at once. The adjacent store of W. W. Moore, art and book dealer, was also damaged by fire, causing a loss of about \$4,000, which is covered by insurance.

Manufacturing Matters.

Albion—The Decker Screw Products Co. has increased its capital stock from \$25,000 to \$150,000.

Benton Harbor—The Utility Properties Corporation, 120 Pipestone street, has changed its name to the General Utilities & Sewage Corporation.

Detroit—The Sperber Manufacturing Co., 1815 Trombley avenue, manufacturer of furniture and frames, has increased its capital stock from \$5,000 to \$125,000.

Muskegon—E. H. Sheldon & Co., Nims & Getty streets, manufacturer of furniture, has changed its capitalization from \$350,000 to 70,000 shares no par value.

Detroit—The Abrasive Engineering Corporation, 1248 Washington Blvd., has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,100 in cash and \$4,900 in property.

Detroit—The Meyer Suitcase Manufacturing Co., 320 Beaubien street, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, \$7,000 of which has been subscribed and paid in in cash.

200 of which has been subscribed and paid in in cash.

Detroit—The United Glove Trimming Co., 227 Iron street, has been incorporated to manufacture and deal in leather goods at wholesale and retail, with an authorized capital stock of \$5,000, all of which has been subscribed and \$4,000 paid in in cash.

Detroit—The M. S. W. Co., 1113 Marcy street, has been incorporated to manufacture and sell metal products, weather strip and other door and window fittings, with an authorized capital stock of \$6,000, all of which has been subscribed, \$500 paid in in cash and \$4,000 in property.

Owosso—The Holdfast Driven Anchor Fence Post Co., recently formed by Phil Shepard, manager of the Farmers' Co-operative Elevator Co., and inventor of the post, and his two sons are placing a new fence post on the market. The initial demand for the posts has been highly encouraging.

Detroit—The Paff Corporation of America, manufacturer and dealer in food products, chemicals, oils and perfumery, has merged the business into a stock company under the style of Paff's, Inc., 515 Barlum Tower, with an authorized capital stock of \$10,000, \$6,000 of which has been subscribed, \$1,000 paid in in cash and \$4,000 in property.

Detroit—Under date of Jan. 24 the Scott Valve Manufacturing Co. was given authority to dissolve and change the name of the corporation to the Thomas Holding Co. A group of investors, under the guidance of Alex P. Gow, purchased the assets of the old Scott Valve Manufacturing Co. from the Thomas Holding Co. and re-incorporated, taking the name of the Scott Valve Manufacturing Co. as the name of the new company. The new company was incorporated for \$200,000, and increased the facilities for the manufacture and distribution of Scott valves. It will maintain its office and plant at 3963 McKinley, as heretofore.

Mandel Bros. Show Heavy Loss.

Chicago, Feb. 26—A net loss of \$663,313 is reported by Mandel Bros., Inc., operators of a Chicago department store. This figure is arrived at after depreciation and reserves for Federal taxes and compares with a net profit in 1927 of \$825,878, equivalent to \$2.63 a share on the 313,000 shares of no par common stock outstanding. Gross earnings of \$6,655,292 were reported.

The loss was due principally to action deliberately taken to bring improvement to the merchandising methods through smaller inventories and quicker turnover, the annual report explains. The change in policy required forced sales and heavy merchandise losses as well as a readjustment in the system and personnel.

The report shows current assets of \$7,876,018 and current liabilities of \$2,077,019. This compares with current assets and liabilities of \$9,709,575 and \$1,756,957, respectively, in 1927. Surplus totaled \$489,713, against \$1,783,224.

W. S. Bird, grocer at White Cloud, renews his subscription to the Tradesman and says: "Business is rotten, but it would be dead if we did not take the Tradesman. Your Realm of Rascality has saved us twice from getting bit. That is worth \$3."

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.70 and beet granulated at 5.60.

Tea—The tea market remains unchanged for the week. Business has been rather quiet, but the undertone has continued firm. Some holders of Formosas, however, have recently been quite soft and have reduced prices $\frac{1}{2}$ c per pound.

Coffee — The market for Rio and Santos futures, green and in a large way, has continued to have its small ups and downs during the week, due to various speculative conditions that are practically always in the market. Actual Rio and Santos green and in a large way has slightly advanced during the week, due to firmer conditions in Brazil. The jobbing market for roasted coffee is unchanged. Milds are also unchanged.

Canned Fruits—There was a fair volume of trading in canned fruits, but nothing new developed, and prices stayed about where they were two weeks ago, a little firmer, if anything.

Canned Vegetables — More packers are announcing prices on future vegetables, although many Southern canners appear loath to do so, and some packers have named prices on 1929 Northwestern fruits and berries, which on account of the exceptionally quick cleanup last year have attracted a great deal of attention. Corn, tomato and pea futures have been slow to start, although there is a very gradual quickening of interest, some of the chain stores having purchased in moderately heavy quantities in both corn and peas. Spring pack spinach is in excellent demand, with prices as announced by the large California packers apparently considered very reasonable. String bean futures are enjoying an unusually good call and the various distributors have begun ordering ahead in an important way, taking into account the fact that this vegetable is becoming increasingly popular with the consuming public, and that with every year there is a bigger retail demand.

Dried Fruits—Enquiry from out-of-town buyers is fair and the resumption of what has been moderately brisk business from this source appears likely. There are calls for California prunes and apricots more than for the other articles, although peaches are also wanted. New crop French mushrooms are in excellent demand, as the old crop was cleaned out altogether, and stocks on hand are exceptionally light. The new crop is said to be very small and five-pound tins are bringing \$1.80 per pound. Russian string mushrooms are quoted at \$1.25 per pound. The raisin market continues featureless, with prices at too low a level to stimulate interest, while Coast supplies are still comparatively plentiful. Recent postings from the source report a higher market on muscats, however, as packers are running short, the independents being altogether sold out. Fancy grades of peaches and Lake County pears are strong in the Coast market on account of scarcity. Local holders in these two items are inconsiderable. Dalmation cherries are hard to obtain, although the demand is not

especially keen and prices are firm. In dates, currants and figs there is a steady price tone, but a slow movement. Not a great deal of buying is reported in new crop citron either, in spite of the fact that the crop is supposed to be abnormally small and material price advances are predicted.

Canned Fish—The demand for pink salmon is better, and holders are inclined to limit their confirmations to smaller blocks, as the market has already commenced to work higher, and seems in line for further development. The California sardine market is strong, and ovals have been advanced in the past few days, now being quoted at \$3.40 f. o. b. Coast. Other Lenten lines have been moving a trifle more briskly also.

Salt Fish—Offerings of all grades of mackerel continue very small. There is some undergrade Irish mackerel around, which is so poor that the trade will hardly take it in spite of the scarcity. Prices are high.

Beans and Peas—The entire dried bean market is looking upward. The demand has only been fair during the week, but the undertone is strong on almost everything.

Cheese—Cheese has been steady, as stocks were small and the demand very moderate. No change in price.

Nuts—The wholesale trade is buying unshelled nuts in good volume, as spring is not far off. Spring is a season when there is a general picking up of business, as the consuming demand is then somewhat better than at the first of the year. Stocks on hand are light everywhere, consequently buying is coming from all quarters. Walnuts and filberts are moving well as compared with past weeks, and new crop Brazil nuts are attracting considerable attention. Large washed are offered at 11c a pound. Nuts in the shell showed no special changes during the past week, but all kinds were firm, owing to the unusual lightness of supplies. Foreign cables on walnuts were continually advancing, and primary sources reported strong markets on almonds and filberts. Spot changes were few and of insignificant character. The Lenten season has also added impetus to local business in nuts in the shell, filberts and walnuts being particularly favorably affected. Demand was a trifle better for shelled cashew nuts, and a firmer tone was apparent.

Rice—Prices in the New York rice market have been steadily maintained during the past week, showing no fluctuation. A satisfactory demand from the domestic trade continues, and enquiries for export are fairly numerous. The Southern markets are firm. A letter from one of the large Louisiana rice millers states that their stocks are depleted and that they have not been milling since December, due to the cost of rough rice exceeding the price obtainable for the clean. A Texas miller says there is certainly nothing to justify the present low prices on clean rice. A year ago rice was selling at fully $\frac{1}{4}$ c per pound higher than at present and stocks were larger by approximately one million bags; predicting that when the trade came face to face with the actual conditions there

will doubtless be a rapid advance in prices. Telegrams from Arkansas report more active demand for their high grade long grains. Mexican rice millers will not have any further quantities of broken or brewers' rice to offer for export this season. They have just recently shipped 3,000 tons of the fancy Edith Brown rice to Vancouver and report a recent sale of 2,700 tons of same to Rotterdam.

Syrup and Molasses—Demand for sugar is excellent, and the market is firm on account of this and also because of continued light output. Compound syrup is selling quite well at unchanged prices. Molasses is likewise active, at steady to firm prices.

Review of the Produce Market

Apples—Northern Spy, \$2.50 for No. 1 and \$1.75 for No. 2; Baldwins, \$1.75; Idaho Delicious, \$2.75 per bu. basket; Idaho Spitzenberg, \$2.75 per bu. basket. Bagas—Canadian, \$1.50 per 100 lb. bag.

Bananas—5@5 $\frac{1}{2}$ c per lb.
Beets—\$1.50 per bu. for old; \$3.75 per crate for new from Texas.

Brussel Sprouts—30c per qt.
Butter—Butter has had a very heavy, soft week, with prices about the same as a week ago. Plenty of butter is coming forward and the demand is only fair. Jobbers hold prints at 51c and fresh packed in 65 lb. tubs at 50c.

Butter Beans—\$5 per hamper for Florida.

Carrots—Home grown \$1.65 per bu.; new from Calif., \$4 per crate of 5 doz.

Cabbage—Home grown, \$3 per 100 lbs.; new from Texas, \$3.50 per 100 lb. crate.

Cauliflower—\$2.50 per doz.
Celery — 75c per bunch for Calif.; Florida—4, 6 or 8 size—\$3.75 per crate.
Cocoanuts—90c per doz. or \$7 per bag.

Cucumbers—\$2.75 per doz. for Illinois hot house.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$10.00
Light Red Kidney ----- 9.75
Dark Red Kidney ----- 9.75

Eggs—The market has declined 2c per doz. from a week ago, with every indication of still lower prices. Jobbers pay 38c for fresh.

Garlick—23c per lb.
Grapes—Calif. Emperor in sawdust, \$4.50 per keg.

Green Onions—Shallots, 60c per doz.
Green Peas—20c per lb.
Green Peppers—65c per doz.

Lemons—Ruling prices this week are as follows:

360 Sunkist ----- \$6.00
300 Sunkist ----- 6.00
360 Red Ball ----- 6.00
300 Red Ball ----- 6.00

Lettuce—In good demand on the following basis:

Imperial Valley, per crate ----- \$4
Hot house leaf, per lb. ----- 10c

Limes—\$1.25 per box.
Mushrooms—75c per lb.

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

126 ----- \$6.50
150 ----- 6.50
176 ----- 5.50
200 ----- 4.50

252 ----- 4.25
216 ----- 4.25
288 ----- 4.25
324 ----- 4.00

Florida, \$5.50 per crate for all sizes.

Onions—Spanish, \$3 per crate; home grown, \$5.50 per 100 lb. bag.

Potatoes—40@60c per bu. according to quality, for home grown; Idaho stock in 100 lb. sacks, \$3. The Idaho potatoes run 60 per cent. to bakers.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 27c
Light fowls ----- 24c
Heavy Roaster ----- 28c
W. L. Broilers ----- 22c

Radishes—50c per doz. bunches.
Spinach—\$1.25 per bu.

Strawberries—30c per pint.
Sweet Potatoes—\$2.50 per hamper for kiln dried Jerseys.

Tangerines—\$3.75 per box.
Tomatoes — \$1.25 for 6 lb. basket from California.

Turnips—75c per doz. bunches for Florida.

Veal Calves — Wilson & Company pay as follows:

Fancy ----- 20c
Good ----- 18c
Medium ----- 15c
Poor ----- 12c

Go Slow on Buying Flour.

Higher temperatures, with continually increasing supplies of wheat at terminal points, coupled with a light flour demand, have been factors that were too much for the bear to overcome, wheat having taken a very definite trend downward, with the probability of further decline, particularly if the growing winter wheat crop does not show material damage.

There is always some winter killing and the longs, of course, will make the most of it, but being on a strictly domestic basis with a difference of only five or six cents per bushel between Chicago May and Liverpool it is going to take something more than a mere suggestion of damage to maintain or advance prices.

It is, of course, a weather market to a large extent and will continue to be for another month or six weeks. For the time being the safe and sane policy appears to be the one of keeping even.

Lloyd E. Smith.

Hides and Pelts.

Green, No. 1 ----- 10
Green, No. 2 ----- 09
Cured, No. 1 ----- 11
Cured, No. 2 ----- 10
Calfskin, Green, No. 1 ----- 17
Calfskin, Green, No. 2 ----- 15 $\frac{1}{2}$
Calfskin, Cured, No. 1 ----- 18
Calfskin, Cured, No. 2 ----- 16 $\frac{1}{2}$
Horse, No. 1 ----- 4.00
Horse, No. 2 ----- 3.00

Pelts.
Lambs ----- 75@1.25
Shearlings ----- 25@1.00

Tallow.
Prime ----- 06
No. 1 ----- 06
No. 2 ----- 05

Wool.
Unwashed, medium ----- @ 40
Unwashed, rejects ----- @ 30
Unwashed, fine ----- @ 30

D. E. Burgess, dealer in furniture, rugs, wall paper, etc., at Allegan, writes the Tradesman: "There is no use for us to try, we can't possibly get along without the Tradesman."

Items of Interest To Grand Rapids Council.

Everything is in readiness for the twenty-seventh annual banquet and ball of the United Commercial Travelers of America. Perhaps to some of the members who have recently become a part of the organization, this occasion has not the significance that it has for those who have attended all of the annual parties, since the first pot-luck supper was held in the Council room twenty-seven years ago. To them it is an event so important in their lives that it would be almost tragic to miss it. Men older than I am have told me that as the years go by they do not make friends so readily as in their earlier life, and old friends become more valued, and this annual banquet is an admirable opportunity to renew acquaintances and more firmly cement the old friendships which were formed with the founding of the Council. It is planned to begin promptly at 6:30 p. m. The Pantlind Hotel has agreed to serve the finest milk-fed chicken which can be obtained in Michigan. Duin's orchestra will furnish the music beginning at 6:30 and dancing will begin promptly at 10 p. m. and continue until twelve. The committee has planned one of the cleverest surprises which has ever been sprung at the annual banquet. Tickets may be obtained at the Pantlind Hotel cigar stand or from any member of the committee.

Otto J. Clemens, of Lake Odessa, with his usual promptness, has already purchased tickets to the banquet for himself, family and friends.

Mr. and Mrs. Dunakin have recently returned from a trip to Texas. Mr. Dunakin represents the Flint & Walling Manufacturing Co., of Kendallville, Ind. He has come into possession of the retail hardware store in Freeport, formerly owned by Babbitt & Reigler, of that city.

Some weeks ago when the committee was being formed to conduct the annual banquet, Brother William Berner, sales manager for Lee & Cady, was asked to assume a position on that committee, as he seemed to have every qualification to be successful, but he blushing declined the honor and the responsibility. At that time his friends who had made the request could not fathom the cause of his blushing, for he really is not noted for that, but last Sunday's Herald carried quite an interesting story about "Bill" and the photograph of a very beautiful lady—his bride—and the honeymoon trip to Florida, so now we understand his reluctance to assist the committee and we are congratulating Mr. and Mrs. Berner, and the best wishes for their complete happiness is extended by Council 131.

A few days ago L. V. Pilkington, who so ably represents the Oldsmobile Co. interests in Grand Rapids, sold a four door sedan to a member of the executive committee, J. Clyde Laraway.

Dan M. Viergever, past senior counselor, with friends, spent Saturday and Sunday at Elk Rapids, engaging in the winter sports which are making that part of Michigan famous. A large crowd from Chicago, Detroit, Grand

Rapids and other cities had been attracted to Elk Rapids and vicinity to indulge in the winter sports and recreations.

John B. Olney states that after a very tortuous trip through the Upper Peninsula, he found a wonderful place for rest and relaxation in the Ojibway Hotel in Sault Ste. Marie. He enthusiastically declares that everything that can be done for the comfort of the traveler is certainly done at this hotel. It is conducted on the American plan and they give you much more than your money's worth, and you are made to feel that you are a guest and not a customer.

Mrs. J. R. Wade, wife of our genial member, living at 833 Orchard avenue, East Grand Rapids, left Grand Rapids for California to meet her mother, who is returning from a trip to Honolulu. Mr. Wade covers Southern Michigan for J. B. Clow & Sons, of Chicago, Ill., selling plumbing and heating supplies.

The members of the Salesmen's Club of Grand Rapids who attended the luncheon meeting last Saturday had a real treat handed to them. The speaker, Wm. F. Worcester, President of the Rau Appraisal Co., of Chicago, threw a real light on the importance of firms or individual owners of industrial and commercial plants having exact valuations of their plants and equipment in their offices at all times. He stated that practically all insurance companies, in the event of fire in a plant which had been appraised by them, would accept their appraisal as final and conclusive in making settlement with the insured, thereby saving much valuable time and frequently large sums of money. He will fill a return date the latter part of March.

Gerald J. Wagner, consulting engineer of the city of Grand Rapids, Pontiac, Flint and Detroit, and member of 131, has recently moved to a new and beautiful home, located on Morning Side Drive.

Working in conjunction with the Civic Improvement Committee, headed by W. A. Jack, the Salesmen's Club appointed a committee consisting of Leo Caro, chairman, assisted by Walter S. Lawton and Gilbert H. Moore, to investigate and report on the improvements most needed by Grand Rapids. In their opinion the greatest needs of Grand Rapids are a new coliseum and a viaduct across the railroad tracks at Wealthy street, similar to the one across Franklin street. To the credit of the committee it should be mentioned that they said nothing about the condition of the streets of Grand Rapids, evidently realizing that in time "Old Sol" would get in his work and our streets will again be free from ice and those very trying ruts.

One of the gallant officers on the traffic squad tells this one as a fact. He states a weary traveler driving a car with Ohio license plates approached him at his station and meekly enquired which pair of ruts he should follow to reach Muskegon, his destination. The officer tells this on his honor as an officer and a gentleman, so we shall not question it.

All members of Council 131 who can possibly do so are requested to attend

the annual meeting in Council rooms at Ionia and Lewis street Saturday, March 2. Meeting will be dismissed promptly at 11:30 a. m. and will lunch with the Salesmen's Club in Rowe Hotel at 12. The Salesmen's Club will dismiss at 1 p. m., that the Council may promptly resume their deliberations as an early closing in the afternoon is much desired. L. L. L.

Kroger Methods Utterly Disreputable.

Not long ago the Kroger Grocer & Baking Co. advertised large Naval oranges at 25 cents per dozen, which would mean a loss on every orange sold. The secretary of the local grocers' association purchased some of the oranges thus advertised and had several others do the same. They presented their proof to the prosecuting attorney, who summoned the advertising representative of the Kroger Co. to the conference. The latter admitted that his advertising was untruthful and that he had knowingly violated the provision of the statute prohibiting false advertising. He said he was forced to take this action by orders from the local manager, but if a fine was levied he would have to pay the penalty personally, which would be a great hardship to him on account of the small salary he was forced to accept from the Kroger Co. He was given the alternative of admitting the untruthfulness of his advertising in the same sized type used in the original advertisement or stand trial. He chose the former penalty, but instead of doing as he agreed, he published the correction in small type which few people would notice and made the correcting statement so indirect that it had no value in setting the matter aright. The officers are on the lookout for the next violation of the law, in which case the man who fails to keep his word will be made to stand trial and accorded the full penalty of the law in case he is convicted.

In many other respects the Kroger Co. acts as though it was a law unto itself and that no one else has any rights which the Kroger Co. is bound to respect. It is rapidly reducing the number of its stores in Grand Rapids. Whenever it succeeds in cancelling a lease it usually insists on retaining possession of the property two or three days—sometimes longer—before it surrenders the keys. In the meantime it sends painters into the premises to repaint the interior with three coats of heavy brown paint, which makes it extra expensive for a new tenant to make the store habitable. The Kroger Co. caught a Tartar in undertaking to carry out this vicious programme in a store on South Division avenue a week or so ago. The lease expired on Saturday, but the company still had some goods in the store the following Tuesday, when it sent its painters in to defile the premises. Within a few moments the attorney of the new tenant was on the scene and ordered the painters away from the store on threat of prosecution.

It is offenses like this against the law and common decency which cause the company to be an object of derision and detestation. No self respect-

ing landlord will consent to do business with such sharks unless he receives much more in rentals than he could obtain from tenants who obey the law and observe the ordinary rules of decency.

Annual Meeting of Taylor Produce Co.

Re-electing George K. Taylor as president and general manager, and reporting an increase of 6 per cent. in volume of business with a net profit of only one and three-fourths per cent. on the gross sales the Taylor Produce Co. had its annual meeting in Kalamazoo Feb. 19.

The company selected the following other officers: Floyd R. Monaweck, Battle Creek, vice-president and assistant manager; and H. C. Jackson, Kalamazoo, secretary and treasurer. The Board of Directors is composed of George K. Taylor, Floyd R. Monaweck, H. C. Jackson, C. M. Bennett and G. Harold Taylor, all re-elected.

The Taylor Produce Co. began business in Kalamazoo as the Swindell-Taylor Co., in 1914. In 1916 the entire business was taken over by George K. Taylor. The business of the house has increased from \$100,000 per year in 1914 to \$2,250,000 per year in 1928.

The Taylor Produce Co. serves the community in Michigan as far North as Muskegon and along Lake Michigan, thence East including Hastings, Charlotte, Eaton Rapids and Ann Arbor, thence South, including Hillsdale, Coldwater and Northern portions of Indiana, and across the State to Lake Michigan. All territory lying within this radius has deliveries every week and the majority of the larger towns have daily delivery service. By serving only retail merchants in this territory, the company is enabled to procure the major portion of its fruits and produce direct from the place of origin in carload lots, thus furnishing those merchants with first-class fruits and produce. The company in 1928 distributed 1,500 car loads of fruits and produce in this territory.

The Taylor Produce Co. operates four branches in Michigan in addition to the home plant, one at Holland, one at Jackson, another at Battle Creek and the fourth at Sturgis. All five of the company's plants are equipped with modern cold storage facilities which may be used by the general public in these cities.

Plan For National Sewing Week.

Plans are being rapidly completed for the holding of National Sewing Week from April 15 to 20, by Hubert M. Griest, director of the bureau of costume art of the National Retail Dry Goods Association. The event, the first of its kind to be held, is designed to increase the sale of piece goods and accessories by focusing attention on home sewing. Extent of the co-operation being given by merchants and others is indicated by requests for more than 20,000 posters announcing the week. Strong efforts will be put forth to build up the neighborhood aspect of the work through women's clubs, schools and teachers and girls groups.

Spring's Offering of Hand Bags.

The new hand bags are being featured in leathers and color combinations that will harmonize with the costumes that are to be worn this spring. The designs, too, have been affected by the recent trends in both suits and dresses. More detail is apparent and more than usual attention is given to the frames, handles and the use of applique work.

As regards sizes, the new bags are, if anything, slightly smaller than those of previous seasons, although they cannot by any means be called tiny. Various versions of the pouch shape, new envelope treatments with back straps and top strap handles, and the frameless pouches are noted, as well as the square-shaped bags mounted on sturdy frames.

One of the very smart new bags, which is copied from a Lanvin original, is made as if it were a very chic envelope bag, when in reality its deep flap conceals an inner frame, and what seems to be an artistically attached cobra chain turns out to be a handle. The bag has extra side gussets to allow for expansion, which are finished on top with narrow strips of gold-plated metal. The outer flap has the corners embellished with modernistic bits of applique work in a contrasting color. This bag comes in various brown and beige combinations, in two tones of green, gray, red and blue, and in black with white or gray trimming.

A frameless swagger leather pouch bag is being featured as part of the new suit ensemble. It is soft and very flexible, and has top strap handles of the same leather. These, instead of being attached to the bag directly, have small rings of semi-precious stones and leather loops linking them with the handles. The flap on this bag is very short and is fastened with a tiny ornate motif of the leather. This bag comes in all the new colors and in both the dark and light shades.

A natural wood frame is used in one of the season's smartest handbags designed to complement sports costumes. The clasp or fastening consists of a wooden button with a revolving shank, which, when the bag is closed, fits into an oval groove. The little shank is made with fine inlay work in dark colors. The handles are silk cords, which are pulled through holes in the frame.

In addition to having a unique frame the bag also has a novel body. The sides, where most of the wear and tear is most likely to take place, as well as the bottom, are made of soft kid, while the center panels are of wool exquisitely embroidered in striking colors in modernistic themes. The backgrounds are either in natural colored wool to match the frames, or in one of the soft beige tones. Red, black, green or vivid blue are often used together, or sometimes black is used with just one of these colors.

Another bag showing the use of wood for trimming comes in a medium size flat pouch shape and is decidedly tailored in its finish. It has a single back strap handle attached at an angle. The front flap, which is of medium length, has a band of stained wood in inlay work of an Indian design. An-

other very similar model is made with a top frame of this same wood and an extra flap which conceals a separate pocket. These are ideal bags for general wear, for the colors in which they come either match the new shoe shades or blend exceedingly well with new fabrics.

The Clocked Stocking Returns.

The vogue for greater femininity in clothes is having its effect on hosiery. The designers of hosiery seem to be agreed on the return of the clocked stocking, especially since the darker beige, tan and brown tones have been endorsed by Paris for spring. The clocks are widely varied. Some are quite wide at the starting point and taper off at the end. Open work designs are noted, as well as novel chain motifs, and there are many dot and small criss-cross patterns.

The short tennis sock is again making an appearance, this time a more pronounced one, because of its ready acceptance last season by the younger set for beach and general sports wear. The new socks are made in fine lises, heavy ribbed rayon and silk mixtures, and a lighter than service weight silk. Those made of regular stocking silk have plain ribbed silk tops, while the rayon mixtures have cuffs in wide circular stripes. Those of lisle boast clever little figures on the cuffs representing the various sports.

For the schoolgirl there are new full-length stockings made with heavy ribs. They come in beige, bright red, green, white, powder blue and a soft gray. There are other stockings in jacquard weaves and designs. Zigzag panel stripes in bright colors on either a white or beige ground are also quite smart and come in colors to match the new knitted sports frocks.

She Was Loved By All.

Brief reference was made two weeks ago to the death of Mrs. Edward F. Blake, wife of the Middleville business man. Since then the Hastings Banner has devoted a two column article to her remarkable personality and accomplishments.

Mrs. Blake was a choice, attractive and radiant lady. The glowing physical beauty of womanhood was transcended by a rare beauty of soul which gave great charm to her personality. Of sunny temperament, excellent judgment, genuine culture, fine tastes, a passionate love for service and a serene faith in God, she radiated gladness, unselfishness and an unshaken hope of Heaven. She was deeply loved. Her children bless her beautiful memory and her husband ever will think of her as

The Being Beauteous,
Who unto me was given,
More than all things else to love me,
And now a saint in Heaven.

New Washable Gloves.

White gloves of washable capeskin or doeskin are featured in slip-on styles for wear with the sleeveless frock. Some are all white, others have a trace of colors in the back seams or in a piping about the tops.

Seth Hyma, grocer at 1309 S. West-nedge, Kalamazoo, says he can't possibly do without the Tradesman."

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GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

THE SMALL INVESTOR.

Twenty years ago fewer than 500,000 persons participated as shareholders in the earnings of American industry. Statistics compiled for 1928 show that about 15,000,000 persons resident in the United States have become investors in some degree and the owners of securities now involved in the conflict of purposes between dominant stock market groups and the Federal Reserve Board.

In other words, if we consider those in whom a habit of speculation has grown out of an earlier habit of investment it might be said that almost half the families in the United States have pooled a part of their material resources, as well as their concerns, their hopes and their enthusiasms, with those of Big Business.

This is unquestionably the most startling and significant economic phenomenon apparent in the modern world. Its social and political implications cannot be measured. They cannot even be imagined at the moment.

That the habit of investment, even as it has developed in the small household proudly in possession of a few shares of the utility corporation that serves it, has greatly affected our political thinking was apparent in all recent elections. The almost unnoticed drift to what might be called universal capitalism in this country is overwhelmingly more significant than the widely advertised opposite drift to futile and enervating economic "radicalism" in many sections of Europe. It makes, by a method undreamed of twenty years ago, toward an entirely new sort of civilization and a new way for the freer distribution of wealth and opportunity vainly dreamed of by all humanists in the past.

Yet, despite all its manifest benefits, we shall have to wait to see whether the investment habit and the habit of popular co-operation in great industrial schemes planned for the future are to be checked by superficial abuses of stock market facilities and the drastic efforts at discipline contemplated by the National banking authorities.

It happens to be a fact usually ignored by commentators that the small investors of the country represent a vast army, while the Wall street plungers at whom the Federal Reserve Board aims its big guns represent only themselves and a relatively small following. Yet the proposed "deflation" of the stock market, assuming that deflation is necessary or possible, would affect both groups equally. It isn't apparent that concern for the small investor enters anywhere into the controversy raging about the Federal Reserve Board's program of forcible credit restriction.

UNCERTAIN AS TO FUTURE.

Two of the so-called key industries are furnishing the most favorable reports of progress. They are the steel and automobile lines, and monthly records are expected in each. On the other hand, building operations are affected by weather conditions and also, perhaps, by tightening credit. The latter is still in the conjecture stage, but with opinion veering toward it as a fact.

In other directions there are seen varying degrees of activity, but as a

general thing it may now be accepted that various uncertainties have crept into the general business outlook. The strained affairs in the security and credit markets, which definitely point to higher money; the special session of Congress within the immediate future, the condition of over-production in certain major fields, the tendency that way in others, the drop in building and tariff possibilities have all combined to bring a more sober view of future developments.

From the point of view of the larger enterprises, there is little cause for anxiety seen, but among the rank and file of business interests more complaint is heard of slack markets and severe competition. On all sides there is the desire to see more control of output, more attention to costs and profits and less price cutting.

Industry has just the opposite trouble from the security market. There is little price inflation. On the other hand, there is a very positive case of output inflation without a corresponding rise in consumptive ability. The financial world would not be troubled by the vexing problem of "loans from others" if the money so loaned in the call market could be placed at work in industry to better advantage.

SHORT-SIGHTED POLICY.

An interesting aspect of chain stores and other such modern instances of absentee ownership and control has been brought out by the National Association of Community Chests. Are the corporations directing this new form of business enterprise prepared to play their part in local welfare problems and to assume their share of the burden which must otherwise be wholly carried by the purely local organizations which have a natural sense of community obligation?

This is a broad question and its significance is not restricted to the single matter of community chests. Heretofore the merchants and tradesmen of our smaller communities have been bound together by certain common interests. The local grocer or department store owner or retail tradesman of any sort knew that his concerns were inseparable from those of the community as a whole and he automatically took a part in all community activities. But the interests of the local manager of a chain store are primarily those of some distant corporate organization which is far removed from community questions. And distance, ignorance and the independence which comes from the control of hundreds of stores combine to make the central office oblivious of local needs.

In many cases the corporations have adopted a broad policy and assumed their full share of the local responsibilities of their branches; in other cases they have ignored such obligations and, secure in their independence, have thought only of taking money from the local community without any idea of contributing to the community welfare. The latter is a short-sighted policy. Essentially the interests of the chain store are as closely allied with the interests of the community as are those of the independent store. Only

by accepting local obligations wherever they arise can the corporate owners hope to retain the general good will which is necessary to their permanent success and to the expansion of their activities.

CURBING THE DRUG EVIL.

The traffic in illicit drugs has always been international in its scope and operation. This has been particularly true of opium and its various derivatives. Grown in the Orient, virtually all the contraband opium reaching the United States has been manufactured in Europe and had to be handled by a ring of smugglers. Thus the traffic has required an organization world wide in its ramifications.

This has been well enough understood by the Federal authorities. But owing to official red tape and lack of a system for working effectively with the authorities of other countries, little headway was made against the importation of illicit drugs. It is no secret that within the last two or three years greater quantities have been smuggled into the United States than ever before. The extent of the traffic is suggested by several recent raids by the narcotic agents in New York, when millions of dollars' worth of drugs were seized.

It is high time, therefore, that effective measures were employed to curb the growing evil, and the agreement reached this week between the United States and thirteen other nations ought to provide the way. So far as the United States is concerned, it is aimed primarily at the smugglers who form the connecting link between the manufacturers in Europe and the distributors in this country. Heretofore there has been no direct co-operation between the narcotic agents of the several countries in watching the smugglers. But under the new agreement there will be. In short, an international ring of criminals will now be fought on an international scale. This method ought to get results.

STILL TO BE DECIDED.

The procedure in the trade practice conferences held by industries to eliminate or reduce the evils from which they suffer has become quite familiar as the number of these actions increases. The industry adopts its code of ethics condemning what are deemed unfair practices. This code is submitted to the Federal Trade Commission. The latter divides the findings of the conference into two groups. One comprises the practices which have already been pronounced unfair competition by the courts. The second group includes those on which no court rulings have been made. The commission merely accepts the second class as the expressions of the industry or the "merchant law" in that field.

It is over this second division that considerable dubious comment has been raised, with even the chairman of the commission among the critics, since the commission has made it clear that a secret violation of these rules by a subscriber to them will be considered unfair competition. However, this point has been cleared up by Commissioner

Hunt, who, in response to an inquiry, asserts that the commission has taken this stand so that the question of the enforceability of Group 2 rules may be determined.

Actually, there have been rules falling into this second group that seem to have come perilously within the scope of the anti-trust law. Cannot price-fixing, for instance, be as easily accomplished by a rule against price-cutting as by reaching a uniform minimum by agreement?

STABILIZED WEATHER.

Herbert Janvrin Browne, oceanographer, is the proud discoverer of a system which he believes will promote international peace and harmony by stabilizing the weather. If it were put into effect at moderate cost Europe would no longer run the danger of such cold as it is now experiencing and South America and South Africa would be spared their periodic droughts. Weather conditions would be under control and the world would be a happier place to live in for all concerned.

The plan he suggests is the dispatch by the leading countries of the world of a fleet of ice cutters to break loose and move out of the Arctic and Antarctic regions regulated amounts of ice, instead of allowing enormous masses to flow out in single years. This control of the ice flow and the consequent effect of the melting ice pack upon large areas of water, Mr. Browne believes, would serve the useful purpose of keeping the temperature of Europe, India, Australia, South Africa and Argentina at a normal figure.

It is a great scheme. But to be truly successful it must be coupled with the discovery of a new topic of conversation. For with the weather stabilized, what would people find to talk about?

LINDBERGH'S JOB.

The "Lone Eagle" is fast putting strings around his freedom. First he becomes engaged to be married and then he gets himself a political job. It is not a very pressing job, even though it has the deep-sounding title of "Technical Advisor to the Aeronautics Branch of the Department of Commerce." In Germany they would roll all that into one vast word and when Der Herr Colonel entered a room with it, he would sound like the delivery of a ton of coal. Lindbergh will work at his job "any time he is in Washington." Isn't he going to be there right along after he "marries and settles down?" (Eagles do settle down, don't they? Or do they just "light?") Oughtn't he to be there? He has advanced the cause of aviation twenty years by his Paris flight, and he is pushing it forward every day by his daily flying even now. But oughtn't he to slow up and lay off a bit? Isn't it a fact that a serious accident to Lindbergh now would set the "flying game" back almost as far as he has advanced it?

Children are keen observers, and by the time they are ten they know almost as much as their parents.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Out Around has been something of a joke for the past two months, so far as country calls are concerned, because of the unsafe condition of the roads. A short inspection of U. S. 16 and M. 21 Saturday disclosed such an improved condition that regular trips will be resumed next Saturday, unless snow storms in the meantime clutter up the roads so as to render them unsafe.

If there is anything I detest, it is sham, pretense and insincerity. In no place do I find evidence of these qualities more manifest than at each recurring session of the Legislature. My experience leads me to believe that a considerable percentage of the bills introduced are not presented in the expectation that they will be enacted, but for the sole purpose of enabling their promoters to be "bought off" by the corporation which would be inconvenienced if the bills were enacted. One of the most amusing of these efforts was the well-worn bill which put in an appearance at every session for about forty years prohibiting the lowering of the upper berth on the occupant of a lower berth unless same was sold. The men who fathered these bills felt no particular interest in them except for the graft which hovered behind them. The Pullman Co. never permitted these measures to get so far as a hearing in committee. The crafty representative of the Pullman Co. sought an interview with the member who presented the bill, told him he could have the Pullman Co.'s check for \$1,000 and an annual pass if he would not press his measure—and that was the last ever heard of it. It sometimes happened that there was more than one bill of this kind, in which case both reformers were called together and told they could each have an annual pass and split a \$1,000 check between them, which was invariably accepted. This method of grafting became so well understood a few years ago that anyone who presented such a measure was hooted and jeered by other members who would not resort to such tactics to add to their income during the legislative session.

In common with many other public service corporations, the Pullman Co. never permits any controversy to get into court if it can possibly avoid it. It will settle any kind of damage case, rather than permit the facts to go before a jury. A case in point happened in this city some years ago, when the late Dr. Perry Schurz started for Rochester, Minn., to consult with the Mayo Brothers about an operation on himself. He bought a through ticket and a lower berth to Chicago. When he got on the Pullman he found his berth already occupied, the ticket clerk having made a mistake and sold the same berth twice. There were other lower berths on the car and Dr. Schurz was offered any one of them, but he insisted that the man occupying the berth he had purchased and for which he held a ticket be routed out and that berth be handed over to him.

This the car conductor declined to do. Dr. Schurz thereupon left the train and his attorney immediately served notice on the Pullman Co. that it could pay him \$5,000 cash or stand suit for \$10,000 damages. The company sent its Michigan adjuster—A. J. Dougherty, of Clare—to Grand Rapids to settle the matter. Mr. Dougherty offered to furnish Dr. Schurz a parlor reservation all the way to Rochester without charge, which he declined. Then he was offered a Pullman sleeper all to himself with, with no other occupant except the porter, which was declined. Dr. Schurz had his eye fixed on a \$5,000 check from the Pullman Co. and the Pullman Co. could see only a \$10,000 verdict rendered by a Federal court jury, so Dr. Schurz got his \$5,000 and the clerk who made the mistake in selling two tickets for the same berth got a severe reprimand.

I have never expressed any sympathy for methods of this kind and I would not resort to such tactics under any circumstances, but if any corporation deserves to be made to suffer because of its outrageous rules and arbitrary treatment of the traveling public, it surely is the Pullman Co., whose theory of business appears to be the minimum amount of service for the maximum amount of charge.

Burt Hunderman sends me a printed request to vote for him for city commissioner for the third ward, which happens to be the one in which I cast my vote. I cannot acquiesce in his request, because he uses four union labels on three pieces of paper. Statistics show that only two per cent. of the workers of Michigan are affiliated with the union—and I am not in the habit of taking orders from two per cent. and ignoring the other ninety-eight per cent., which have an equal right to life, liberty and the pursuit of happiness. Any man who bends his neck to the union tyranny is not a safe man to entrust with the important duties of city commissioner, because he sells himself, body and soul, too all-fired cheap. I shall vote for the man—if I can find one—who wants to represent the whole people and not a little handful of shirks, crooks, arsonists and murderers who depend on the torch and the bludgeon to accomplish their ends.

I regret to see the work of raising funds for the Belknap memorial languishing, evidently because it is not handled with the vigor and determination which such a worthy cause deserves. I cannot help feeling that if the blessed privilege of raising the required sum had been placed in the hands of a man of great executive ability, instead of farmed out to an elongated committee, the money would have been on hand days ago. In the first place every boy scout and girl scout in the city should have been told that each one should actually earn \$1 by some useful occupation and turn it over to the custodian. Then they should have been requested to solicit their parents for enough additional funds to put the plan into execution. Capt. Belknap was easily worth a million dollars to the scout movement in Grand Rapids and because of this fact

the small amount required for procuring a testimonial to his greatness should have been presented to the people of Grand Rapids in such a way as to make the response spontaneous and effective. No matter what kind of a call came to him for public or private service, no matter how severe or exacting, he immediately responded. The people of Grand Rapids ought to respond with equal alacrity in an appeal of this kind. I think they would have done so if the matter had been presented to them in the proper manner by the proper people.

I hope every reader of the Tradesman takes time to read the letters I print elsewhere this week on the subject of pure paint. To me they appear to cover the subject comprehensively and completely. E. A. Stowe.

Several Reasons Why Holland Is Great.

Holland is one of the most interesting cities of its class in the State of Michigan. Its mercantile buildings, as a rule, are commodious and modern in appearance. The factories are much larger than the stranger would expect to find in a community of 16,000 people. The wares of wood, furnaces, shoes, pianos, medicines, disinfectants, cosmetics and other standard products of the factories are sold in all prominent markets of the United States.

Holland's public buildings, the City Hall, Masonic Temple, post office, the college buildings, library, the club house of the Ladies Literary Society, the Armory, the banks and the Warm Friend Tavern would be creditable if located in a much larger city. The founders of Holland were in a liberal mood when they platted the town. The streets are so wide that widening problems, such as confront the people of Grand Rapids, need never concern the people. Several of the squares are too large and it may be deemed necessary in the far distant future to dissect them for traffic purposes. Holland's interlocked harbor, six miles long and of varying widths, is one of the best in the big lake region. Should the proposed lakes-to-ocean deep waterway be eventually constructed, Holland would be a favored port for trans-ocean commerce. Probably steamers sailing under the flag of the Netherlands would be seen frequently at Holland's docks.

The Yankee-Dutch have built a substantial and an attractive city. Its future growth and prosperity is assured.

Warm Friend Tavern will entertain groups of students during the current and the following week. The students are taught the science of creating hot air, with the aid of Holland furnaces, and distributing it throughout public and private buildings. Several classes have taken the course presented and returned to their homes throughout the United States, prepared to serve the people efficiently.

Manager Leland, of the Warm Friend Tavern, is thoroughly qualified to discharge the duties of an up-to-date manager of a hotel. He is able to give others of his occupation cards and spades and beat them nine times out of

ten in the business of serving the people with the comforts of life.

Mr. and Mrs. Black arrived at the Warm Friend Tavern recently. They were surprised to meet Mr. Leland at the registration desk in person, who extended a warm welcome to the travelers. Mr. and Mrs. Black had spent much time in traveling and had patronized the best hotels in every prominent city of America. Mr. Black had secured a reservation of rooms by mail. Himself and wife were greatly pleased with the attractive rooms which had been prepared for them. Mr. and Mrs. Black retired to the dining room, where an excellent meal was served. On returning to their apartment they found their trunk ready to open. The strap had been taken from the trunk, neatly coiled and laid away. The trunk had been placed several inches back from the wall, so that the top might be opened easily. Extra blankets had been provided for the beds. On the following morning, manager Leland caused two extra chairs to be placed in the rooms, and later, having learned through his housekeeper that she had observed a pack of playing cards on the dresser and that Mr. and Mrs. Black were expert players of such games as fan tan, rum and eucher, he placed a card table in the room. The clerks, porters, head waiters, elevator boys and other employees addressed Mr. and Mrs. Black respectfully and they seemed to take a kindly interest in their welfare. Such special attentions as are mentioned are given to patrons of the hotel without solicitation. When mail or telegrams are received, the guest is promptly notified by phone or by a messenger. When Mr. and Mrs. Black vacated their quarters a pair of nose glasses, left unnoticed, were restored to Mrs. Black by the housekeeper.

The attention the management accorded to Mr. and Mrs. Black was not an isolated case. The same kindly interest is extended by the management to all who enter the portals of the Warm Friend Tavern. Mr. and Mrs. Black enjoyed two weeks under its hospitable roof.

Arthur Scott White.

A Business Man's Philosophy.

The high price of labor is slowly compelling the farmer to turn to labor saving machinery. For the dairy farmer there is a power milker; for the orchardist a power sprayer; for the wheat grower a "combine" that will cut, thresh and bag the wheat.

Research by the Government and the States has developed a vast fund of knowledge, only a small part of which is being used. Proper drainage, scientific fertilization, deep plowing, careful breeding of live stock and scientific selection of seed are just as important and profitable as labor-saving tools.

Success in farming to-day is demanding mental alertness comparable to that which must be employed by a factory superintendent. Farmers are discovering what manufacturers learned many years ago—namely, that there is no virtue in drudgery and that cheap production and up-to-date equipment are inseparable.

William Feather.

CHAIN STORES ARE PIRATES.

Scathing Attack on Them by Congressman Kelly.

The predatory retailer is the one who drives the small concern to the wall through unfair competition. Of course, he cannot avoid the laws of successful business any more than the laws of gravitation. Business, in order to endure, must yield a living profit. If money is lost on some articles it must be made up on others. But the predatory retail concern may destroy competition if it can delude the public into believing that it sells all goods for less than others charge.

There is but one way to practice such deception. Set the trap with bargain bait, using standard, trade-marked articles, at prices far below the standard, publicly approved price. Then having lured the public into a false belief, sell unnamed and unidentified goods at excessive prices.

If this be practiced by some huge combinations, with many stores, the profit from one store or any group of stores may be sacrificed until competition is destroyed. Then the losses may be recouped by advances all along the line, while the duped and deluded public pays the bills.

That is predatory business. It is selling at cost or below cost some well-known, standard products in order to create the impression of universal bargains. Its method is always unfair competition, never fair competition. It always cuts prices for ulterior purposes, never stabilizes prices on a fair level.

Those of us who wish to give the independent retailer at least a fair chance against predatory business believe that a great deal may be accomplished through the so-called Capper-Kelly Bill. Under the measure the manufacturer of an identified, trade-marked product will be enabled to contract with his distributors as to resale price. Its purpose is to protect business from the dealer who is both a price cutter and a profiteer.

Every independent manufacturer who desires to protect his uniform price from being juggled by predatory business will be able to do so. By proper and fair co-operation the maker of goods and the distributors of them will be able to protect themselves and the public from the effects of this unfair competition.

The efficient retailer is in desperate need of such protection. Through the right of voluntary contract we are trying to give the independent business man who is honest and competent an opportunity to be secure from unfair trade practices.

We are trying to free such worthy men from unjust fear and menace—the fear of seeing a hard-won business destroyed overnight by piratical practices and the menace of competition based on fraud and deception.

The independent retailer cannot protect himself to-day, because the Supreme Court has held that uniform prices on trade-marked articles cannot be established by contract. At the same time the court has held that uniform

prices on all articles can be established by ownership.

As a result of these decisions one giant concern may operate 18,000 stores and charge uniform prices on all articles sold, but an independent manufacturer cannot act by contract with 100 retailers as to uniform price on his own standardized, guaranteed product. Contract, the weapon of the independent business man, is under the ban, while ownership, the weapon of the giant combination, is given judicial benediction.

Our desire is simply to put contracts and ownership on the same basis and thus give the independent dealer a chance to meet this mammoth competitor on equal terms.

The independent retailer is being attacked from many quarters — great semi-monopolistic merchandising corporations, mail order houses, chain stores, manufacturers' selling agencies.

In a little local paper which I receive I read the other day of the retirement from business of an old friend. He had been a neighborhood grocer for thirty years, making an honest livelihood, and no more. He went down before a unit in a nation wide chain of stores.

If it were not so common that it has no longer any news value, every paper every day, everywhere, could have an item like this: "John Littlefellow, proprietor of the neighborhood stores in Home street, has been forced to close out his business after twenty years in the same location. He has as yet made no plans for the future."

Let us think of John Littlefellow. When he first established his store he served a few scattered families in a new district. He knew every man, woman and child, and he was counselor, guide and friend to all.

He extended credit to the man out of work, who ran up a bill which awaited happier times. He did not point to a "Cash only" sign. He had troubles as he struggled and planned to meet the needs of the growing community, but he kept them to himself. He believed in his community, in his own ability, and the goods he sold. He followed honest business methods. He sold goods at a fair price, which included a fair profit for himself. He had one price for all and did not cheat trusting customers or inexperienced buyers.

He was not great nor brilliant nor too wise. Still he faithfully served his people in fair weather and in foul. No time clock nor steam whistle marked his working hours.

He paid his taxes and his bills. He served on public committees and helped a little in every movement for the up-building of his home community.

His hair grew white, but he was happy in his job, and was very proud of the good will of his little place of business. Although he only cleared enough to support himself and his family, he would not have traded places with a king.

Then came a chain store to take advantage of trade developed in a built-up community. The hardships of pioneering had passed; now the field was ready for easy harvest. Prices on standard, nationally known goods were

The Brand You Know by HART

Fancy

Fruits



Quality

Vegetables

Look for the RED HEART

On The Can

W. R. ROACH & CO.

General Offices

Grand Rapids, Michigan

WORDEN GROCER COMPANY

The Prompt Shippers

Guaranteed By The Producers

**Morton House
COFFEE**

Has To Make Good

WORDEN GROCER COMPANY

Wholesalers for Sixty Years

OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.

cut below cost. The store laid a line of trade-marked bargains to its over-price traps.

John Littlefellow saw his patrons leave, those he had served and accommodated for years. They were deceived and it appeared that he had been extorting excessive prices. Surely the chain store, which could give such bargains on goods whose prices were known to all, must give similar bargains on all goods. They could not see that the same hand which gave them a few pennies on identified goods also took a dollar out of their pockets in extortionate prices on unidentified goods.

John Littlefellow saw the situation clearly. Still he could not bring himself to adopt the tactics of the opposition. He could not sell some articles below cost in order to cheat his customers on others. He did his best, but he was in a jungle war in which the most unscrupulous has all the advantage.

He asked no pity and he took his medicine. He fell a victim to unfair competition and closed his store one night for the last time. In his place stands a unit in a country wide chain, managed by a hired man, here to-day, in the next state to-morrow. Rid of competition, this store is master of the field and prices go up, while the duped public pays the bill for unfair business methods just as it always does.

Is it not time to realize that a square deal to the John Littlefellows of business means the public welfare? Can we not see that the present rule of predatory competition is destruction to that free opportunity for which America stands?

I do not ask any favors or unfair advantages for the independent retail dealer. If he cannot manage his store as capably as the great department stores or the chain store systems let him fail. If he cannot meet the fair competition of any rival, great or small, let him disappear and leave room for more efficient business.

But I do protest against his destruction by trade pirates. He has a right to protect himself against President-elect Hoover's triumvirate of evils—"unjust competition, domination and predatory business." No combination of capital should have the right to bankrupt him through deceptive, dishonest business methods.

Regrets the Necessity of Delay.

Kalamazoo, Feb. 25—Your decision to hold off another two years on your proposed pure paint bill is a grievous disappointment to me, but I fully realize that your long experience in matters of this kind enables you to decide what is best for us merchants. To undertake to force a law through without giving due consideration to all the interests concerned would be to defeat the object we seek to attain. I suffer the loss of much business every day because I will not handle doped up paint to compete with the rotten product put out by the mail order houses. I can better stand this loss of business than to meet the nasty competition of the mail order pirates and suffer in the estimation of my customers. Merchant.

Woman's hand in connection with her slipper has played a very important part in the work of civilization.



PROFESSIONAL PEOPLE SAY - - -

"LEE & CADY Coffee refreshes, animates, enlivens. Its warming energy is almost an essential to men and women engaged in exacting tasks that demand abundant mental and physical courage and self-control. Convalescents find this very modern and distinctive blend tempting, delicious and satisfying. Its modest stimulation is excellent for the low-spirited. Consequently it is no surprise for us to hear that well folks are turning in increasing numbers to Lee & Cady Coffee."



WEARIED PUBLIC Demanded New Modern Blend

LEE & CADY Coffee is not an ordinary coffee. It is a new coffee. And as far as it is possible to know there is no other coffee like it.

This does not mean that Lee & Cady Coffee is so radically different from other coffees. The difference is more that of refining and enriching true coffee flavors. Adding greatly to their palatability. And increasing their lusciousness. That is what Lee & Cady have done.

Naturally finer coffees were required. But the skilful blending, mellowing, fusing

these delectable berries together is really what produced this marvelously new blend of inimitable flavor and fragrance.

A public that had wearied of the old brands demanded a new, modern coffee. Chemist and chef took the finest coffees in the world and created a new blend. Its goodness so exceeded their fondest expectations that they honored it with their name—Lee & Cady Coffee.

Every grocer sells it. And the price is so moderate that no one need be denied the exquisite pleasure of Lee & Cady Coffee.

"TOMORROW'S COFFEE TODAY"

FINANCIAL

Market's Faith Strengthens With Quieter Trading Sessions.

A full fortnight has passed since the Reserve on February 7 warned the stock market that speculation must stop but there is no conclusive evidence yet that the money authorities will get their way. If anything the market went into its three-day recess with more confidence in its position than it has possessed at any time since February 1 when stocks set a new peak in history. It seemed not to fear either an upward revision of the rediscount rate after Thursday's close, or an unfavorable statement on brokers' loans—and in each case the market's wish was realized. The week's reduction of \$91,000,000 in brokers' loans was a disappointment to the financial district which had set its hopes on a \$200,000,000 drop but in its present mood the market was prepared to give reasons why the loan decline was not more drastic. Chief among these were the heavy calls for funds in payment of new issue flotations offered for public subscription in the last few weeks.

That the Federal Reserve's edict sobered down speculation at least for the time is plainly evident in the market's recession from its peak levels and in the striking reduction in trading activity. Still it can scarcely be claimed that the \$192,000,000 reduction in brokers' loans during the last two weeks gives the Reserve all it wanted. Whether the Reserve nevertheless will be satisfied is a question the answer to which presumably lies in the market's own behavior from this point on. That the Reserve will postpone action on its rediscount rate if it possibly can is plain from the record of its own recent deliberations and from the logic of the situation. An adjustment in the rate now might very easily defeat the Reserve system's own purpose—and a keen realization of this has prompted the money officials to postpone action. Doubtless they would like to see the market remain quiet for a period, and relieve them of the responsibility for making good the threat issued two weeks ago.

After all the Reserve Statements themselves do not present such a dire position as might be supposed from the discussion that has been going the rounds. At 83.1 the New York Reserve Bank's ratio of total reserves to deposit and net liabilities exhibits an exceedingly strong position—and certainly is not down much from its ratio of 83.2 a year ago. Even the ratio for the system at 70.8 remains high and holds its level close to 74.7 last year. While the system's volume of discounts at \$865,000,000 is nearly twice that a year ago, the portfolio is in a better condition than a few months back when discounts were in the \$1,200,000,000 zone. What worries the money authorities is of course not so much the present showing of the Reserve statements as the fear that a burden too heavy to bear might fall on the member banks with a sudden withdrawal of funds from the call market by private lenders.

With the approach of the February month-end period and still more with the approach of the mid-month tax settlement date the market must prepare itself for another money squeeze such as it witnessed several times last year. It is possible that the pinch may be even more severe around the middle of next month than late next week since corporations will withdraw funds in large amounts to meet their tax payments. On March 15 the Treasury will be faced with new financing in connection with its retirement of about \$570,000,000 in 3½ and 3¾ per cent. notes. Doubtless it will undertake the refunding operation through flotation of a short-term note bearing a higher coupon than the obligations retired. How seriously the market will regard this approaching money stress remains a question, but the Reserve hopes that the movement of money rates in the next two weeks will help it to keep the market somewhat quieter and thus promote the readjustment it seeks without any further drastic Reserve action. Paul Willard Garrett.

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Industrial Production Higher Than a Year Ago.

Whatever may be the threat to future business seen by the Federal Reserve authorities in the stock market's excesses the flow of industry for 1929 to date continues at a record pace.

Industrial production during January reached a new record high for that month at 125.2, according to Standard Statistics Company's production index, and now stands 6 per cent. higher than the previous January record attained in 1925. It is impressive to find that last month's rate of industrial productivity actually came within an infinitesimal fraction of the peak for all history reached in October. January seasonally is a better month than December, but it does not usually reach the records of May or October.

When the state of industry now is studied for developments in the last year some striking gains will be found. The measurements show that industry in general is running more than 10 per cent. faster than at this time last year.

How widely distributed are the gains that contribute to this general improvement in production will be seen from a comparison of the January indices for different groups with those of last year. Automobile production has risen to 193.8 from 137.5, cement to 180 from 155, copper to 128.6 from 106.5, cotton consumption to 124.4 from 107, steel to 126.6 from 116.8 and bituminous coal—an industry that long has been in the doldrums—to 107.2 from 95.3.

Whether industry will maintain its present high rate of activity far into the new year remains one of the puzzling questions to business prophets. Usually the seasonal peaks in industry come during May and October, but some grounds are developing for the belief that the 1929 peak in production may come earlier than usual. So far there is no indication of a downturn. The high January rates do suggest the

Investment Securities

E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston
Denver

New York
San Francisco

Chicago
Los Angeles

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"The Home for Savings"

With Capital and Surplus of Two Million Dollars and resources exceeding Twenty-Three Million Dollars, invites your banking business in any of its departments, assuring you of Safety as well as courteous treatment.

Banking by Mail Made Easy.

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

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MICHIGAN

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.

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

possibility of a spring peak in March rather than May.

Important among the forces at work on business impossible to predict at this time is the weather. In the vicissitudes of weather to an extent lie the fortunes of agriculture which in turn influences business.

What effect the Reserve system's firm money policy will have on industry nobody can foresee. Federal Reserve officials seek an adjustment in the credit position that will not harm industry, but there is always the possibility that in striking a blow at the stock market they may at the same time undermine business confidence.

Paul Willard Garrett.

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Making Trusts More Popular.

Tightening of margin requirements by Stock Exchange houses, in some cases involving rejection of odd-lot orders of less than twenty shares, will likely discourage many small market traders, but more probably will increase the popularity of investment trusts.

Thousands of dabblers in stocks, having learned the benefits of diversification, have purchased on margin small lots of stocks in blocks of five and ten shares each. Such as these who may be compelled to dispose of their holdings or buy them outright doubtlessly will be inclined to turn to shares of recently organized investment trusts to obtain the degree of diversification they sought by their own means.

One of the new companies of the investment type introduced to the public recently was the Utility and Industrial Corporation, formed by H. M. Byllesby & Co. The company is to have outstanding 700,000 shares of convertible preferred and 1,000,000 shares of common stock.

The preferred stock will be convertible up to and including February 1, 1944, into common stock, share for share, subject to adjustment to prevent dilution of the conversion privilege, and in event of its call for redemption will be convertible until five days before the designated redemption date. Dividends will be paid at the rate of \$1.50 a share annually.

Holders of common stock have preemptive rights in respect of all common stock authorized which may be issued for cash other than common stock deposited for exercise of option warrants or reserved, or to be reserved, for conversion of other stocks or securities. The holders of convertible preferred stock have preemptive rights in respect of additional stock of the same class which may be issued for cash. The common stock has full voting power.

The stocks are to be issued for a cash consideration of \$32,750,000. Of the 1,000,000 shares of common stock, 200,000 shares are being purchased by H. M. Byllesby & Co. at \$17.50 a share.

The corporation will acquire from H. M. Byllesby & Co. and others, at prices in excess of cost to them, public utility shares and securities, including substantial holdings of Northern States Power Company common, Standard

Gas and Electric common and Standard Power and Light Corporation \$7 preferred stock. In addition the corporation will have cash in the treasury of \$15,737,500.

William Russell White.

Ratio's Decline Is a Surprise.

Fresh evidence of a marked improvement in the loan position during January when stocks were climbing is presented in the Stock Exchange's February 1 ratio of member borrowings to stock values.

While the aggregate borrowings by members of the New York Stock Exchange against collateral rose \$295,000,000 during January, the ratio of loans to stock values was improved in that month. It fell to 9.48 per cent. from 9.54 in the month previous. This betterment of the loan position necessarily is a relative matter. What it means is that the rise in loans was not so rapid as that in the value of listed stocks—the latter having increased \$3,588,000,000 during the month.

In times past severe and extended declines in the stock market usually have been preceded by a sharp upturn in the ratio of loans to stock values. That was true in March, 1926, when the ratio jumped to 10.23. It was true in June, 1928, when the ratio jumped from 8.95 to 9.46. No rule can be laid down but it is interesting recently that this loan ratio has been declining rather than advancing.

Whether from this downward trend—even though it be slight—the conclusion is justified that the market is not ready for another break is open to

debate. The fact remains that in the face of generally rising stock prices the ratio was 9.66. On January 1 it was 9.54. On February 1 it was 9.48.

During the greater part of 1926, all of 1927 and the first few months of 1928 the ratio of member borrowings to total market value of listed shares held between 8 and 9 per cent. Since early 1927, however, the trend has been upward and since last June the ratio has held pretty consistently above 9 per cent.

Exactly how significant these Stock Exchange ratio figures will turn out, to be history in the end must tell. That in a rough way they reflect the shifts in stocks from strong hands to weak, and from weak hands back to strong, cannot be doubted. Unfortunately the Stock Exchange withholds publication of these official figures until the twentieth of the month following the period covered in the compilation so by the time the figures appear the time for their practical application has been long passed. Paul Willard Garrett.

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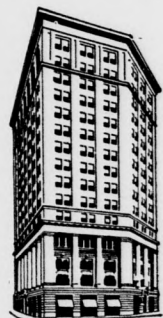
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MUTUAL FIRE INSURANCE

Placing the Blame.

"Overinsurance—incendiarism—how closely are they linked? and where does the responsibility lie?"

Insurance Commissioner J. S. Caldwell, of Tennessee, president of the National Convention of Insurance Commissioners, said at the Memphis convention of the National Association that in his opinion, the chief cause of fire losses in Tennessee is over-insurance.

Now comes the deputy auditor in charge of the State Department of Fire Prevention and Rates, of Kentucky, with a sweeping indictment against the agents of the State, and a definite threat that many prominent agents are in danger of losing their licenses. He has broadcast through the press of the State his determination to cut down fire losses by a wholesale revocation of agency licenses. "We are determined," he says, "if possible, to eliminate the agent who practices writing policies for a larger amount than the property it covers is worth. An agent should familiarize himself with the value of all property before writing the insurance."

Certainly there is no fuss with the very admirable purpose of eliminating the over-insurance evil, but an indictment so general as to affect the standing of the insurance agency business as a whole in the mind of the public is harmful as it is unjust.

In most of the states there are two angles that should be worked—more vigorous prosecution of arson and incendiarism, more careful selection of agents by companies."

The foregoing editorial of the American Agency Bulletin discusses but one of the factors entering into the evil of overinsurance. These three factors are: First, the insured; second, the agent or representative of the company, and third, the insurance company, granting the overinsurance.

So far as the first factor, the insured, is concerned, the urge for overinsurance is due to a number of motives, some of them honest, some not. But the insured is not responsible for the evils.

The second factor, the agent or representative, may share the blame, but certainly cannot be held responsible for its existence.

The third factor, the insurance company, is really and actually the responsible party. The company has no business, in the first place, to employ any agent upon whom full confidence cannot be placed to protect the interests of his employer. The company has only itself to blame if it employs and continues to employ a commission grabbing agent. Then again, the company has the right to investigate and inspect risks offered for fire insurance protection. Who is to blame? Finally, the blame must be on the company accepting the overinsured risk.

President's Address To Michigan Hardware Dealers.

I am sure it is a pleasure for me at this time to officially open the thirty-fifth annual convention of the Michigan Retail Hardware Association.

Thirty-five years is a long time to have been in existence. So I think we might well pause for just a moment and say a word of praise for those who identified themselves with our Association in its early beginning, Frank Carlton, J. H. Whitney, Geo. W. Hubbard, Henry C. Minnie and a little later, John Popp, Chas. Miller, Charles Ross, Frank Strong, and our own Arthur Scott, who became our secretary over a quarter of a century ago. Little do I think they thought in the early days that the Association they so carefully created and nursed would grow to be the institution we are all so justly proud of to-day.

Just a word about our Secretary, whose untiring efforts never seem to wane when it comes to doing something for your Association. It is largely through his able leadership that the Association has prospered and kept running smoothly until to-day.

The Michigan Association has as its membership over 90 per cent. of Michigan's retail hardware men. It has always been the chief purpose of the Association to be of service to its membership and your very presence here to-day manifests to me your interest, your loyalty and your support to your Association.

I do not think it is necessary for me to dwell here in particular on the many Association services that are yours for the asking.

I feel that I want to say just a little something about the exhibitors, the manufacturers and the jobbers, who come to our conventions, year after year, and buy our exhibition space. My appeal to our membership this year is simply this in their behalf: Let's make it profitable for them to come and exhibit at the Michigan convention. Buy what you reasonably can from the exhibitors. It is largely through their co-operation that we are able to so successfully carry on our convention.

Many are the changes that have come to hardware retailing in the last ten years and many are yet to come, and I believe the retail hardware man has stood his ground better than most of the rest, and I am still firm in the belief that the method of hardware distribution—manufacturer, jobber and retailer—is a sound policy. Most manufacturers and jobbers are ever on the alert to do what they can to co-operate with the retailer. Since time began the selling and exchanging of goods has always changed from one method to another, and the field is always open for somebody who can do the job better. So it is the purpose of your Association here in convention assembled to bring to you the findings of a carefully thought out program at our last National Congress.

The major theme of our program this year is, "Profit Program for Henry Brown, the hardware retailer."

It has been said that every well managed business should make a profit. A losing business is a National liability; a profitable business is a National asset. H. H. Dignan.

Boys fail to realize that some day they will know as little as their parents.

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of Fremont, Michigan**

WILLIAM N. SENE, SECRETARY-TREASURER

Some Winter Reflections Due To Cold Weather.

Grandville, Feb. 26—When other things are lacking the weather is considered a fair subject for discussion. The older we grow the less do we appreciate the rigors of our Michigan winters.

It is said that in the icy areas of Greenland there is a sect which preaches endless ice and snow for the sinner after he passes from this world. To preach a warm or hot condition would be accepted too pleasantly by the inhabitants of that frigid country.

Michigan has had her frigid winters, some of them long and disagreeable, yet on the whole she has fared well in this respect with most of her sister states in the same latitude. Then there have been open winters without snow enough for sleighing. Such winters were the bogys of the early lumber men.

How often in other days we have read of Sunny France and the Mediterranean countries of Southern Europe. A strange fatality seems to have overtaken those fabled sunny climes this year, and ice and snow have taken possession of the most of them.

The Seine has been frozen over from shore to shore, an unusual thing in that land of almost constant sunshine. Is the earth taking on a new state or condition? Possibly. So many wonderful discoveries have been made, and the radio filling the air throughout the world may have affected the atmosphere most effectively, and not for the better, judging from the frigidity of the present winter.

In the days of the Millerite excitement in 1843 the snow was three feet deep in the Northern states and this was to turn to oil, take fire and the earth and its inhabitants were to go up in flames. Well, this terrible destruction failed to take place, thus disqualifying the advents of that day from further prophesying.

It is never best to set the exact date for any cataclysm to take place since the eye and brain of mortal man has no insight into the future, any more than has the house fly or the hop toad. We can only take things as they come, judge the future by the past and sit snug until the danger is over.

There is some doubt as to which is the sweeter death, that by freezing or by fire. Europe is certainly experiencing a new weather condition which may well alarm her people. From the Arctic circle to the African border a cold wave is sweeping that country.

In America we are better prepared for frigid winters and, therefore, the suffering is less acute. Among the poor of those European countries this severe winter is working terrible hardship and disaster. From this time on we shall hear less about sunny France and Italy.

What would happen if the sun should suddenly cease to shine. All life depends on the heat that emanates from that fiery ball hung in the heavens to light the way of all the planets within a certain scope of sky.

It is said that Europe is suffering from four months of winter to date, which has taken thousands of lives, and the end is not yet. We of America may well be thankful that we live in a clime that seldom goes on a strike such as taking place across the water at the present time.

Late Michigan winters have been rather on the mild order when we remember those of a past generation. The winter of 1872-3 in this State froze everything freezable as well as filling the valleys and basins with a depth of snow unprecedented to that date. Ten year old apple orchards were killed by the freeze that year. Although we may think the present winter more than usually severe it cannot hold a candle to that of '72-73.

Where there are usually severe winters the inhabitants prepare for it and the suffering is not great, but, as in

Europe, where winters have been proverbially mild, an unexpected severity of the weather works terrible hardship, especially among the poor.

Perhaps our climate is changing, and that instead of the long, cold winters of the past the chill is spread more evenly throughout the year, as witness last summer when the coal bins had to be renewed in June so cold was the weather.

Since the logging industry went out Michigan has not cared for the long, snowy winters of the past. However, nature is no respecter of business or of persons, and the snow will come anyhow, logging or no logging.

Not long ago it was prophesied that we should hereafter have fewer thunder storms. This because of the radio which has so affected the atmosphere there is less electricity to collect in spots and make trouble in big outbursts of thunder and lightning. Doubtless this was a mistake; since that prediction we have experienced some big storms which would do credit to the days long before the radio came into existence.

There are weather prophets and weather prophets, yet at times the best of the tribe fail to make good. Our weather is as uncertain as a good flow of sap in rainy weather.

What we have to do is to sit tight and let the snow come and the winds blow. We feel sure there will come a brighter day later in the season.

The snows of winter make new and fairy-like scenes for the driver along our country roads. Magic sights of frost covered trees and foliage which are builded into fairy palaces when the sunshine peeps out for a momentary change.

Nevertheless the prospect is not quite so agreeable as is the greenery of the spring and summer time, when no chill fills the air to congeal one's blood, and the song birds (if any still survive) fill the air. Old Timer.

Hints To Drivers.

Don't let the engine idle for short stops in order to "save" the battery, as this actually discharges it.

It's more difficult to get traction on ice by backing than by going forward, as the wheels will be more likely to spin when the car is in reverse gear.

The jack itself is not likely to slip from under the car when a tire is being changed on an icy road, but the tires themselves may slip unless they are securely blocked.

If forced to drive on a flat tire, complete ruin of the shoe may be prevented by avoiding sudden starting and stopping.

Go through a flooded section of the road fast if the inundated part is short and deep, but go as slowly as possible through long stretches.

There is nothing in the theory that backing through a flooded section of roadway prevents wetting the ignition. The point is that the average driver goes slower in reverse, but he could go just as slow in forward speed.

Frederick C. Russell.

Battle Creek—Gavin Ritchie & Sons, 110 South avenue, manufacturer and dealer in air regulators, have merged the business into a stock company under the style of Gavin Ritchie & Sons, Inc., with an authorized capital stock of 5,000 shares at \$10 a share, \$50,000 being subscribed and paid in, \$493.92 in cash and \$49,506.08 in property.

Hurried individuals usually are hurried.

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TOLEDO, O.	.90
TRAVERSE CITY, MICH.	.80
FT. WAYNE, IND.	.85
ANN ARBOR, MICH.	.80

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

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

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SPECIAL DIE CUTTING & MOUNTING.

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CANDY EGGS

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NATIONAL CANDY CO., INC.
PUTNAM FACTORY
GRAND RAPIDS, MICH.

PROPOSED PURE PAINT LAW

Why Action on the Matter Has Been Postponed.

For several years merchants engaged in the drug and hardware business have urged the Tradesman to undertake to secure the enactment of a law prohibiting the manufacture and sale of adulterated paint in this State. So urgent have been these requests and so frequently repeated that our attorneys, McAllister & McAllister, were recently requested to draft a proposed statute covering this requirement. The result was the following draft, copies of which were immediately sent out to all the paint manufacturers whose names and addresses could be obtained:

An act to prevent the manufacture and sale of adulterated paint in the State of Michigan, and prescribe a penalty therefor.

The People of the State of Michigan Enact:

Section 1. No person, firm or corporation by themselves or their agents or servants shall within this State have in his or their possession, with intent to sell or offer or expose for sale any paint which is adulterated within the meaning of this Act.

Section 2. Paint shall be deemed to be adulterated within the meaning of this Act if it contains whiting, barytes, clay, silica, talc, chalk, or other articles or substances which add to the weight or bulk of the mixture without increasing its value as paint.

Section 3. Whoever shall do any of the acts or things prohibited in this Act or in any way violate any of the provisions of this Act, shall be punished by a fine of not less than One Hundred Dollars (\$100) nor greater than Five Hundred Dollars (\$500) or by imprisonment in the County Jail for a period of not more than ninety (90) days, or by both such fine and imprisonment, according to the discretion of the court.

The reaction has been such as to lead to the belief that the draft above mentioned will have to be modified so as to meet the requirements of the trade. Therefore it has been deemed wise to postpone action on the matter until the next meeting of the Legislature, two years hence. This will give the Tradesman ample time to formulate another draft which will work no hardship to any manufacturer, jobber or retailer of paint.

Some of the correspondence on the subject is so didactic and interesting that it is presented herewith:

New York, Feb. 13—We have your letter of Feb. 4, together with a copy of a bill which you have prepared, dealing with the manufacture and sale of adulterated and impure paint in the State of Michigan.

Inasmuch as we are not paint manufacturers ourselves, we hardly feel that we should enter into a discussion of the subject which you bring out. It really seems to us that it is more a question for those actually engaged in the manufacture of paint. We are, therefore, taking the liberty of sending a copy of your letter to the U. S. Paint Manufacturing Association, New York City, asking them to give you their comments on the subject.

New Jersey Zinc Sales Co.

Toledo, Ohio, Feb. 19—There has reached our committee through various sources the tentative draft of "An act to prevent the manufacture and sale of adulterated paint in the State of Michigan, and prescribe a penalty therefor," which we understand you contemplate having introduced in the Michigan Legislature.

Believing that your proposal was doubtless conceived from the very best of motives in the public interest, we are sure that a frank statement of our position and interest in the matter will readily show that such legislation would not accomplish the protection sought, but, on the other hand, would do a great deal of injustice.

Bills of similar tenor have in the past been introduced in numerous states but, with the exception of a few Northwestern states who have found no compensating benefits from such enactments, were defeated or superseded by our model paint misbranding bill, which our industry fosters wherever paint legislation may be attempted.

As you doubtless realize, paint technology is a very broad scientific subject. We believe that the evils of the past have arisen from deception due to misbranding. Our industry co-operates with the Federal Trade Commission and the Better Business Bureau toward the correction of any misbranding evils we may discover. To demonstrate our good faith in this policy, our industry maintains an unfair competition bureau under the direction of a competent attorney, Morton Q. MacDonald, McLachlen building, Washington, D. C.

The ingredients you mention have been proved by tests to be of substantial value in the manufacture of paint, according to the particular purposes for which the said product may be used. They are not the principal ingredients, but incidentally possess characteristics which lend themselves to increased serviceability.

In order that you may have an understanding of the industry's position against formula labeling and like legislation as that proposed—a harmful and ineffective means of controlling deception—we are sending you a copy of the writer's brief on objections to formula labeling bills. We are also sending you a copy of the industry's model paint misbranding bill.

The specific formula labeling of such products as paints, varnishes, enamels, etc., and modernly developed quick drying lacquers, requiring intimate knowledge with paint chemistry would work more harm than public good. Such laws would impose a serious burden upon a highly developed scientific industry still engaged in research, which if arrested or retarded, would, in the end, work incalculable harm to the public interest.

We trust this frank exposition of our industry's policy towards all such legislation will convince you that it is inadvisable to promote such legislation.

If there is any further information that you desire, we shall be very glad indeed to supply it upon request.

Wm. J. Pitt.

[Mr. Pitt represents the American Paint and Varnish Manufacturers' Association and the National Paint, Oil and Varnish Association, Inc.]

Detroit, Feb. 19—I have yours of the 28th ultimo enclosing a copy of a draft of a measure you propose having introduced in the Legislature, prohibiting the manufacture and sale of adulterated paints in Michigan.

After a careful perusal of the proposed bill, it is my opinion that it should meet with the approval of any legitimate paint manufacturer, and doubt very much if the wording of the bill in question could be improved on.

Devoe & Raynolds Company, Inc.

Jackson, Feb. 9—Replying to your letter of Feb. 8 in regard to the paint question, we ourselves have enjoyed a good paint business for a great many years and we have carried nothing but a high grade paint.

Now so far as enacting a law to prohibit the manufacture and sale of adulterated paint, I question the advisability of the same. My reason is that if you enacted the law, I do not believe you could enforce it. There would be all kinds of alibis to work out. There-

fore, I question any good whatever. I do believe that the process of education of good paints would be the only substantial way. If people want to buy that stuff and keep being stung by the same, all good and well. I do not put it on a par with pure food, such as deliberately putting poison in food, not enough to kill anyone, but enough to do physical harm, as a law along this line is proper. If the one you mention could be enforced, would say it would be all right, but believe that would be the weak point.

Smith-Winchester Co.

Battle Creek, Jan. 28—We have your letter regarding the act to prevent the manufacture and sale of adulterated paint and believe your proposed act is too indefinite to pass.

While we are in sympathy with your proposed legislation, we wonder how it would affect the sale of industrial paint in Michigan. For instance, we sell the Union Steam Pump Co., of this city, a gray pump paint for \$1.30 per gallon, which contains quite a large amount of material such as asbestine. This paint is perfectly satisfactory for the purpose used and it would be a hardship on this pump company to pay a higher price for better paint when it is not necessary.

Another feature is this: Who would judge as to whether a paint is adulterated? In our own case we make a house paint which contains 10 per cent. asbestine. This is used to hold the heavy lead and zinc pigments in suspension and keep it from settling hard in the bottom of the can, and we would not think that we were adulterating our product.

Since your act is to help dealers out on house paint, we believe you should specify what should be used in house paint. As you know, practically all paint which is shipped into Michigan has a formula on the label and it is very easy to ascertain just how much inert pigments are used.

Sheriff-Goslin Co.

Grand Rapids, Feb. 18—Relative to your proposal to have introduced in the State Legislature a pure paint bill, we have to say that any legislation that will limit competition from inferior materials meets with our heartiest approval. We are sincere advocates of pure paint, especially for the outside of houses, and would urge the enactment of any measure which would compel the use of pure ingredients therein. However, there are many places where the adherence to certain materials for other uses would work a hardship, not especially to the manufacturer, but to the consumer, and we do not see any way that is entirely practical to pursue, unless it be an education of the public. We know Oxide, ground in and thinned with pure linseed oil with a small percentage of spirits of turpentine and Japan drier makes absolutely the best paint for the outside of wooden houses that can be made, and we wish we could make the buying public understand that; but if we were going to recommend a paint for use on agricultural implements or for furniture, we would, of course, be compelled to recommend an entirely different composition.

There have been adopted in several other states so-called pure paint laws, but they are almost universally those that compel the statement of composition to be placed on the containers. This looks like a splendid law, but in spite of it, the public continues to buy paint for their houses that on the very label tells the buyer that they contain material percentages of so-called extenders, which are nothing more than cheapeners. Therefore we say again that the task looks hopeless. We do, however, appreciate your efforts to better the conditions and assure you that we are glad to co-operate with you in any way.

Michigan Paint Mfg. Co.

Detroit, Feb. 6—While I thoroughly appreciate the sincerity of your good

intentions yet the provisions which you include in the copy of the act you enclosed with your letter are entirely impractical. Not alone through laboratory observations but experience extending over a great many years have very definitely proven the presence of clay or whiting or silica, etc., will in many cases actually improve the working qualities and durability of the product.

To be sure these ingredients are considerably less expensive as raw materials than lead or zinc or lithopone, titanium, etc., but under the present conception of paint technology their presence in the correct balance and proportions adds merit and advantages to the density and durability of a paint film structure.

You are proposing a subject that has been considered very generally in the legislatures of other states, which, in turn, have developed literally reams of evidence. I certainly would urge you not to proceed as you intend until you have investigated this subject very thoroughly, as I am confident the further you investigate the less certain you will be of the advisability of the procedure which you now have in mind.

If at any time in the near future you should be in Detroit I would be glad to have you call at our office and I will discuss with you just the basic principles of paint technology which I am sure will give you entirely new vision and new conception of this subject.

My personal attitude is one of co-operation and in offering this suggestion I have only the intent and desire of assisting and helping you particularly to avoid the very serious embarrassment in which you would become involved in if you undertook any proposal that is so unfair and overwhelmingly impractical as suggested in the act enclosed with your letter.

The Truscon Laboratories.

Detroit, Feb. 7—The writer was actively associated with the late Professor E. F. Ladd in the enactment and enforcement of the first state paint laws which were enacted and which were subject to an extended court procedure.

None of the laws which were enacted at that time or since have restricted the paint manufacturer from using such ingredients as he saw fit, provided that no misleading or deceptive statements were employed on the label.

Some states have required that each ingredient and the percentage thereof be specified on the label but after having been on the statute books for nearly a quarter of a century, it is quite evident that the quality of the paint sold in the states which require complete label analysis, is no higher or different from that paint sold in the adjoining states which do not require label analysis.

From an impartial technical and scientific standpoint, the writer does not believe that if the essence of Sec. 2 of the proposed bill were to become operative, that it could be properly enforced. The burden of proof would lie on the enforcement officials to prove that the constituents referred to were not beneficial and did not add value to the paint. There is considerable specific evidence to the contrary with many types of paints. Two illustrations should suffice.

1. The addition of a proper percentage of silica or other relatively hard pigments in a veranda or porch paint to resist abrasion through wear by the feet of people moving around or scuffing the surface, as is frequently the case when seated, certainly adds value to the paint.

2. Again, the inclusion of a considerable percentage of silica or silicates in a flat wall paint to bring about the proper flatness (absence of gloss) and to secure proper suspension in the paint package, definitely adds to the value of the paint.

The question of proper paint legislation is a very broad one and needs to be looked at from many angles. Acme White Lead & Color Works.

Detroit, Jan. 30—We have no doubt but what your intentions are of the best in this matter, but we are sure the bill you propose will not accomplish the object in view.

In the case of some enamels, we have found it necessary to use a small amount of the material mentioned in your bill, in order to give the enamel satisfactory brushing qualities. One of the best white pigments, costing more than white lead, is made with barytes and has its place in paint manufacture.

We do not believe any bill should be presented until a great deal of time and thought has been spent on it by experts in this line, and even then it would be very necessary that the bill be similar to other states, if we are expected to do business in other states.

It is our present opinion that formula legislation is useless, as the mail order house you mention shows formula on every can and still the people buy their paint. Our objection to formula legislation is simply the cost of printing, etc., and the fact that we could not improve our product from time to time without a great loss in labels.

We hope you will think this matter over and not present the bill, as we can see only that it would harm the very people that you intend to help.

Boydell Brothers Co.

Detroit, Jan. 29—Replying to your letter of Jan. 28 regarding bill you plan to introduce into the Legislature prohibiting the manufacture and sale of adulterated paint, you ask for suggestions as to how to improve the wording of your bill and will say in this regard that I have none to offer, except that Section 2 as it reads would put every paint manufacturer in the United States out of business. There are none who do not make use of many or all of the fillers, which are more properly called inerts, in the manufacture of their products, and if you will consult any reputable manufacturer, they will tell you that such materials as whiting, barytes, clay, silica and talc are necessary in the manufacture of good pure paint. To the writer it would seem an impossible task to govern the paint manufacturing industry of Michigan or United States by what a legislator or legislature might consider the proper way to make paint, and while there is a tremendous amount of material manufactured and sold under the name of paint which does not deserve that classification, I am inclined to believe you will find all of the leaders of the industry disapprove of any attempt on the part of the legislators to define what shall or shall not be called pure paint because the range of materials and proportions to be used in the manufacture of a good dependable paint is so large as to make such a task practically impossible.

We wish to thank you for your enquiry and we have given you our honest opinion of this proposed piece of legislation, and would earnestly suggest that you consult seriously with such men as Dr. Holly, of the Acme White Lead & Color Works, Detroit; Dr. R. A. Plumb, of the Truscon Laboratories, Detroit; the Research Department of the New Jersey Zinc Co., Chicago, and a number of other concerns who are nationally known in this industry. Perhaps a circular letter addressed to the paint clubs in the different cities might bring you some interesting information and also an enquiry of the National Paint & Varnish Association, who I believe you will find more interested in anything that will be beneficial to this industry than dealers can possibly be in their competition with Sears, Roebuck & Co.

Paint Manufacturers Supply Co.

Sault Ste. Marie, Feb. 8—I personally think to have a pure paint law is one of the blessings to come to the great State of Michigan. Not only in the purity of the base of the paint, but also in the oil vehicle in the making up of good paint. Here in the Northern part of Michigan our bankers and farm bureaus are doing everything to induce our farmers to grow flaxseed. The largest percentage of it goes into paint oils. The cheap unfair dope paint manufacturers use all kinds of process oils, which is nothing more or less than mighty poor rosin oil. There is a very good pure paint law in the state of North Dakota. I think if Michigan adopted it that it would end a lot of trouble for Michigan manufacturers and dealers. I wish you success in the enactment of this bill.

Pinnacle Paint Co.

Chicago, Jan. 14—In the writer's opinion, much could be written giving sound logical reasons why the property owner should be able to decide for himself what kind of paint material he wishes to use instead of having possibly a high-pressure salesman decide for him.

It is a well-known fact that the white lead manufacturers maintain a standard of quality; likewise the linseed oil manufacturers, turpentine manufacturers, zinc manufacturers, silver manufacturers and so on down the line. The man who starts in to build his building can see and judge for himself the type of lumber he is buying, whether it is clear pine, second grade, third grade or culled. If he is buying silverware, if it is branded "sterling silver," he knows what he is getting.

When we started manufacturing paints forty-four years ago, there was no brand of pure house paint made for doing outside work. We started in as a small concern, determined that we would make a paint composed entirely of white lead, pure zinc, pure linseed oil and pure turpentine, which are the recognized standard materials for making the highest type of paint when these ingredients are thoroughly ground in the right proportion. This type of paint costs a great deal more than other brands of paint that contain anywhere from twelve to fifty per cent. of such material as whiting, barytes, clay, silica which cost the manufacturer in the neighborhood of 1c per pound, to say nothing about the benzene and water that is worked into a good many of the cheap paints.

All these years, we have been giving the property owner the best that his money could buy, with the result that the quality we have given has cut down sales resistance and likewise cut down sales expense which would naturally follow. We are not at war with competitors who do not use this same philosophy in business. Each one has a right to run his business his own way. The writer strongly feels that such a manufacturer should tell the consuming public by placing a formula label on the package just what his paint is composed of, just as we do. Should we turn out, for any particular customer, a paint that costs half as much to produce as our standard goods, we would place on the can a complete formula showing the consumer just what is in the can—then he can take his choice between a \$4 paint and a \$2 paint. In the long run, the \$4 paint is more economical paint for the property owner to use.

Martin-Senour Co.

Nashville, Feb. 4—Returning to my office after more than three weeks' battle with the flu, I am pleased to find in my mail yours enclosing a copy of a proposed bill you are to have presented in the Legislature relative to adulterated paint.

I have gone over the same carefully (with what brain power I have after the above battle) and can find no holes in the proposed draft.

I know that the retail trade appreciate your efforts to protect them

against such distributors as S. R. & Co., M. W. Co. and other direct selling agencies and have enjoyed your articles in which you have taken their hides off wholly. As a matter of information, however, I am forced to state that a large number of good dealers throughout Michigan are throwing out such brands as Patterson-Sargent Co., Lowe Bros., and Sherwin, Williams & Co., "claimed" strictly pure and putting a lower priced paint that is proving to have as much covering capacity, body, brilliance, durability and everything the higher priced paints claim to have, and buying and selling it at from 10 to 25 per cent. less and with equal if not better satisfaction to both dealer and user.

There appears to be a gentleman's agreement between the "claimed" strictly pure paint fellows that keeps the price up and therefore this very fact has opened the way for the manufacturer and sale of a guaranteed paint at a much lower price.

Dealers heretofore who have stuck to the manufacturers of "claimed" strictly pure paint have found the dealers selling good but much lower priced paint, getting the business and have been forced to make the change. The guaranty on both lines being the same and the companies entirely responsible and who have been manufacturing paint for a long term of years.

Dealers are finding that they can meet the prices of S. R. & Co., and others with a medium priced paint easier than trying by words to show that one is pure and the other adulterated, for when you have argued the thing all through for an hour, the customer looks at you and asks, "What did you say your paint was worth?" and the price and nothing else settled the question.

Again it is not difficult to find two houses in the same block (one painted with \$3 per gallon paint and the other with \$4.25 per gallon paint) and find the one painted with the lower priced paint in much better condition after three to five years. In view of these conditions I am not sure the general retail trade will feel that the proposed bill will do other than protect the "high price" fellows in the continuance of their demand for an article that can be equalled at a much more reasonable price. Now I realize you did not ask for this information, but it don't cost you a darn cent so you see it is cheap. "Like some of the cheap paint." Good luck to you anyway.

C. L. Glasgow.

Co-operative Buying and Bigger Business.

Co-operative buying, of course, at the present time, is of assistance only to such meat dealers as handle groceries as a side line, but this practice in itself is an effective method of fighting the chains. It not only brings more customers into the stores and sells them more goods, but it reduces overhead in proportion to business. Profits of a grocery department, moreover, made with the aid of a co-operative buying organization, might pay, in part, for temporary losses in the meat department sustained in the initial struggle with a chain competitor.

Independent vs. Chain Store Policy.

There is a growing conviction among students of the situation that the independent must do more than make the most of his strong points. He must strengthen his weak ones. If superior service is not sufficient to balance his disadvantage in price, he must take steps to overcome this latter. The only way he can do this is by saving

on wholesale costs of meat and through reduction of overhead. The way to do this is through cooperation. This has already been tried out in the grocery field with considerable success.

A regular he-man has never to proclaim the fact.

A man may be the salt of the earth, but he should also have a little pep.

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

FRIGIDAIRE

ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



For Markets, Groceries and Homes

Does an extra mans work
No more putting up ice

A small down payment puts this equipment in for you

F. C. MATTHEWS & CO.

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ASK FOR

KRAFT CHEESE
A Variety for Every Taste

I. Van Westenbrugge
Grand Rapids - Muskegon
(SERVICE DISTRIBUTOR)

Nucoa

KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUN'S HORSE RADISH and

MUSTARD

OTHER SPECIALTIES

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.

Two Important Measures Which Affect Merchants.

Lansing, Feb. 26—The Michigan Legislature is beginning to get busy on matters pertaining to legislation. Two bills have been introduced that demand the earnest attention of merchants—members of the Michigan Retail Dry Goods Association. These bills will be subjects of discussion at our State convention which will be held at the Hotel Olds, Lansing, Mar. 5, 6 and 7 and our members are earnestly urged to discuss these bills locally, so that when you come to the convention you can speak the sentiment of the merchants in your locality.

The Legislature will be in session during the week of our convention and you will have an opportunity to discuss these measures with your Senator and Representative. Please do not depend too much on the Lansing office. The members of the Legislature are always glad to know the wishes of their constituents and are not so much concerned about the opinion of some person in Lansing who offers advice to them. Please do not overlook this thought.

Garnishment Bill.

This bill has passed the Senate and has been transmitted to the House. We do not reproduce this bill in full. Call at the nearest law office and read the present law. The amendment is as follows:

"Provided: That no summons of garnishment shall issue or have any effect against a garnishee defendant for any indebtedness of such garnishee defendant to the principal defendant for the personal labor of such defendant or his family unless and until a judgment shall have been rendered against such principal defendant on the same demand in a court of competent jurisdiction, and the same shall be affirmatively shown in the affidavit filed and also stated in such garnishee summons issued; and in such cases the garnishee summons shall not be valid unless such summons discloses to the garnishee defendant the street number address of the residence of the principal defendant, if within an incorporated city, or the post office address, if such residence is not within an incorporated city: Provided, That such summons shall be valid even if it does not disclose such address in case the affiant shall state in his affidavit of garnishment that he has made diligent effort to ascertain the same but is unable to do so, which fact shall be stated in the summons. Said garnishee summons shall state the amount claimed by the plaintiff to be due from the principal defendant."

A Tax on Stores.

This bill is very clear and easily understood. Your opinion is respectfully requested.

A bill to prescribe a specific tax upon the operation, maintenance, opening or establishment of stores in this State; to prescribe the manner and time of paying such tax; to provide for the collection of such tax and the disposition of the proceeds thereof; to prescribe the powers and duties of the Secretary of State in connection therewith; and to prescribe penalties for the violation of this act.

The People of the State of Michigan enact:

Section 1. Every person or persons, firm, association or corporation opening, establishing, operating or maintaining one or more stores or mercantile establishments within this State, under the same general management, supervision or ownership, shall

pay and there is hereby imposed the specific taxes hereinafter prescribed for the privilege of opening, establishing, operating or maintaining such stores or mercantile establishments. Such tax shall be paid on or before the first day of January, 1930, for the calendar year of 1930, and annually thereafter, the tax to be levied and collected at the following rates:

1. For one store or more and less than six stores, the annual tax shall be one dollar for each store.

2. For six stores or more the annual tax shall be two hundred fifty dollars for each store.

Provided, That if a store or stores established or acquired during the calendar year shall bring the total number of stores owned or operated by the same person or persons, firm, association or corporation within the next higher classification herein prescribed, such higher rate of taxation shall apply to said newly established or acquired store or stores.

Section 2. The provisions of this act shall not apply to stores opened, established, operated or maintained for the exclusive sale of gasoline as defined in and subject to the tax imposed by Act No. 150 of the Public Acts of 1927, and motor oils sold in connection with the sale of such gasoline.

Section 3. The term "store" as used in this act shall be construed to mean and include any store or stores, or any mercantile establishment or establishments which are owned, operated, maintained or controlled by the same person or persons, firm, association or corporation in which goods, wares or merchandise of any kind, except as provided in section 2 hereof, are sold either at retail or wholesale.

Section 4. Any person or persons, firm, association or corporation who shall own, operate or maintain any store without paying the tax prescribed by this act, or who shall fail or neglect to pay such tax, or who shall in any manner seek or attempt to evade the provisions of this act shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine of not more than one hundred dollars or by imprisonment in the county jail for not more than ninety days, or both in the discretion of the court.

Section 5. The tax herein imposed shall be paid to the Secretary of State, who shall issue a receipt showing the payment of such tax, which receipt shall be conspicuously posted in the store for which such tax is paid. The Secretary of State may require the address or location of each store to be furnished to him and such information may, if he deems advisable, appear upon the receipt provided for herein.

Section 6. The Secretary of State is hereby authorized and empowered to require any person or persons, firm, association or corporation opening, establishing, operating or maintaining one or more stores or mercantile establishments within this State, to sup-

ply such information as may be necessary to determine the amount of the tax hereby imposed, and refusal to furnish such information or the furnishing of misleading information shall be deemed a violation of this act and such person or persons, firm, association or corporation upon conviction thereof shall be subject to the penalties provided for in section 4 hereof.

Section 7. All tax moneys received and collected by the Secretary of State under the provisions of this act shall be deposited in the State Treasury to the credit of the general fund.

Section 8. The Secretary of State

is hereby authorized to employ such clerical assistants and inspectors as may be necessary to carry out and administer the provisions of this act.

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

Muskegon—Meeske & Fleckenstein, Inc., has been incorporated to manufacture and deal in leather, make paper boxes, do tool making and electrical engineering, with an authorized capital stock of 5,000 shares at \$100 a share, \$10,000 being subscribed and \$5,000 paid in in cash.

Farley Harvey Company

Importers and Wholesalers of

Dry Goods

BOSTON

We hope every dry goods dealer in Michigan will attend the annual meeting of the Michigan Retail Dry Goods Association at Lansing, March 5, 6 and 7, and inspect our exhibit of Household Linens — our well-known and justly celebrated Horseshoe Brand. Our New York manager, Mr. Adolph Roth, will be in attendance during the three days; also our salesman, Mr. Fred C. Warren.

Money Talks

BUT dead dollars cannot even raise a whisper. Our new method of collection gets results at a surprisingly low cost. You assign no claims. Ask us for details. Endorsed by users, this paper, any Bank or Chamber of Commerce in Battle Creek, Michigan, and Retail Dry Goods Association of Michigan.

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.

OPEN A NEW PROFITABLE DEPARTMENT No Investment

If you operate a retail store, here is an excellent opportunity to secure a well selected stock of shoes at popular prices, and adapted to family trade. Product of reputable manufacture. We establish retail prices and merchandise under practical modern plan.

YOU RECEIVE COMMISSIONS ON ALL SALES. The proposition is open only to merchants who do not carry footwear of any kind but who believe they could sell a fair volume. For full particulars address Box 1000, c/o Michigan Tradesman.

SHOE MARKET

Profit in Catering To the Modern Miss

"Give the girls something new and they will come to your shop to get it."

This is the philosophy that has put John J. Tart and his bootery at the "head of the class" for flapper trade in Denver since he started his shop on Sixteenth street three and one-half years ago.

To the co-ed, the dressy business miss and the up-to-date high school girl of the Mile High City, the Bootery has come to mean "the place where Jean got those clever shoes." Week-ends and after school hours find them crowding the place.

Prophets of gloom didn't give Tart much hope when he started his business. Weren't there six large department stores holding their own and more in the shoe field with the aid of established "charge accounts?" Had not the chain stores lined themselves up and down Sixteenth street? Didn't one firm have a close grip on a large share of the street's remaining free trade and another have a name that worked like magic on the smart society women?

Sure. Tart admitted it and opened his shop. Opened it wide to a new field that the rest of the fellows had missed. To the flapper and her dancing feet!

Bless her, she appreciated the thought and Tart has a booming business as a result.

"It took something new to get the girls in in the first place," Tart explained. "And it takes something new to keep them coming."

The shop itself was the first snare Tart set for Denver's flapper feet. It is a luscious place paneled in gray and blue with French mirrors set in just often enough to give every miss a chance to powder her nose. Gray wicker chairs and lounges with rose-colored cushions complete the lure. Salesmen's seats are tucked inconspicuously between the comfortable furniture to be brought out only when needed.

"Use our salon to meet your friends," Tart invited and made himself a host of friends.

Once having introduced the first armchair shop in Denver, Tart concentrated on stock that would draw young trade. Daring "Racketeer Boots" with leopard tops, checkered rain boots, colored leathers, novelty cuts of all sorts are the things you will see in the Bootery windows. Whatever is new, the Bootery has it.

Just now, Tart is featuring footwear chosen by Hollywood favorites. Miss Sixteen sees a picture of her favorite screen star in the Bootery window wearing her newest shoes. Behold, similar shoes under the picture ready to be worn away by the lucky purchaser.

"Works like magic," Tart reports.

Tart isn't afraid to try anything. With high heeled flappers tripping into his shop he added a line of orthopedic footwear to his stock and a fat sum to the plus side of his ledger.

What next? A chiropodist, L. Forb- ing by name and a feminine assistant,

Mrs. Katherine Spahn, ensconced themselves in the balcony at the back of the shop. They have been there eighteen months and Tart has sold several thousand extra pairs of shoes to patrons from his orthopedic line. Sales made in this manner net Forb- ing a percentage. The chiropodist has space in the Bootery window displays and patrons are invited to come in for a free foot examination.

At one time the Bootery was enlivened by several cages of canary birds. When they ceased to be new, Tart looked for something else.

The Bootery relies upon its windows and its mailing list to keep a steady influx of patrons.

"We use very little newspaper advertising," Tart says.

The Bootery is exceptionally fortunate in its window space. An arcade front with one side on an alley and the other on a downgoing stairway into a popular restaurant gives two windows with three sides each of glass. Tart keeps a constant variation of his latest shoes in the windows.

Few patrons leave the Bootery without having their names added to the shop's mailing list. If possible, a note is made of their occupation for special advertising. At graduation time, school girls were invited to take advantage of a special discount of ten per cent. during a special week. Teachers received the same courtesy when the Colorado Education Association held its annual meeting. Six regular mail advertisements are sent out yearly.

And in his mail advertising, Tart violates his rule. His advertisement never varies. It is always a post card showing the interior of the Bootery. There is enough room left for a three line written message telling of the latest Bootery attraction.

"My idea is to build up the thought that the Bootery is always the place to get something new rather than to push to-day's novelty," Manager Tart explains. The written message is put on by rubber stamp and when carefully done makes a really personal communication.

Right now Easter novelties fill the card. Another means of pleasing young trade is to have the latest in novelty buckles and ornaments, this proprietor has found. They are a splendid side-line during the holidays.

Speaking of side-lines. No customer ever gets out of the Bootery without seeing the hosiery sponsored by the shop. Shoes are taken unwrapped to the front desk and the salesman asks the customer to accompany him. While the charming cashier wraps and bills them, she manages to mention hosiery before the departure of the customer. Seventy per cent. of her suggestions result in sales, Tart says.

Incidentally, she is the only woman aside from the chiropodist who works in the store. Men clerks for flappers, is Tart's motto. He doesn't employ sheiks, however.—Shoe Retailer.

A receipted bill is always considered a good certificate of honesty.

Give a pig plenty of milk and it will make a hog of itself.

Michigan Shoe Dealers ATTENTION

Forward March

to

LANSING March 6

First Annual State

CONVENTION

Commands Your Attendance

You have Mr. Jenkins' letter. Send in your card. Get Set. *Don't let anything keep you away from the Biggest Event in Michigan Shoe-dom in years.*



Michigan Retail Shoe Dealers ASSOCIATION

Elwyn Pond, Pres.

R. M. Wilson, Vice Pres.

O. R. Jenkins, Asst. Secy-Treas.

Earl Davis, Secy.

Joe Burton, Treas.

907 TRANSPORTATION BLDG., DETROIT, MICH.

(Space donated by Michigan Shoe Dealers Mutual Fire Insurance Co.)

Special Reservation Service — "Wire Collect"



In Detroit—the Detroit-Leland Hotel

Much larger rooms . . . an inward spirit of hospitality . . . unsurpassed standards of service . . . a cuisine that transcends perfection, have within a year of its establishment, gained for the new Detroit-Leland Hotel an enviable national and international reputation.

700 Large Rooms with bath—
85% are priced from \$3.00 to \$5.00

DETROIT-LELAND HOTEL

Bagley at Cass (a few steps from the Michigan Theatre)

WM. J. CHITTENDEN, Jr., Manager

Direction Continental-Leland Corporation

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.

Why the Cobbler Should Stick To His Last.

Some troubles hang over us always. They are there whether we note them or not—in fact, because we do not note them.

Recently I talked with a grocer and market man who is of the second generation in the ownership of his apparently prosperous store. I was impressed by his plain lack of interest in business in general, in the business of his town in particular, and I wondered at that because of the record which looked so good from the outside.

A few days later I learned the reason for his lack of enthusiasm. He has been about ruined by a trusted employe, one whom he has had—whom, I think, his father had before him—for several decades. That employe was apparently devoted to his interest. Such employes always appear that way. The employer's inability to meet payments when due, in face of an apparently prosperous business, led to an investigation which uncovered systematic pilfering of moderate and often of immoderate sums which finally undermined the business.

The employer is well advanced toward the period when a man lets down a bit. He is not exactly old, but to start over may be impossible. No wonder he lacked interest and looked at me with fishy eyes as I discussed business.

Let every man who reads this take a keen look about him to see that no such canker worm is eating out his own vitals.

I have a letter from a grocer who describes himself as "a young man of 33 with a family of six boys, own my home, two stores, a car and a few other things. I've made good in the grocery business and 1929 will be a good year for us, but I am not satisfied. I want broader work. I know I can make good in anything I attempt along the line of food, for I like it very much."

Now what does he want to do? He wants to write, and connect himself with some organization which is National in scope.

As I read that letter, I think back a generation to a time when the country was scared stiff over a new insect—the kissing bug. It bit the lips and so poisoned them that great pain was certain and death not unliable to supervene. For I can assure this young grocer that no kissing bug ever was so deadly as the writing bug; and, having written for nearly thirty years myself, I ought to know what I talk about.

"A home, two stores, a car and a few things besides" and, O, yes: six boys! What does that mean? It means among other things a man already recognized in his community as a leading citizen. It means a settled, stable environment; an established

home life; neighbors who know him, his wife and his boys; "folks" who take a real, personal interest in him and his, and who would feel genuine sorrow if misfortune of any kind should be visited on him or his.

The situation is as favorable to-day as any that man ever will have, regardless of how broad a field he may enter. For a broad field means many people, and many people mean attenuated interest, for nobody can know intimately and really love a great many people. It is the story of the little frog in the big puddle—a man who earns \$100,000 a year in New York is nobody at all there; nor does it matter if he lives in a palace and has summer homes in New England and winter homes in Florida, he is just one of so many hundreds that nobody knows or cares anything about him or his.

It is well known, for example, that Editor White, of the Emporia Gazette, might go to New York any day and "make" \$50,000 or more per year; but White knows he'd then be lost in the shuffle and he could not sprinkle his own front lawn as he can do in Emporia. He has the supreme wisdom to choose the front lawn rather than much money.

But now if this successful grocer remains in his home town, he will make—perhaps is making now—\$10,000 or \$12,000 a year. On such a basis he is a big man—really a very big man—in that environment. He is or soon will become a director in the biggest local bank. He will be on the board of the local building and loan company.

On the social side, he will be a pillar of his church. He will be a deacon. He will pass the plate. His wife will be one of the outstanding figures in the Ladies' Aid or what may be the equivalent of that in his denomination. Wherever they go, whenever they drive or walk around, folks see them, bow to them, greet them with smiles, stop to chat familiarly with them; in short, they are part, parcel, warp and woof of their home town.

"Little things," do you say? Let me say to you that you will never know how big those things are until you have them no longer. Then you will realize that "a wanted habitation and a home" are worth more than exceeding riches or what is usually called "success in a broad field." You may then learn, when too late, that even a hardy plant seldom strikes deep roots more than once.

In his cash store advertising he stresses price, savings, economies and all that sort of thing. His cash store being one of the many solos which are banded together for purchasing but owned individually otherwise, he is able to tell how his "buying power" is as great as the combined purchases of the entire string of stores; and of course he "shares this advantage with his customers."

But, he says, "this does not affect"—that is, cash does not affect—"our Blanksburg Grocery, where we do a service business with delivery and conveniences, although we have the advantage of buying at both stores and

(Continued on page 31)

THERE ARE YEAST FANS RIGHT IN YOUR OWN COMMUNITY.

It is doubtful if there is a single one of your customers who has not been reached by Fleischmann's Yeast-for-Health advertising carrying endorsements from world famous European physicians. It goes into every home in America.

Therefore Yeast-for-Health customers are easy to get. Just let people know you sell it. Your Fleischmann man will be glad to put up a package display in your store and a transparency on your window or door.

FLEISCHMANN'S YEAST Service

Don't Say Bread

— Say

HOLSUM

M. J. DARK & SONS INCORPORATED GRAND RAPIDS, MICHIGAN

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

Phone

Automatic 4451

WHOLESALE FIELD
SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

25-29 Campau Ave., N. W.
GRAND RAPIDS, MICHIGAN

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.

Effect of Lenten Season on Meat Trade.

Among the many things to engage the minds of those in the livestock and meat industries is the interruption in the use of meat during the Lenten season. Many dealers become quite concerned because they look forward to the approach of this season with a great deal of pessimism, and seem to forget exactly the effect other seasons have had. In years gone by the fast during this season was religiously practiced by nearly all of certain religious beliefs and the effect on meat consumption was considerable to say the least.

The observance by means of fasting has been greatly modified during recent years, and with the exception of Wednesday and Saturday during the first week and similar days before Easter meat is eaten by most people in about the same amount as at other times of the year. As a matter of fact in most sections there is little thought given to the season from a meat-eating standpoint after the first week. The observance of Good Friday—the Friday before Easter—is so general that it has some effect, but this is a day of abstinence anyway for certain people, and so Good Friday changes in degree rather than in kind.

In one respect the Lenten season has changed. When meat was eaten only sparingly during the week by those observing—seldom more than once a day and never on Wednesdays and Fridays—Sundays were genuine feast days, since they were not counted as part of the forty days' fast. Sunday, therefore, was a day to be looked forward to by those who ate little meat during the week. Large Saturday meat orders were the rule of observing families, and the meat retailers found their Saturday business something to give comfort and compensation. Now that the fast is far less rigorously observed, Lenten Sunday feasting is little different from other Sundays throughout the year.

One day during Lent has always been considered by observers as a sort of Oasis in a period of sacrifice. This is the 17th of March, known far and wide as St. Patrick's day. Not only is this day one of meat eating and general feasting, even though it falls on Friday, but it permits celebrations of various kinds that many do not indulge in during the season of penitence.

There are sound and sensible reasons why the use of meat during the Lenten season is endorsed to-day. It is known that those accustomed to meat and who perform work of a laborious and exhausting nature may be injured in health if they try to carry on in a normal way without its sustaining benefit. This in itself is an acknowledgement of the fact that good meat proves of great benefit and that one used to it endangers health by dispens-

ing with it for any appreciable length of time. B. F. McCarthy.

New Better Sires Report Available.

A summary of progress in livestock improvement throughout the country under the "Better Sires—Better Stock" campaign has been issued by the Bureau of Animal Industry in the form of a mimeographed pamphlet. This educational movement, which has been in progress nearly 10 years, is resulting in an increased recognition of the utility value of improved livestock. More than 17,000 livestock owners, participating in the work, have been influenced in using purebred sires for all classes of livestock raised.

The new report contains a summary of progress by states and counties up to January 1, 1929. It is supplemented also by a list of selected publications which county agents and interested stock owners may obtain for furthering the betterment of livestock in their localities.

Grading Advocated To Protect Native Meat.

The standing committee on the better marketing of livestock and meat of the British Council of Agriculture in an official report recently made public recommends the grading of beef by the government in the way it is now done in the United States.

In recommending this, however, the committee offers as a special purpose the protection of home-killed meats against the competition of meats from Argentina and the British dominions. At present, according to the report, imported meat is graded in countries of origin; hence the butcher may order it by brand or number over the telephone and be sure of what he is getting. English meat, on the other hand, is not so graded and consequently its quality is not so dependable.

Advertising Pink Salmon on the Radio

The salmon packers of the Northwest commenced their huge advertising campaign for pink salmon the other night in a radio program over the Columbian network. The advertising started with the Lenten season, when fish is such a favored article of diet, and will be carried on in thirty-four of the largest cities in America—the chief salmon markets. It will represent, for the next few months, \$150,000 or over, contributed by the leaders of the salmon industry.

SHIP YOUR DRESSED CALVES and LIVE POULTRY TO

DETROIT BEEF COMPANY

Oldest and most reliable commission house in Detroit. Write for new shippers' guide, shipping tags and quotations.

DETROIT BEEF COMPANY
1903 Adelaide St., Detroit, Mich.

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruit and Vegetables

"Vinke Brand" Onions, Potatoes, Sweet Potatoes, Oranges, Lemons, "Yellow Kid" Bananas, Vegetables, etc.

LIPTON'S TEA

At the great tea expositions in Ceylon and India Lipton's Tea Estates were awarded the First Prize and Gold Medal for the finest tea grown.

Guaranteed by

Tea Merchant by appointment to



Lipton
Tea Planter
Ceylon

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.



It's really a motion picture

Snapped as the goods were on their rapid way from shelf to customer, the illustration above is really a motion picture.

Keep these foods with the famous oval trade mark prominently displayed and they'll move fast. Our advertising is yours if you'll let it work for you.

Beech-Nut

FOODS OF FINEST FLAVOR

Beech-Nut is on the air!

Every Friday morning at 10 o'clock, over 18 stations of the Columbia Broadcasting System, Mrs. Ida Bailey Allen discusses "Foods of Finest Flavor."

HARDWARE

Michigan Retail Hardware Association.
President—W. A. Slack, Bad Axe.
Vice-Pres.—Louis F. Wolf, Mt. Clemens.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Progressive Ideas in the Plumbing Department.

As a rule, the plumbing department of the hardware store gets relatively little display. It is in the background, to serve if it is needed; but window and even interior display are little regarded as factors in getting business.

This is true where the plumbing is carried on in connection with a hardware business; it is true in the majority of cases where the plumber carries on business separately. The shop is nothing more than a shop; even where a wide store front is available, practically no use is made of it to attract trade.

Of course there are exceptions; but this seems to be the rule, particularly in the small community. The hardware dealer feels that he has little display space to spare for his plumbing department, or that the line can get along without much display. While the plumber is a workman rather than a merchant, and inclined to give more attention to service than to merchandising methods.

One small town hardware dealer with a large store front used the space at his disposal to very good advantage to give his plumbing department some publicity. Half of the window space was arranged to represent a model kitchen, with sink, gas range, etc., and the other half as a bathroom with bathtub, closet, basin, range boiler and gas heater installed.

A number of dealers have adapted this idea in their interior arrangements, showing a model room—usually a bathroom. The arrangement is not a difficult one. A few yards of oil cloth for the floor and wall and a few hours' labor will put together a display that can be kept standing for months as a sample of what, say, a model bathroom ought to be.

In this connection, the question will naturally arise, whether it is better to show a bathroom de luxe, with the most expensive fixtures in stock, or a bathroom with a good average quality of fixtures within reach of the ordinary purse. This is a question for the dealer himself to decide, having regard to his buying public. A display of extra fine fixtures gives an impression of quality; on the other hand, a display of good, attractive but moderate-priced fixtures suggests to the average passerby that these are within his reach.

In any event, in displaying plumbing fixtures it is generally conceded by manufacturers and by dealers who display fixtures that the finished room makes a better and more effective showing than the separate fixtures.

It is possible to fit up the model bathroom very elaborately, where this is desired; but a large expense for this purpose is not necessary. The arrangement should, however, be comprehensive; in addition to the usual fixtures, such minor items as towel racks, soap trays, etc., can be shown.

It is a good idea to include the medicine cabinet; this is a popular item. For a model bathroom a corner of the store can be used, with the two remaining sides separated from the rest of the store by a rail. The rail should be just high enough to suggest the remaining two walls, without cutting off any light. If possible, natural light should be available for the display; but where the artificial light is required, good lighting should be provided.

Some plumbers go so far as to connect their fixtures, which adds to the effectiveness of the display, and permits demonstration. Demonstration is of course far more effective than mere display. Care should be taken, however, that there are no leaks and that everything is in good working order.

With the growing demand for good fixtures, and the better and more artistic fixtures being placed on the market, an adequate display is a more and more important factor in the handling of the plumbing department. People who are building up-to-date and expensive homes are not satisfied to leave the selection of fixtures to the architect or the plumber; they want to see the goods on the floor.

In the average hardware store, ground floor space is not available for this purpose. But it is possible sometimes to utilize a large space on the upper floor for a comprehensive showing of the stock of plumbing goods and fixtures. With a small display, perhaps a model room, on the ground floor, interested customers can be invited upstairs to make their own selection of fixtures from the stock. The upstairs display should be well kept, free from dust, neatly arranged, and not displayed on a worn or dusty floor. A good finish, or, preferably, a covering of linoleum, will add immensely to the appearance of the stock.

Looking ahead, as the enterprising hardware dealer always does, the fall fair is a good time and place to show bathroom equipment. This will appeal to both rural and urban folk in attendance; for an increasing number of rural homes nowadays have their own water facilities. One Eastern hardware dealer has put on such a display three years in succession and reports numerous orders. He shows a medium priced bathroom, and puts up a card, "This outfit has been installed in John Brown's new home." As John Brown is a progressive farmer, the announcement carries a lot of weight with John Brown's neighbors.

Novelty advertising is not generally regarded as within the province of the plumber, but one small city firm of plumbers and steamfitters has put on some rather unique stunts. This firm supplements its newspaper advertising with unusual publicity schemes of one sort and another.

A sample of their publicity-getting stunts was one put on just before Christmas, but which can be adopted to almost any season of the year. The week before Christmas they filled one window with a big tin basin of water and put live fowl in it—ducks.

The duck display ran for some time and attracted considerable attention. Meanwhile, the other window was

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	Farm Machinery and Garden Tools
Automobile Accessories	Saddlery Hardware
Garage Equipment	Blankets, Robes
Radio Sets	Sheep lined and
Radio Equipment	Blanket - Lined Coats
Harness, Horse Collars	Leather Coats

GRAND RAPIDS, MICHIGAN

Uncle Jake Says ~

"So long as we are content to remain in the steerage, cabin passengers are sure of their berths."

If we had been content with our
KVP Delicatessen Paper
we would not have been interested in making it better and more suitable for your needs.

KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO, MICHIGAN

Michigan Hardware Co.

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



**Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle**

completely covered on the outside with galvanized iron, and the inside doors to it were curtained. In other words, it became a complete and intriguing mystery to the public. A placard was put up announcing that on Christmas Eve a turkey would be given to the person guessing nearest to the exact list of farm yard denizens the mystery window would contain at 8 o'clock that night. This announcement was also featured through the newspapers.

A half hour in advance the street in front of the store was crowded. The guessing closed just before 8 o'clock. Then the window was uncovered, and was found to contain a couple of pigs, a pair of rabbits, a couple of hens, a turkey, a duck, a pigeon and a pheasant. Two newspaper men judged the written entries, the announcement of the winner was made, and the turkey turned over to him.

Meanwhile, the contest was the talk of the town, and attracted a great deal of notice to the firm.

A display of this type was of course open to the objection that it did not feature the goods handled in the store. It was the type of display that brought the firm name prominently before the public rather than featuring the actual service the firm was prepared to render. Both forms of publicity have their value; but the display that can combine both forms—that can attract attention to the store and at the same time play up the goods—is very much to be desired.

A novelty display of this type does not in its immediate result sell goods; but it does familiarize the public with the firm name. Its actual business-getting effectiveness is gauged by the extent to which the public, when in need of plumbing service and fixtures, automatically remembers the plumbing firm that put on a certain display of live stock.

A slogan is a good device for attracting attention. One enterprising plumber uses the phrase, "We fix it." He has so familiarized his townspeople with this phrase that they seem to think of him whenever they have anything to "fix." Another stunt used by this plumber was a blackboard bulletin on which, each morning, he wrote a fresh, catchy phrase. Passers-by formed the habit of looking at the blackboard every morning to see what new quip "George" was pulling. Incidentally, they also looked at an attractive display of plumbing fixtures—which is a good instance of the ideal window display that first attracts notice and then plays up the goods.

A good many plumbing shops, far from utilizing their display space to advantage, misuse it in such a way as to actually repel customers. Instead of plate glass and an attractive store front, the passerby sees old-fashioned panes and sash; and behind these, a lot of fixtures jumbled together, covered with dust, and, quite often, piled with tools of one sort and another. Even where a modern front is provided, the display behind it is quite often no better than that described.

For the little extra effort, it is well worth while to make the display attractive. Novelty is not necessary;

elaborate arrangement is not necessary; but a showing of fixtures can be made attractive or otherwise by its setting. There are a few simple points to bear in mind. The fixtures shown should be clean, the metal work bright, the enamel free from dust and smear. The arrangement should be neat and well balanced.

Even a simple display of this type will attract rather than repel. But such a display can be made more effective by a few show cards. These can be home-made if necessary, neatly lettered, without undue ornamentation—a few catchy phrases emphasizing the quality of your fixtures and the excellence of your service.

For the retail hardware dealer who carries on a plumbing department, occasional featuring of his plumbing fixtures and service through window display is desirable. It will help the department, and inject an element of novelty into the ordinary series of merchandising displays. While the plumber who has a store front at his disposal is well-advised to make the utmost possible use of it to boost his business.

Victor Lauriston.

Eligible To Attend Grocers and Meat Dealers Meeting.

The arrangements for our thirty-first annual convention are complete. The program is in the hands of the printer and speakers are engaged.

I have been asked who may attend the convention. The following classes of merchants are invited most heartily.

All members of this Association.

All ex-members of this Association.

All prospective members of this Association.

All grocers and meat dealers from the Upper Peninsula.

All grocers and meat dealers from the Lower Peninsula.

All other grocers and meat dealers of Michigan.

All ladies whose husbands, brothers or fathers are interested in groceries or meats.

Next week we will publish the entire program in the Michigan Tradesman.

Paul Gezon, Sec'y.

Fined For Shortweight.

C. A. Burns, manager of a Portage street store, pleaded guilty to giving short weight in the sale of potatoes when he was arraigned in municipal court Tuesday afternoon. He paid a fine of \$20 and costs. Evidence against Burns was secured by Peter De Korte, city inspector of weights and measures.

The above item is from the Kalamazoo Gazette of Feb. 21.

The store managed by Burns is a Great A. & P. Tea Co. store.

Short weights, short measures and short count are regular items of the stock in trade of the chain stores.

Of course, it is cowardly in the extreme for the Kalamazoo Gazette to treat the matter in such a way. All the daily newspapers nowadays are published with reference to the tingle of the money till. There is not a daily paper in Michigan which has courage to tell the truth about labor unions and chain stores.

Every old lady likes to tell how beautiful she was when she was a girl.

Mocha Richness



Men enjoy it because of the stimulus of that mellow "double flavor" that smacks of Mocha. Women use it because it always pours clear and has that creamy taste of flavor quickly extracted. Family budgets call for it because "double flavor" makes more cups per pound.

LIGHT HOUSE COFFEE

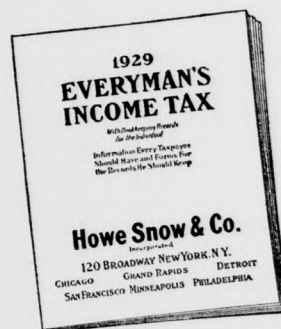


It's Double Flavor

NATIONAL GROCER CO.

JUST RELEASED by the United States Treasury Department

The NEW Income Tax Law



We have ready for free distribution an

INCOME TAX BOOKLET

based on the New 1928 Law and Regulations

This Booklet contains information invaluable to investors, together with bookkeeping records for individuals.

Send for your copy now.

Howe Snow & Co.

Incorporated

60 Monroe Ave.
New York
San Francisco

Grand Rapids
Chicago
Minneapolis
Detroit
Philadelphia

Previous editions have been regarded as the best booklet published for the use of the average investor.

ODIN CIGAR COMPANY

Common Stock

The stock of this company earned \$3.12 a share in 1927 and has been placed on a dividend basis equal to \$1.40 a share annually to yield 7.35% on the present selling price.

CIRCULAR ON REQUEST

A. G. GHYSELS & CO.

INVESTMENT SECURITIES

Buhl Building, Detroit

Peninsular Club Bldg., Grand Rapids



PRODUCTS—Power Pumps That Pump. Water Systems That Furnish Water. Water Softeners. Septic Tanks. Cellar Drainers.

MICHIGAN SALES CORPORATION, 4 Jefferson Avenue
PHONE 64989
GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

News and Gossip Regarding Michigan Hotels.

Los Angeles, Feb. 22—The annual convention of the Hotel Greeters of America is to be held on June 12 to 15, at Detroit, a deserved compliment to the Michigan organization, which is one of the strongest and most successful of any of the various charters of the Nation. For many years the organization here had an uphill struggle, but its membership was made up of a class of individuals who made up their minds to put it across in spite of a positive absence of enthusiasm on the part of many who really were vitally interested. The organization is in no sense a labor union, but a body of clean-cut sensible hotel employees who are organized for the sole purpose of promoting efficiency and service. It has the approval and support of hotel owners and operators everywhere, and its influence has never been exerted for personal aggrandizement. The convention in Detroit will undoubtedly be the largest in the history of the organization, and will be backed by the entire hotel fraternity of that city.

Sherman S. Sears, formerly connected with the front office of Hotel Tuller, Detroit, and the Durant, at Flint, and who has been well known for his various hotel activities, has been transplanted to New York, as head clerk in Hotel McAlpin, one of the most prominent hosteleries of that city.

Western Michigan Charter of Hotel Greeters, of which Thomas Walker, of Hotel Pantlind, is president, will hold a "field day" in Grand Rapids next month for the purpose of entertaining National president C. L. Corpening, assistant manager of the Palmer House, Chicago, at one time manager of Post Tavern, at Battle Creek.

The Anchor Inn, at Lake Odessa, has been taken over by William Dean, who will materially improve it, and continue its operation.

Hotel Scottville, a nicely equipped establishment at Scottville, will hereafter be operated by E. Howe, who recently purchased same. It was at one time known as Hunters Lodge and was quite popular among commercial men and tourists.

The Hotel Men's Mutual Benefit Association, with headquarters at Chicago, but with a membership from everywhere, including foreign countries, I believe, has just celebrated its fiftieth anniversary. Unlike many hotel organizations which flourish like the proverbial green bay tree for awhile, and then slip, this particular association keeps on growing and scattering its benefactions among the craft. Its success is very largely due to the efficiency of its secretary, J. K. Blatchford, who has filled that position ever since I can remember; in fact, has made it his life's work, and enjoys the friendship of more hotel men than any individual I know.

Quite frequently I receive letters from Michigan friends who tell me they keep in touch with my activities through the medium of the Tradesman, which they find on file at many hotels. Of course, it is gratifying to know of this kindly interest, but it goes far to prove that the journal which very charitably publishes my stuff is read by commercial men quite copiously, which ought to make it a valuable means of communication between landlords and their possible patrons. I have noticed that its oldest advertisers among the hotel fraternity are still using it as an advertising medium. As a certain manufacturer of health foods continually asserts, "There's a reason."

W. E. Hawk, for many years manager of Hotel Gibson, Cincinnati, and who was during most of that period an honorary member of the Michigan Hotel Association, has purchased the Courtland Hotel, at Kokomo, Indiana, and will resume the dispensation of hospitality which has ever been one of his best bets. Now that he has moved a shade nearer Michigan, it is to be hoped that he will renew his acquaintance with the Wolverine contingent.

Most of the older members of the Michigan Hotel Association will remember Taylor Peck, who was at one time secretary of that organization. For some years he has been associated with his father, S. A. Peck, in operating the Battle House, at Mobile, Alabama, as general manager. The Battle House has been enlarged greatly since the present proprietors took possession, but a new addition now contemplated will double the capacity of that already sizable institution.

There have been almost as many different court decisions concerning prohibition litigation as there were cases, but here is one by Judge Russell, one of Los Angeles' most prominent jurists, which is certainly worth perusal. A private residence had been entered without the formality of a search warrant, and the defendant had resorted to gun flourishing which the learned judge said was a "justifiable protest against the invasion of his constitutional rights."

"I would advise the police department to read the constitution of the United States. If they will read it they will probably learn that the eighteenth amendment is not the whole constitution but there are other provisions therein just as important and just as necessary to obey as the eighteenth amendment, among them the provision for search warrants."

"It would seem that in their endeavor to enforce one single provision of that sacred document they have lost track of many of the other provisions just as vital morally and judicially. I can see no consistency or excuse for one charged with the enforcement of the law violating one section of the constitution to ascertain if another section of the same constitution has been violated."

"This court holds no brief for those who show by their methods that one section of the constitution is all there is which may be violated."

Somebody ought to slip a confidential copy of a recent calendar to the Indiana legislature. That body is evidently under the impression that we are still in mediaeval times. A bill has passed the legislature there providing for the whipping of the bare backs of women felons on courthouse lawns—the sheriff officiating. Undoubtedly an early consideration of a bill by that body will be to provide a ducking school for witches.

Instead of worrying so much about static invaders of the air, it would be well if the radio commissioners looked after the advertising methods of some of the stations. Some of the rawest statements by high pressure real estate fakers in desert properties who discreetly decline to send their "literature" through the mails, but nightly peddle "bunk" over the radio. By this method there is no protection for the gullible buyer and possible come-back. The individual who invests hard-earned cash in schemes flaunted over the radio, is absolutely without legal recourse under existing circumstances. They may complain that they heard certain representations over the radio, but there is no record of the wind-jamming to be used as evidence. Such methods should be taboo in radio operation.

Senator Heflin demands that the Federal Reserve Board at once pro-

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.
\$2.50 up with bath.

CAFETERIA IN CONNECTION

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop



Warm Friend Tavern

Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.

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.

CHARLES RENNER HOTELS

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

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

Both of these hotels are maintained on the high standard established by Mr. Renner.

Columbia Hotel

KALAMAZOO

Good Place To Tie To

PARK-AMERICAN HOTEL

KALAMAZOO

A First Class Tourist and Commercial Hotel
ERNEST McLEAN

Also Tea Room, Golf Course and Riding Academy located on U.S. No. 12 West operated in connection with Hotel.

Manager

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

W. O. HOLDEN, 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.

Beginning Jan. 1st European Plan Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop. American plan. Rates reasonable.

WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

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 OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon -:- Michigan

vide some efficient corrective for the wave of speculation that has recently been sweeping over the country. It seems rather inconsistent with his general views that the Alabama foghorn should be willing to trust such a mission to a Federal board, when he could probably better attend to it himself. Why doesn't he introduce legislation making it a capital crime to speculate? Then a lot of people who have never heard of such a thing would immediately sit up and take notice.

I usually take an interest in the literary offerings of home economics experts, because I have always been interested in the introduction of domestic science in the school curriculum, but I have no sympathy whatsoever in a movement under foot by certain social leaders to do away with what they are pleased to call "domestic drudgery." According to their notions a community kitchen will do away with what they define as "drudgery" and the dishes will be carted away and burned.

Why not go just a step farther and do away with the necessity of having a home at all. The meals can be procured at a nearby drug store and the individual may woo slumber in some Turkish bath emporium. There is a trend in this direction at about the same ratio as juvenile criminals are turned out of law courts.

But, thank goodness, there are still intelligent women who look upon cooking, not as drudgery, but as an art, which it most assuredly is. And so is housekeeping. I never thought dish washing was an art, but the drudgery is minimized by electrical machinery, easily provided, and on the installment plan. If all these so-called "experts" would devote themselves to finding ways and means to make make homes more interesting, instead of looking for ways to abolish them, there would probably be fewer divorces, and less criminal tendencies on the part of human products of same.

They have what you might call a special kind of window shopping in California. It is not altogether different from what may be encountered in Michigan during late summer and autumn, but here it is in evidence every day in the year. Every Sunday thousands of Angelenos drive out into the surrounding country, usually to see some place of especial interest, and when the husband drives the wife keeps a keen eye for signs—not billboards—but hand printed or painted placards which offer "Turkeys, 40 cents per pound;" or "Avocados, 30 cents;" "Fresh eggs, 40c," etc. The Sunday drive habit is so general, and Sunday shoppers so numerous, that many ranchers who live by the side of the road find the "day of rest" their biggest and busiest business day.

That probably accounts to a large degree for low living costs here, because the city grocer and produce dealer knows that not only must he meet this class of competition, but he must provide fresh stocks as well. The roadside store in most cases displays the wares which he himself produces, and the difference in price between what he would get from the dealer and what he realizes from his contact with the consumer represents a satisfactory, if not a generous profit.

In the city proper, the fruit and vegetable auctions held daily at the great terminal and lesser markets, cut out the middleman almost completely, which enables the retailer to supply his customers at prices which would be about what he would have to pay the middleman.

The only item in the fruit line which is considered abnormal is the single one of oranges, which cost more here than in the city of Grand Rapids, the result of intensive organization. A fair quality of lemons retail at 10 cents per dozen; the very finest grades at 20 cents. Avocados, of course, being a fad without reason, sell for fabulous

prices, but persimmons, and pomgranates are a drug in the market, and the tag end of the last season's grapes, bring usually about 10 cents, depending on their state of preservation.

Frank S. Verbeck.

Harbingers of Spring Not Always Reliable.

Grandville, Feb. 26—Grand Rapids has been especially fortunate this year in being made the recipient of a visit from Robin Redbreast on the coldest morning of the present winter.

We are told that a citizen of the West Side visioned no less than four robins in one of his trees on that coldest morning of the winter. Heretofore the coming of robins has been considered the harbinger of spring. How will it be in the present instance? It would be surprising if the winter's heavy crust of snow begin to melt and that the opening days of March should usher in balmy breezes of an early spring.

Such early springs have happened in Michigan, but they have long since been a memory of the past. Even the robin is not infallible. He has been known to come to our Northland so early as to freeze to death in the closing spasms of a hard Michigan winter.

Back many years ago, when the pigeons were an asset to the food values of the State, these birds have been known to remain all winter. Usually such winters were of an exceptionally mild order.

That birds and animals make mistakes in their reckoning, as well as the wisest members of the human family, has been proven time and again, so why place confidence in these wild bird signs? Wise ones will not do it.

Wild geese flying North was in bygone days a sign that spring was at hand. Michigan has a way of fooling people off times with its queer weather demonstrations. The spring of 1857 was unusually mild. The ground was bare in March, even wild flowers starting to burst into bloom.

Some New England ladies visiting our State at that time were un-tinted in their praise of our delightful climate. People sitting out on porches, birds singing, toads and insects showing life and happiness before the middle of March was surely something to cause remark from outside visitors.

Such things happened once, then why may they not happen again? Surely, now that robins are in evidence, let us hope that an old time early spring is coming.

We have few if any wild geese today to call people's attention to the changes in temperature and, of course, the pigeons have long since been scattered to the four winds. Pigeon dinners at wayside hotels are no longer in evidence. Even a goose dinner would cause comment.

Down in York State was a tavern known as Goose Tavern because of the fact that a wild goose was invariably served each day for dinner, it being on one of the stage lines of the Empire State. We have none of those old time taverns to-day. Our civilization has got beyond that point and we note only the skyscraper hotels in the cities.

No spring seasons are exactly alike, so that we may not discredit those Grand Rapids robins which appeared to the West side man on the coldest morning of the present winter.

The fact that the groundhog saw his shadow on February 2 need not fret us in the least, for that animal is even more liable to mistakes than are the birds of the fields and forest.

One bird has been considerably in evidence this winter and that is the crow, who has sounded his caw throughout the land. Despite the rewards offered for his head this black bird of supposed ill omen, like the sparrow, continues to hold on like death to a deceased man of color.

God is in His heaven and the world is all right, so we may expect dawn of milder days to come soon to dissipate

the chill and gloom of zero weather. The crow has the name of being a talking bird, and there is no denying the fact that it has at times startled the human ear with what seemed words of human intelligence.

Weather contrasts are what makes the Michigan climate enjoyable. Down near the Gulf of Mexico, where summer continually reigns, they have none of the pleasing effects of variety, simply steady warm weather which may please some, but the majority of people like change. A surfeit of any one condition makes for discontent and inertia.

In an early day on the big Michigan rivers the breaking up of winter was something most interesting. First came the great masses of broken ice surging and grinding down the stream, followed immediately by great jams of sawlogs which had accumulated during the winter on the various rollways.

Sometimes these logs formed a jam that caused backwater, which flooded the flat lands along the streams and did damage to settlers' crops. Such scenes and incidents are no longer in evidence and will never again fret our scenery unless a new forest is grown in Michigan.

Birds in the depth of winter serve to enliven the gloom and make for a happier season. Such birds once came to us in the shape of sparrows and snowbirds. These having been wiped off the earth by the hand of man we need not look for many of them for years to come. It is far easier to destroy than it is rejuvenate and Michigan is doomed to suffer long because of the insane destruction of its birds with the sanction of its legislature.

Nevertheless we shall take delight in welcoming the robins this spring as never before and trust their coming may prove that the old-time prophesy of early spring proclaimed by the birds may not fail us as it has sometimes done in the past. Old Timer.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 26—Arthur Herpolsheimer (Herpolsheimer Co.) is off on a two months' trip to Central and South America. He has taken along as his guest Father Fitzpatrick, of St. Andrews cathedral.

Daniel C. Steketee (P. Steketee & Sons) has gone to Miami, where he will remain until April 1. He is accompanied by his wife.

Harry Dalman, piece goods manager for the C. J. Farley Co., has taken the same position with P. Steketee & Sons, succeeding Henry Dice, who has returned to his former position with Chas. G. Graham & Co.

The dining room of the Morton Hotel is so popular nowadays that prospective customers are turned away every noon. Because of this fact, Manager Frost is planning to re-open the down stairs dining room, which will be conducted on the self-serve plan. A front entrance to the dining room is being put in through the store formerly occupied by the Douglas Shoe Co.

William L. Berner, manager of the local branch of Lee & Cady, was married last week to Miss Ida M. Kearns, who has long been connected with the same house as stenographer. The marriage was celebrated at St. Andrews rectory by Msgr. Dennis E. Malone. They were attended by Mrs. John P. McCarthy, Mrs. Berner's sister, and John F. Berner of Cadillac, assisted his brother as best man. They left immediately for West Palm Beach and Miami, Fla., where they will spend three weeks, after which they will return to Grand Rapids to make their home. The out-of-town guests who attended the wedding included Mr. and Mrs. John F. Berner, of Cadillac, Mr. and Mrs. J. C. Pfander, of Chicago, and Walter Morrison Johnson, of South Bend, Ind.

The resident salesman of the Worden Grocer Co. at Kalamazoo, Mr. Gingrich, had a food show in the

Bestervelt store Saturday, Feb. 9. As a result of his efforts and the twenty clerks employed by Mr. Bestervelt, over 200 cases of Quaker canned goods were sold on that date.

W. A. Gilleland, manager of the Worden Grocer Co., recently remarked: "I have a couple of good friends who are always playing jokes and when they get a joke on anybody else they make the most of it. They are Mr. Nate L. Schmid and Mr. Shirley Symons, of the Woolson Spice Co. They were here last Thursday morning and we had quite a nice visit. They were going to attend a banquet at Owosso and expected to leave here on the 12:15 train on the Grand Trunk. They left our office about half past eleven to get lunch with plenty of time to make the train. They went up to the Cody Hotel, had lunch and came back down to the union depot and sat there until 12:10. They then went up to the gateman and asked what track the Grand Trunk train was on. They were informed that the Grand Trunk train did not leave from the union depot, but from the Grand Trunk depot. In endeavoring to make the train, they hired a taxicab and were driven to the Grand Trunk depot, arriving there just in time to see the tail end of the train. Then then got got back to the Worden Grocer Co. The taxi bill was \$1.80. As they had missed the bus as well as the train, I had my older son take my car and drive them to Owosso. Both of these men have been on the road twenty-five years and you can readily appreciate the huge joke it is on them and it is going to be a long time before they will be able to live it down. We will make the most of the situation by mailing them pictures of the union depot, Grand Trunk depot, time tables, etc. Lord bless you, if the shoe were on the other foot and it were you or I, we would certainly get plenty of kidding. I would suggest that you just run a little note starting something like this: 'The Michigan Tradesman, in its endeavor to be of service to outside merchants and visitors to the city will be glad indeed to advise at any time, the time of departure of trains and from which stations they depart.'

Thinks \$250 License Fee Too Small.

Grand Rapids, Feb. 26—I am enclosing a clipping which is not new to you. However, I would like to know what \$250 per year will amount to? Should be at least \$1,000 per year. Then they would have to advance their prices.

Our Government busted trusts, but now we have another menace—chain stores.

I do hope that our Michigan grocers, when they convene in Grand Rapids next month, will stand unitedly for protection.

I have a letter from Senator Vandenberg, which assures us his loyalty.

Harvey Meyer.



HOTEL BROWNING

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

DRUGS

Michigan Board of Pharmacy.
President—J. C. Dykema, Grand Rapids.
Vice-Pres.—J. Edward Richardson, Detroit.

Director—Garfield M. Benedict, Sandusky.

Examination Sessions—Beginning the third Tuesday of January, March, June, August and November and lasting three days. The January and June examinations are held at Detroit, the August examination at Marquette, and the March and November examinations at Grand Rapids.

Michigan State Pharmaceutical Association.

President—J. M. Ciechanowski, Detroit.
Vice-President—Chas. S. Koon, Muskegon.

Secretary—R. A. Turrell, Crosswell.
Treasurer—L. V. Middleton, Grand Rapids.

Cod-Liver Oil Emulsion.

Y. Funcke and J. H. von Sivers report the results of an extensive series of experiments conducted with the view of elaborating a method of preparing an emulsion of cod-liver oil in which the vitamin content of cod-liver oil is retained in an effective form. As a result of their investigations, based on numerous biological tests, they recommend the following process: Moistened 140 gm. of best gum acacia with ether and reduce to powder. When the ether is dissipated, transfer the powder to a tared flask, wash the mortar with three portions of recently distilled water which are then added to the powdered gum in the flask, and add sufficient recently distilled water to bring the weight of the contents of the flask to 1,100 gm. Strain the resulting solution through cotton-wool or gauze, and add a mixture of 8 gm. of powdered tragacanth, rubbed down with 8 gm. of alcohol (90 per cent.), and 800 gm. of simple syrup. Heat the mixture on a water bath for 30 minutes, and when cold transfer it to a tared vessel with a capacity of 12 to 15 litres, adding sufficient recently distilled water to produce 1,888 gm. Now add 1,000 gm. of cod-liver oil, shake occasionally in the course of six hours to form an emulsion, to which 3,800 gm. of cod-liver oil is added in small portions. Then add 152 gm. of the following flavoring essence:

Saccharin ----- 2 gm.
Citric Acid ----- 35 gm.
Heliotrope Extract ----- 15 gm.
Oil of Bitter Almond ----- 3 gm.
Oil of Peppermint ----- 2 gm.
Alcohol (90 per cent.) to ----- 160 gm.

The product weighs 6,840 gm., and contains 70 per cent. of cod-liver oil. It is used as the base for the prepara-

tion of the following compound emulsions:

Emulsion of Cod-Liver with Hypophosphites.

Calcium Hypophosphite ----- 60 gm.
Citric Acid ----- 2 gm.
Recently Distilled Water ----- 643 gm.

Dissolve, and add:

Sodium Hypophosphite ----- 60 gm.
Mix this solution with:

Cod-Liver Oil Emulsion (70 per cent.) (above) ----- 5,140 gm.

Add in small portions:

Solution of Sodium Hydroxide (17 per cent.) 60 gm. After standing for ten to twelve hours, with occasional shaking add a solution of:

Citric Acid ----- 17.5 gm.
Recently Distilled Water ----- 17.5 gm.

The resulting emulsion weighs 6,000 gm., and contains approximately 60 per cent. of cod-liver oil.

Emulsion of Cod-Liver Oil with Iron.

Cod-Liver Oil Emulsion (70 per cent.) (above) ----- 1,700 gm.
Calcium Hypophosphite ----- 24 gm.
Citric Acid ----- 1 gm.
Distilled Water ----- 499 gm.
Iron and Ammonium Citrate 36 gm.
Distilled Water ----- 140 gm.

The product weighs 2,400 gm., and contains approximately 50 per cent. of cod-liver oil.

Killer For Moths.

Ethylene oxide is a fumigant not hitherto used for exterminating insects, but recently discovered by the United States Department of Agriculture to be highly toxic to certain species. Those commonly infesting stored food products, clothing and furniture can be easily killed by the vapors of ethylene oxide in concentrations that can be used without danger from fire and that are not dangerous to human beings. Clothes moths, carpet beetles, rice weevils, saw-toothed grain beetles, Indian meal moth, red-legged ham beetles and flour beetles all succumbed to this new fumigant when it was used experimentally for a period of twenty hours in the proportion of one pound of ethylene oxide to 1,000 cubic feet of space.

For commercial fumigation work it is, however recommended that the fumigant be used at double this quantity per 1,000 cubic feet of space. Comparative tests indicated that the vapors of ethylene oxide are somewhat more toxic to stored-product insects than are those of carbon disulfide and about

thirty times as toxic as those of carbon tetrachloride.

Owing to its low boiling point ethylene oxide is effective at comparatively low temperatures, ranging from 60 degrees to 70 degrees Fahrenheit. It has excellent powers of penetration. Insects buried in overstuffed furniture, sealed in packages of cereals and buried in jars of grain were killed with ease. No deleterious effect was noticeable when the commercial dosage of the fumigant was used for twenty-four hours on commodities, foodstuffs of various types, clothing, furniture and metals. Such foodstuffs as nut meats and dried fruits were unaffected, and no foreign taste or odor was discernible after removal from the fumigation chamber.

Preliminary tests in a vacuum fumigation tank show that ethylene oxide can be successfully used for this type of fumigation. Seeds for planting purposes, however, should not be fumigated with ethylene oxide, since the vapors seriously affect the germination.

Chewing Gum.

The working formula for the manufacture of chewing gum and the processes involved are guarded as trade secrets, and aside from publishing some recipes we have taken from our files we can do but little to help you out. Here are two:

1. Gum Chicle ----- 3½ pounds
Paraffin Wax ----- 1 pound
Balsam of Tolu ----- 2 ounces
Sugar ----- 12 pounds
Water ----- 3 pints

Flavoring ----- quantity sufficient

By the aid of heat, dissolve the sugar in the water, then pour the resultant syrup upon an oiled slab; add the chicle, paraffin wax and balsam of tolu, all melted together, and mix thoroughly. This manipulation produces a rough, plastic mass, which, after incorporation of the desired flavoring—oil of peppermint, oil of wintergreen or other flavoring—may be cut into the proposed form.

2. Chicle ----- 3¾ pounds
White Wax ----- 1 pound
Sugar ----- 10 pounds
Glucose ----- 2 pounds
Water ----- 3 pounds
Balsam of Peru ----- 1 ounce
Flavoring ----- quantity sufficient
Prepare as in the preceding.

Borax Solution for Checking Mosquitoes.

R. Matheson and E. H. Hinman find that the addition of commercial borax to water in the proportion of 1.5 gm. to the litre, or about 1 oz. in six gallons, forms an efficient larvicidal solution against mosquitoes, since young larvae placed in it seem invariably to die. In the same way, although culex-egg masses appeared at intervals in those experimental pails containing borax which were left uncovered, the larvae which hatched never reached the second instar. The larvicidal effect remained as great at the end as it had been at the beginning of the six weeks' experimental period described in the paper, water having been added as required to make good the loss by evaporation. There seems no reason why renewal of the solution should be required for many months. The Ph of the solution in the pails stood at 9 or over; when boric acid was used, the hydrogen-ion content was indicated as 7 or less, and yet the fluid was fully larvicidal. It is hoped to test the solution on natural pools.

Production of New Species by Irradiation.

With the great interest that has been aroused because of the production of new plant and animal species by irradiation with X-rays, at least one university has thrown open its doors to serious amateurs with the offer to irradiate seeds, bulbs, pollen or other plant parts which may be sent in, and will return them to the co-operator, who will be responsible for keeping a record of the results.

With X-ray machines available in every town, here is a field of amateur experimentation that offers exceptional opportunity. Not even those familiar with the work know as yet anything whatever of the dosage or the character of the most suited rays, so that the amateur has an equal chance with the trained scientist. The possibility of producing an entirely new and useful plant out of even a limited number of attempts is very great. Luther Burbank never had such a chance as is now offered.

Display Fixtures Simpler.

Simplified decoration, based on the desire of retailers to have the merchandise looked at rather than the fixture, is the current keynote in the production



GRAND RAPIDS
STORE EQUIPMENT
CORPORATION
GRAND RAPIDS - MICHIGAN

Succeeding

GRAND RAPIDS
SHOWCASE CO.



WELCH-WILMARTH
CORPORATION

DRUG
STORE
PLANNING

Recommendations to fit
individual conditions.

DRUG STORE
FIXTURES

Planned to make every
foot of store into
sales space.

of display fixtures, it was said recently. Modernistic effects continue to be sought most by the stores, but the extreme types are distinctly on the wane. Although it is recognized that modern fixtures are required for the proper display of modern merchandise, the indications are that a saner basis for the manufacture of the various articles used for display purposes will prevail from now on.

Not only does the simplification idea apply to the more mechanical fixtures, but the manikins will also be less extreme in the future. A noticeable trend in this direction has already set in. The newer figures conform in silhouette to the latest mode, but the tendency is to suggest a face rather than bring the features out plainly. Here again the idea is not to attract attention from the merchandise.

War on Sale of Hops.

A campaign against the sale of hops flavored with malt syrup, launched in Lexington and vicinity recently, to-day had netted a total of \$3,565 in fines in Federal Court there.

Seventy-four grocery owners, clerks and managers pleaded guilty to charges of possession and illegal sale of malt-flavored hops before Judge A. M. J. Cochran recently. Three chain stores were fined \$500 each, eighteen independent grocers paid \$50 fines and clerks and managers were fined \$25 each.

In ruling the sales to have been violations of the Volstead act, Judge Cochran said he was convinced from evidence that such a compound is not fit for any other purpose than the manufacture of beer.

Preservation of Ether.

Ether may now be stored for as long as eight months without spoiling or

deteriorating, S. Palkin and H. R. Watkins reported to the recent meeting of the American Chemical Society. This substance, which has made possible the triumphs of modern surgery, does not keep well in the pure state. The two chemists have found a way to preserve ether without making it less pure, using either of two preservative agents, pyrogallol or potassium permanganate, which do not in any way affect the other properties of ether.

Lugol's Caustic.

This is not the same as Lugol's Solution. The formula for Lugol's Caustic is as follows:

Iodine	1 part
Potassium Iodide	1 part
Water	2 parts

Judkins Ointment.

The following has been given:

Linsed Oil	16 ozs. Av.
Red Lead	4 ozs. Av.
Lead Acetate	60 grs.
Oil Turpentine	30 min.

Henry Smith FLORAL Co., Inc.

52 Monroe Avenue
GRAND RAPIDS

Phone 9-3281

1862 - 1929
SEELY'S FLAVORING EXTRACTS
SEELY'S PARISIAN BALM
Standard of quality for nearly 70 years
SEELY MANUFACTURING CO.
1900 East Jefferson. Detroit, Mich.

MICHIGAN'S LARGEST DISTRIBUTOR OF BOTTLES

We carry in stock at all times

Oval Bottles Round Bottles
French Square Bottles
Tall Blake Bottles
Square Blake Bottles
Panel Bottles
Citrate Magnesia Bottles
Iodine Bottles
Corn Cure Bottles
Dropper Bottles
Perfume Bottles
Sample Oil Bottles
Nursing Bottles, Etc. Shelf Bottles

Write for prices or drop in and see samples.

TIN BOXES

Tin Ointment, Plain Style,
in both Flat and Deep.
Also Paper Lid Boxes in
Both Styles.

HAZELTINE & PERKINS DRUG CO.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 35@1 50	Belladonna	@1 44
Boric (Powd.)	10 1/2@ 20	Cubebs	5 00@5 25	Benzoin	@2 28
Boric (Xtal.)	10 1/2@ 20	Eigerson	6 00@6 25	Benzoin Comp'd.	@2 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	@2 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharides	@2 52
Muriatic	3 1/2@ 8	Juniper Berries	4 50@4 75	Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@1 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3 1/2@ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@2 76
		Lavender Gar'n.	85@1 20	Digitalis	@2 04
		Lemon	6 00@6 25	Gentian	@1 35
Ammonia		Linseed, raw, bbl.	@ 86	Guaiaac	@2 28
Water, 26 deg.	07 @ 13	Linseed, boiled, bbl.	@ 89	Guaiaac, Ammon.	@2 04
Water, 18 deg.	06 @ 15	Linseed, bld. less	96@1 09	Iodine	@1 25
Water, 14 deg.	5 1/2@ 13	Linseed, raw, less	93@1 06	Iodine, Colorless	@1 50
Carbonate	20 @ 25	Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
Chloride (Gran.)	09 @ 20	Neatsfoot	1 25@1 35	Kino	@1 44
		Olive, pure	4 00@5 00	Myrrh	@2 52
		Olive, Malaga,		Nux Vomica	@1 80
		yellow	3 00@3 50	Opium	@5 40
		Olive, Malaga,		Opium, Camp.	@1 44
		green	2 85@3 25	Opium, Deodorz'd	@5 40
Balsams		Orange, Sweet	12 00@12 25	Rhubarb	@1 92
Copaiba	1 00@1 25	Organum, pure	@ 50		
Fir (Canada)	2 75@3 00	Organum, com'l	1 00@1 20	Paints	
Fir (Oregon)	65@1 00	Pennyroyal	3 00@3 25	Lead, red dry	13 1/4@13 1/4
Peru	3 00@3 25	Peppermint	5 50@5 70	Lead, white dry	13 1/4@13 1/4
Tolu	2 00@2 25	Rose, pure	13 50@14 00	Lead, white oil	13 1/4@13 1/4
		Rosemary Flows	1 25@1 50	Ochre, yellow bbl.	@ 2 1/2
		Sandelwood, E.		Ochre, yellow less	3@ 6
		I.	10 50@10 75	Red Venet'n Am.	3 1/2@ 7
		Sassafras, true	1 75@2 00	Red Venet'n Eng.	@ 8
		Sassafras, arti'l	75@1 00	Putty	5@ 8
		Spearment	7 00@7 25	Whiting, bbl	@ 4 1/2
		Sperm	1 50@1 75	Whiting	5 1/2@10
Barks		Tany	7 00@7 25	L. H. P. Prep.	2 55@2 70
Cassia (ordinary)	25@ 30	Tar USP	65@ 75	Rogers Prep.	2 55@2 70
Cassia (Saigon)	50@ 60	Turpentine, bbl.	@ 65		
Sassafras (pw. 60c)	50 @ 60	Turpentine, less	72@ 85		
Soap Cut (powd.)		Wintergreen,			
35c	20@ 30	leaf	6 00@6 25	Miscellaneous	
		Wintergreen, sweet		Acetalalid	57@ 75
		birch	3 00@3 25	Alum	06@ 12
		Wintergreen, art	75@1 00	Alum. powd and	
		Worm Seed	4 50@4 75	ground	09@ 15
		Wormwood	20 00@20 25	Bismuth, Subni-	
				trate	2 25@2 52
				Borax xtal or	
				powdered	05@ 13
				Cantharides, po.	1 50@2 00
				Calomel	2 72@2 82
				Capsicum, pow'd	62@ 75
				Carmin	7 50@8 00
				Cassia Buds	30@ 35
				Cloves	40@ 50
				Chalk Prepared	14@ 16
				Chloroform	53@ 66
				Chloral Hydrate	1 20@1 50
				Cocaine	12 85@13 50
				Cocoa Butter	65@ 90
				Corks, list, less	30-10 to
					40-10%
				Copperas	03@ 10
				Copperas, Powd.	4@ 10
				Corrosive Sublim	2 25@2 30
				Cream Tartar	35@ 45
				Cuttle bone	40@ 50
				Dextrine	6@ 15
				Dover's Powder	4 00@4 50
				Emery, All Nos.	10@ 15
				Emery, Powdered	@ 15
				Epsom Salts, bbls.	@ 03
				Epsom Salts, less	3 1/2@ 10
				Ergot, powdered	@ 4 00
				Flake, White	15@ 20
				Formaldehyde, lb.	13 1/2@35
				Gelatine	80@ 90
				Glassware, less	55%
				Glassware, full case	60%.
				Glauber Salts, bbl.	@2 1/2
				Glauber Salts less	04@ 10
				Glue, Brown	20@ 30
				Glue, Brown Grd	16@ 22
				Glue, White	27 1/2@ 35
				Glue, white grd.	25@ 35
				Glycerine	20@ 40
				Hops	75@ 95
				Iodine	6 45@7 00
				Iodoform	8 00@8 30
				Lead Acetate	20@ 30
				Lace	@ 1 50
				Lace, powdered	@ 1 80
				Menthol	8 50@9 50
				Morphine	12 83@13 98
				Nux Vomica	@ 30
				Nux Vomica, pow.	15@ 25
				Pepper, black, pow	57@ 70
				Pepper, White, pw.	75@ 85
				Pitch, Burgudry	20@ 25
				Quassia	12@ 15
				Quinine, 5 oz. cans	@ 59
				Rochelle Salts	23@ 40
				Sacharine	2 60@2 75
				Salt Peter	11@ 22
				Seidlitz Mixture	30@ 40
				Soap, green	15@ 30
				Soap mott cast	@ 25
				Soap, white Castile,	
				case	@15 00
				Soap, white Castile	
				less, per bar	@1 60
				Soda Ash	3@ 10
				Soda Bicarbonate	3 1/2@ 10
				Soda, Sal	02 1/2@ 08
				Spirits Camphor	@1 20
				Sulphur, roll	3 1/2@ 10
				Sulphur, Subl.	4 1/2@ 10
				Tamarinds	20@ 25
				Tartar Emetic	70@ 75
				Turpentine, Ven.	50@ 75
				Vanilla Ex. pure	1 50@2 00
				Vanilla Ex. pure	2 25@2 50
				Zinc Sulphate	06@ 11

GROCERY PRICE CURRENT

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

ADVANCED

Apricots—Fancy Evaporated
Brick Cheese
Split Peas, Green

DECLINED

Canned Beef
Canned Tomatoes

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, 12-38 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

Arctic, 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 75
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

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

Am. Bait, 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 12 00
Cal. Lima Beans 15 00
Black Eye Beans 11 50
Split Peas, Yellow 8 00
Split Peas, Green 9 00
Scotch Peas 7 00

BURNERS

Queen Ann, No. 1 and 2, doz. 1 35
White Flame, No. 1 and 2, doz. 2 25

BOTTLE CAPS

Single Lacquer, 1 gross pkg., per gross 16
Dbl. Lacquer, 1 gross pkg., per gross 16 1/2

BREAKFAST FOODS

Kellogg's Brands.
Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Pep. No. 224 2 70
Pep. No. 202 2 00

Krumbles, No. 424 2 70
Bran Flakes, No. 624 2 25
Bran Flakes, No. 602 1 50
Rice Krispies, 6 oz. 2 70
Rice Krispies, 1 oz. 1 50
Kaffe Hag, 12 1-lb. cans 7 30
All Bran, 16 oz. 2 25
All Bran, 10 oz. 2 70
All Bran, 3/4 oz. 2 00

Post Brands.

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 85
Post Toasties, 24s 2 85
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 2 85
Ralston New Oats, 24 2 70
Ralston New Oats, 12 2 70
Shred. Wheat Bis., 36s 3 85
Shred. Wheat Bis., 72s 1 55
Triscuit, 24s 1 70
Wheatena, 18s 3 70

BROOMS

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

BRUSHES

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

Stove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion 2 85

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT

Apples, No. 10 6 50
Apple Sauce, No. 10 8 00
Apricots, No. 2 1/2 3 40
Apricots, No. 10 8 50
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 13 00
Cherries, No. 10 12 50
Peaches, No. 10 Mich. 3 75
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. 2 25
Pineapple, 1 sl. 1 35
Pineapple, 2 sl. 2 60
Papple, 2 br. sl. 2 25
Papple, 2 br. sl. 2 40
Papple, 2 1/2, sl. 3 00
Papple, 2, cru. 2 60
Pineapple, 10 crushed 9 50
Pears, No. 2 3 00
Pears, No. 2 1/2 3 75
Raspberries, No. 2 blk 3 25
Raspb's Red, No. 10 11 50
Raspb's Black, No. 10 15 00
Rhubarb, No. 10 4 75
Strawberries, No. 2 3 25
Strawb's, No. 10 11 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 2 2 75
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1 2 25
Pinnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 60
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35

Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 75
Lobster, No. 1/4, Star 1 90
Shrimp, 1, wet 2 25
Sard's, 1/4 Oil, Key 6 10
Sard's, 1/4 Oil, Key 5 75
Sardines, 1/4 Oil, K'less 5 25
Salmon, Red Alaska 3 00
Salmon, Med. Alaska 2 40
Salmon, Pink Alaska 2 25
Sardines, 1m. 1/4, ea. 10 23
Sardines, 1m., 1/4, ea. 25
Sardines, Cal. 1 35
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/4, Curtis, doz. 3 20
Tuna, 1/2 Blue Fin 2 25
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, Corned 2 65
Beef, No. 1, Roast 3 15
Beef, No. 2 1/2, Qua. sl. 1 60
Beef, 3 1/2, Qua. sl. 2 25
Beef, No. 1, B'nut, sl. 4 50
Beefsteak & Onions, s 3 70
Chili Con Can., 1s 1 85
Deviled Ham, 1/2s 2 20
Deviled Ham, 1/4s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 50
Potted Meat, 1/2 Libby 52 1/2
Potted Meat, 3/4 Qua. 80
Potted Ham, Gen. 1 85
Vienna Saus., No. 1 4 45
Vienna Sausage, Qua. 1 95
Veal Loaf, Medium 2 25

Baked Beans

Campbells 1 15
Quaker, 18 oz. 1 10
Fremont, No. 2 1 25
Snider, No. 1 1 10
Snider, No. 2 1 25
Van Camp, small 1 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
W. Beans, 10 8 00
Green Beans, 2s 1 65
Green Beans, 10s 1 00
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 1 35
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 10
Beets, No. 2, cut 1 25
Corn, No. 2, stan. 1 10
Corn, Ex. stan. No. 2 1 85
Corn, No. 2, Fan. 1 80
Corn, No. 10 8 00
Hominy, No. 3 1 00
Okra, No. 2, whole 2 15
Okra, No. 2, cut 1 75
Mushrooms, Hotels 32
Mushrooms, Choice, 8 oz. 35
Mushrooms, Sur Extra 50
Peas, No. 2, E. J. 1 35
Peas, No. 2, Sift. 1 85
June 2 25
E. J. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 60
Pumpkin, No. 10 5 00
Pimentos, 1/4, each 12 14
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1 75
Sauerkraut, No. 3 1 45
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60
Spinach, No. 3 2 25
Spinach, No. 10 6 50
Tomatoes, No. 2 1 45
Tomatoes, No. 3 2 10
Tomatoes, No. 10 7 50

CATSUP.

Beech-Nut, small 1 65
Lily of Valley, 14 oz. 2 25
Lily of Valley, 1/2 pint 1 85
Sniders, 8 oz. 1 65
Sniders, 16 oz. 2 35
Quaker, 8 oz. 1 30
Quaker, 10 oz. 1 45
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 12 50
Quaker, Gallon Tin 8 50

CHILI SAUCE

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

OYSTER COCKTAIL.

Sniders, 16 oz. 3 30
Sniders, 8 oz. 2 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
Wisconsin Daisy 27
New York June 34
Soo Sago 42
Brick 33

CHEWING GUM.

Adams Black Jack 65
Adams Bloodberry 65
Adams Dentyne 65
Adams Calif. Fruit 65
Adams Sen Sen 65
Beeman's Pepsin 65
Beechnut Wintergreen 65
Beechnut Peppermint 65
Beechnut Spearmint 65
Doublemint 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Juicy Fruit 65
Wrigley's P-K 65
Zeno 65
Teaberry 65

CLEANER

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

COCOA.



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

CHOCOLATE.

Baker, Caracas, 1/4s 37
Baker, Caracas, 1/2s 25

CLOTHES LINE.

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



COFFEE ROASTED

Worden Grocer Co.
1 lb. Package 36
Melrose 25
Liberty 25
Quaker 42
Nedrow 49
Morton House 37
Reno 41
Royal Club 41

McLaughlin's Kept-Fresh



Nat. Gro. Co. Brands
Lighthouse, 1 lb. tins 49
Pathfinder, 1 lb. tins 45
Table Talk, 1 lb. cart. 43
Square Deal, 1 lb. car. 39 1/2
Above brands are packed in both 30 and 50 lb. cases.

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 75
Quaker, Baby, 8 doz. 4 65
Quaker, Gallon, 1/2 doz. 4 65
Carnation, Tall, 4 doz. 5 10
Carnation, Baby, 8 doz. 5 10
Oatman's Dundee, Tall 5 10
Oatman's D'dee, Baby 5 00
Every Day, Tall 4 80
Every Day, Baby 4 70
Pet, Tall 5 10
Pet, Baby, 8 oz. 5 00
Borden's Tall 5 10
Borden's Baby 5 00

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
Rose O Cuba, Slims 37 50
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac 75 00
Webster Astor Foil 75 00
Webster Knickbocker 95 00
Webster Albany Foil 95 00
Bering Apollon 95 00
Bering Palmitas 115 00
Bering Diplomata 115 00
Bering Delosos 120 00
Bering Favorita 125 00
Bering Albas 150 00

CONFECTIONERY

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

Mixed Candy

Kindergarten 17
Leader 13
X. L. O. 12
French Creams 15
Paris Creams 16
Grocers 11

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc. Marshmallow Dp 1 60
Milk Chocolate A A 1 75
Nibble sticks 1 60
Chocolate Nut Rolls 1 65
Magnolia Choc 1 25
Bon Ton Choc. 1 50

Gum Drops Pails

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

Lozenges Pails

A. A. Pep. Lozenges 15
A. A. Pink Lozenges 15
A. A. Choc. Lozenges 15
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 25
Smith Bros 1 50

Package Goods

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

Specialties

Pineapple Fudge 19
Italian Bon Bons 17
Banquet Cream Mints 25
Silver King M. Mallovs 15
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 00
100 Economic grade 4 00
500 Economic grade 20 00
1000 Economic grade 37 00
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 23
Evaporated, Fancy 29
Evaporated, Slabs 13

Citron

10 lb. box 40

Currents

Jackages, 14 oz. 20
Greek, Bulk, lb. 20

Dates

Dromedary, 36s 6 75

Peaches

Evap. Choice 13
Evap. Ex. Fancy, P.P. 16

Pearl

Lemon, American 30
Orange, American 30

Raisins

Seeded, bulk 07
Thompson's s'dles blk 06 1/2
Thompson's seedless, 15 oz. 08 1/2
Seeded, 15 oz. 08 1/2

California Prunes

60@70, 25 lb. boxes 10
50@60, 25 lb. boxes 11
40@50, 25 lb. boxes 12
30@40, 25 lb. boxes 13
20@30, 25 lb. boxes 16
15@24, 25 lb. boxes 18

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
Egg Noodle, 10 lbs. 14

Pearl Barley

Chester 4 25
0000 7 00
Barley Grits 5 00

Sage

East India 10

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GELATINE

Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 25

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 40
imitation, 30 lb. pails	1 75
Pure, 6 oz., Asst. doz.	90
Pure Pres., 16 oz., dz	2 40

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE	
Van Westbrugge Brands	
Carload Distributor	



Nucoa, 1 lb.	22
Nucoa, 2 and 5 lb.	21 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 bx	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 90
*Blue Seal, 144	4 85
*Reliable, 144	4 00
*Federal, 144	5 25
*Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 50
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MOLASSES

Brer Rabbit
Gold Label



S x 10 lb. cans	6 45
Twelve 5 lb. cans	6 70
Twenty-four 2 1/2 lb. cs.	6 95
Thirty-six 1 1/2 lb. cans	5 65

Green Label

Six 10 lb. cans	5 20
Twelve 5 lb. cans	5 45
Twenty-four 2 1/2 lb. cs.	5 70
Thirty-six 1 1/2 lb. cans	4 70

NUTS—Whole

Almonds, Tarragona	25
Brazil, New	24
Fancy Mixed	25
Filberts, Sicily	22
Peanuts, Vir. Roasted	11 1/2
Peanuts, Jumbo, std.	14
Pecans, 3 star	22
Pecans, Jumbo	22
Pecans, Mammoth	50
Walnuts, Cal.	30 @ 35
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	70
Peanuts, Spanish,	12 1/2
125 lb. bags	12
Filberts	32
Pecans Salted	80
Walnuts Manchurian	60

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 40
10 oz. Jar, Plain, doz.	2 80
14 oz. Jar, Plain, doz.	4 10
Pint Jars, Plain, doz.	3 50
Quart Jars, Plain, doz.	5 50
1 Gal. Glass Jugs, Pla.	2 10
5 Gal. Kegs, each	8 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuffed, doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 75

PARIS GREEN

1/4s	34
1s	32
2s and 5s	30

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 "E"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 25
Parowax, 100 lb.	9 25
Parowax, 40, 1 lb.	9 5
Parowax, 20, 1 lb.	9 7



Semdac, 12 pt. cans	2 75
Semdac, 12 qt. cans	4 65

PICKLES

Medium Sour	
5 gallon, 400 count	4 75
Sweet Small	
16 Gallon, 2250	24 50
5 Gallon, 750	9 75

Dill Pickles

Gal. 40 to Tin, doz.	9 60
No. 2 1/2 Tins	2 25
32 oz. Glass Picked.	2 75
32 oz. Glass Thrown	2 30

Dill Pickles Bulk

5 Gal., 200	4 75
16 Gal., 600	9 25
45 Gal., 1200	19 50

PIPES

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

Battle Axe, per doz.	2 65
Bicycle	4 75

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef

Top Steers & Heif.	24
Good Strs & Hf, 15 1/2	@ 22
Med. Steers & Heif.	20
Com. Steers & Heif, 15 1/2	@ 16

Veal

Spring Lamb	29
Good	27
Medium	26
Poor	18

Lamb

Spring Lamb	31
Good	30
Medium	28
Poor	21

Mutton

Good	18
Medium	16
Poor	13

Pork

Light hogs	14
Medium hogs	16
Heavy hogs	15

Loin, med.	20
Butts	19
Shoulders	16
Spareribs	15
Neck bones	06
Trimnings	12

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
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
Compound tierces	13
Compound, tubs	13 1/4

Sausages

Bologna	18
Liver	18
Frankfort	21
Pork	31
Veal	19
Tongue, Jellied	35
Headcheese	18

Smoked Meats

Hams, Cer. 14-16 lb.	@ 27
Hams, Cer., Skinned	
16-18 lb.	@ 26
Ham, dried beef	
Knuckles	@ 44
California Hams	@ 17 1/2
Picnic Boiled	
Hams	20 @ 25
Boiled Hams	@ 40
Minced Hams	@ 21
Bacon 4/6 Cert.	24 @ 29

Beef

Boneless, rump	23 00 @ 38 00
Rump, new	29 00 @ 32 00

Liver

Beef	19
Calf	55
Pork	13

RICE

Fancy Blue Rose	05 1/4
Fancy Head	07

ROLLED OATS

Silver Flake, 12 New	
Process	2 25
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, China	3 80
Nedrow, 12s, China	3 25
Sacks, 90 lb. Jute	3 25

RUSKS

Dutch Tea Rusk Co.	
Brand.	
36 rolls, per case	4 25
12 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
12 cartons, per case	2 55
36 cartons, per case	5 00

SALERATUS

Arm and Hammer	3 75
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SAL SODA

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

COD FISH

Middles	18
Tablets, 1/2 lb. Pure	19 1/2
doz.	1 40
Wood boxes, Pure	30 1/2
Whole Cod	11 1/2

HERRING

Holland Herring	
Mixed, Kegs	1 10
Mixed, half bbls.	8 75
Mixed, bbls.	16 50
Milkers, Kegs	1 20
Milkers, half bbls.	9 75
Milkers, bbls.	18 50
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	15

Lake Herring

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

Tubs, 60 Count, fy. fat	5 75
Pails, 10 lb. Fancy fat	1 75

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

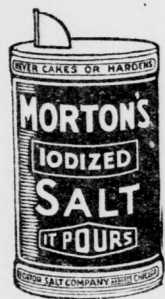
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 85
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

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

SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	2 00
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice	
cream, 100 lb., each	85
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
35, 4 lb., per bale	2 60
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 50



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

SORAX

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
Crysal White, 100	4 20
Export, 100 box	3 85
Big Jack, 60s	4 75
Fels Napha, 100 box	5 50
Flake White, 10 box	4 20
Grdina White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon, 126	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	60
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Brillo	
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50 doz.	2 10
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, Cochon	@ 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	@ 46

Pure Ground in Bulk</

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 12.—In the matter of John Ashton, Bankrupt No. 3494, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 28. The bankrupt was not present or represented. The trustee was not present or represented. No creditors were present. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 2.5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case has been closed and returned to the district court.

In the matter of Gladys Miller, Bankrupt No. 3398, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 28, 1929. The bankrupt was not present or represented. The trustee was not present or represented. No creditors 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, exemptions and a first and final dividend to creditors of 16.3 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court upon return of the cancelled vouchers on dividend.

Feb. 12. We have to-day received the schedules, reference and adjudication in the matter of Paul Caruso, Bankrupt No. 3688. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Buchanan, and his occupation is that of a retail candy and soda fountain merchant. The schedules show assets of \$3,850 of which \$250 is claimed as exempt, with liabilities of \$13,182.17. 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:

Joseph R. Ross, Niles	\$2,200.00
Dick Valastos, Kalamazoo	3,469.46
Newton Products Co., Cincinnati	104.40
Goodrich Candy Co., Kalamazoo	36.74
John O. Gilbert Choc. Co., Jackson	34.71
Lee & Cady, Kalamazoo	224.37
Hamilton & Harris & Co., So. Haven	339.60
Putnam Factory, Grand Rapids	162.23
Franklin MacVeagh & Co., Chicago	157.56
White Stokes Co., Chicago	45.64
Dilling & Co., South Bend	20.88
Durand McNeil Horner Co., Chicago	27.84
Lockway Trouck Paper Co.,	
Benton Harbor	19.86
Lion Specialty Co., Chicago	15.88
G. E. Bursley & Co., Ft. Wayne	22.65
Barrett & Rudoni, Dowagiac	43.30
General Cigar Co., Chicago	80.81
Bishop & Babcock Sales Co.,	
Cleveland	24.00
Robert A. Johnston Co., Milwaukee	213.70
Wilfrid I. Booth, Elmira, N. Y.	371.25
Webers Chocolates, Milwaukee	131.27
Rochester Candy Works, N. Y.	309.57
Taylor Made Candy Co., Kalamazoo	10.00
I. M. Zent, Auburn, Ind.	700.00
Wheeler, Inc., Chicago	45.00
Loftus & Co., Chicago	32.50
Buchanan State Bank, Buchanan	2,000.00
Al Cari, Cleveland	2,300.00

In the matter of Stanley Sackett, Bankrupt No. 3477, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 29. The trustee was present and represented by attorneys Jackson, Fitzgerald & Dalm. No creditors were present. The bankrupt was not present or represented. 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 and for the payment of a preferred tax claim and a first and final dividend to creditors of 3.5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

Feb. 14. We have to-day received the schedules, reference and adjudication in the matter of John Thorpe, Bankrupt No. 3689. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Otsego, and his occupation is that of a laborer. The schedules show assets of \$259 of which 250 is claimed as exempt, with liabilities of \$497.40. 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.

Feb. 14. We have to-day received the schedules, reference and adjudication in the matter of Clair C. Jacoby, Bankrupt No. 3690. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Climax, and his occupation is that of a mechanic. The schedules show assets of none with liabilities of \$1,280. 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.

In the matter of Chester C. Bricker, doing business as Auto Park Tire Shop, Bankrupt No. 3479, the trustee has filed

his final report and account, and a final meeting of creditors was held Jan. 29. The trustee was present and represented by attorneys Jackson, Fitzgerald & Dalm. The bankrupt was present in person and represented by attorney Clyde W. Ketcham. No creditors were present or represented. 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 and for the payment of a preferred tax claim and a first and final dividend of creditors of 2 per cent. No objections were made to the bankrupt's discharge. The final meeting then adjourned without date, and the case will be closed and returned to the court in due course.

In the matter of Louis Tucker, Bankrupt No. 3400, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 29. The trustee was present in person and represented by attorneys Jackson, Fitzgerald & Dalm. No creditors were present or represented. The bankrupt was not present or represented. Claims were allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the payment of preferred taxes and for the declaration and payment of a final dividend to general creditors of 6.8 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

Feb. 15. We have to-day received the schedules, reference and adjudication in the matter of Roy J. Parker, Bankrupt No. 3691. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Comstock, and his occupation is that of a plumber. The schedules show assets of \$1,565 of which the full interest is claimed as exempt, with liabilities of \$3,456.64. 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.

Feb. 15. We have to-day received the schedules, reference and adjudication in the matter of Henry D. Didama, Bankrupt No. 3692. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a dentist. The schedules show assets of \$2,126 of which the sum of \$650 is claimed as exempt, with liabilities of \$2,359.90. 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.

Feb. 15. We have to-day received the schedules, reference and adjudication in the matter of Barend Barendse, Bankrupt No. 3693. 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 an automobile mechanic. The schedules show assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$546. 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.

Feb. 16. We have to-day received the schedules, reference and adjudication in the matter of Ralph Troutman, Bankrupt No. 3694. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Walker township, and his occupation is that of a laborer. The schedules show assets of \$210 and \$550 is claimed as exempt, with liabilities of \$957.81. The court has written for funds and upon receipt of same, first meeting will be called, note of which will be made herein.

In the matter of Martin E. Maher, Bankrupt No. 3622, the sale of assets was held Feb. 8. The trustee was present in person. The official auctioneer was present in person. The stock, fixtures, furniture and equipment were sold to Samuel E. Gerber, of Kalamazoo, for \$750. The sale was confirmed and adjourned without date.

In the matter of Fibre Grand Co., Bankrupt No. 3320, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Feb. 11. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. The bills for administration were approved and allowed. An order was made for the payment of expenses of administration and for the payment of preferred tax and labor claims and for the declaration and payment of a first and final dividend to creditors of .6 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

Feb. 12. On this day was held the sale of assets in the matter of Kalkaska Produce Co., Bankrupt No. 3584. The trustee was present in person. Bidders were present. The stock, furniture and fixtures and the trustee's right, title and interest in and to the real estate of the estate were sold to James Silk, of Detroit, for \$1,810. The sale was confirmed and the meeting adjourned without date.

Feb. 15. On this day was held the sale of assets in the matter of Charles E. Herington, doing business as Ye Blue Bird Shoppe, Bankrupt No. 3650. The trustee was present in person. The auctioneer was present in person. Bidders were present. The stock, fixtures and furniture of the estate were sold to L. Levinsohn, of Saginaw, for \$1,025. The sale was confirmed and the meeting adjourned without date.

In the matter of Clair C. Jacoby, Bankrupt No. 3690, the funds have been received and the first meeting of creditors has been called for March 7.

In the matter of John Van Wagner, Bankrupt No. 3682, the funds have been received and the first meeting of creditors has been called to be held March 7.

In the matter of John W. Morris, Bankrupt No. 3672, the funds have been received and the first meeting of creditors has been called for March 6.

In the matter of Paul Caruso, Bankrupt No. 3688, the first meeting of creditors has been called for March 6.

In the matter of Arthur E. Kanitz, individually and as Arcadia Co., Bankrupt No. 3687. The first meeting of creditors has been called for March 6.

In the matter of John E. Bartlett, Bankrupt No. 3686. The first meeting of creditors has been called for March 6.

In the matter of Stephen Mezei, Bankrupt No. 3684, the funds have been received and the first meeting of creditors has been called for March 6.

In the matter of Charles E. Gaunt, Bankrupt No. 3679, the funds have been received and the first meeting of creditors has been called for March 6.

In the matter of Fred S. Bertsch, Bankrupt No. 3640. The first meeting has been called for March 5.

In the matter of Chancey B. Knapp, Bankrupt No. 3681. The funds have been received and the first meeting of creditors has been called for March 5.

In the matter of Earl Stewart, Bankrupt No. 3642. The funds have been received and the first meeting of creditors has been called for March 5.

In the matter of Archie Herbert Bradford, Bankrupt No. 3676. The funds have been received and the first meeting of creditors has been called for March 5.

In the matter of William H. Tausend, Bankrupt No. 3684. The funds have been received and the first meeting of creditors has been called to be held March 5.

In the matter of Peter W. DeCoux, Bankrupt No. 3677. The funds have been received and the first meeting of creditors has been called for March 5.

In the matter of Dorothy Hendershot, Bankrupt No. 2644, the trustee has filed his first report and account, and an order for the payment of expenses of administration, taxes and a first dividend to creditors of 5 per cent. has been made.

Feb. 18. We have to-day received the schedules, reference and adjudication in the matter of William C. Wolff, Bankrupt No. 3695. 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 \$225 of which the full interest is claimed as exempt, with liabilities of \$5,813. 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.

Feb. 19. We have to-day received the schedules, reference and adjudication in the matter of John Verburg, Bankrupt No. 3696. 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 \$270 of which the full amount is claimed as exempt, with liabilities of \$1,296. 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.

In the matter of Jeremiah O. Putnam, Bankrupt No. 3555, the trustee has filed his return showing no assets over and above exemptions, which have been allowed, and the case has accordingly been closed and returned to the district court as a case without assets.

Feb. 19. On this day was held the first meeting of creditors in the matter of Alvin L. Denn's, Bankrupt No. 3648. The bankrupt was present in person and represented by attorney G. A. Wolf. The creditors were represented by attorneys Wicks, Fuller & Starr. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned to Feb. 26, for further proceedings, if desired.

Feb. 19. We have to-day received the schedules, reference and adjudication in the matter of Richard A. MacDonald, individually and doing business as the Grandville Electric Service, Bankrupt No. 3697. The bankrupt is a resident of Grandville, and his occupation is that of an electrician. The schedule show assets of \$1,109 of which \$225 is claimed as exempt, with liabilities of \$1,449.89. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Wyoming township, Kent county	\$ 11.15
W. A. Brown, Grandville	150.00
Walker Motor Co., Grand Rapids	42.00
Wurzburg's Dry Goods Co., G. R.	75.00

Hobart Brothers, Troy, Ohio	154.20
Linde Rie Products Co., Long Island, N. Y.	15.25
Rebentisch Motor Co., Grand Rapids	40.00
Addac Co., Grand Rapids	36.00
Mch. Bell Tele. Co., Grand Rapids	18.72
Consumers Power Co., Grand Rapids	25.00
H. Kemker, Grand Rapids	20.00
G. R. Credit Men's Ass'n., G. R.	383.69
Grandville Star, Grandville	8.55
L. F. Buchanan, Grand Rapids	15.01
John Glupker, Holland	2.16
National Standard Co., Niles	6.50
Sinclair Refining Co., Grand Rapids	207.25
Winters & Kauffman, Detroit	11.50
F. H. Clay, Kalamazoo	25.50
Automotive Electric & Battery Co., Grand Rapids	4.50
Elders Electric Co., Grandville	16.25
A. E. McGraw, Grand Rapids	2.66
W. C. Robertson, Grand Rapids	23.00
Defiance Spark Plug Co., Toledo	21.00
Indian Motorcycle Co., Springfield, Mass.	135.00

Wurzburg's Dry Goods Co., G. R. 30.00
Feb. 19. On this day was held the first meeting of creditors in the matter of bankrupt was present in person and represented by attorney A. B. Titus. Certain creditors were present in person. The custodian was present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The report of the custodian was approved and allowed. M. N. Kennedy, of Kalamazoo, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Chester H. Woodin, Bankrupt No. 3666. The bankrupt was present in person and represented by attorneys Holbrook & Holbrook. The creditors were represented by Fred G. Stanley and Lucien F. Sweet, attorneys. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On his day also was held the first meeting of creditors in the matter of Peter Romano, Bankrupt No. 3656. The bankrupt was present in person, but not represented. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Feb. 20. We have to-day received the adjudication and reference in the matter of Walter Pietrzyk, Bankrupt No. 3660. The matter has been referred to Charles B. Blair as referee in bankruptcy. This is an involuntary case, and schedules have been ordered filed; upon receipt of which list of assets and liabilities, also list of creditors will be made herein.



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DUTCH TEA RUSK

We Are To Have a Real American President.

Grandville, Feb. 26—Exit Coolidge, enter Hoover.

Perhaps there was never a change in administrations in our history accompanied with less disturbance than the present one. Coolidge made good to the abundant satisfaction of the country, regardless of party, and the people have faith to believe his successor will hold the reins of government taut with the old government wagon moving on well paved roads.

What is to come? We have no fears for the future with such a disciplinarian at the head as Herbert Hoover. We are not experimenting this year since the newly-elected president has been tried and found safe as good money in time of panic.

It is well enough to understand that the United States is the most important as well as the most powerful nation in the world. We have known this for a long time and the remainder of the world are fast finding it out. It is something to be entrusted with the leadership of such a nation as ours. Hoover is a man with a level head and the thinking powers of a statesman. The world knows him for his great work in foreign lands during the kaiser's war. He is no stranger to the other nations of the earth. His record has no blemishes.

There can be no doubt that America stands on the threshold of one of its most prosperous eras. How belittling is the small-brained desire of some to seek to pledge the Nation to peace at any price. Peace we want, of course, and if the world remains quiescent so will the United States, but should the Mussolinis and others of his ilk succeed in stirring up enmity, finally leading to war, the world will not find us wanting in preparedness.

Great Britain is building war ships right along regardless. She is considerably in advance of the United States in this particular. Even though there may never be danger of war between the English speaking nations of the world there is no reason why we should sit quiescent while our brothers across the sea build a ponderous navy.

America has two oceans washing her shores. The whole world knows how to strike these shores in the shortest possible time. How much prestige would we have with long lines of sea coast undefended by a single man of war.

The fact that we have a dependable number of war vessels need alarm no other nation in the wide world, yet such a fact will warn them to keep meddling hands off in case of any trouble. To be armed for defense is in no sense an inducement to trouble. You know the big bully at school usually picks on the boy with the most slender arms and smallest fists. Just so with the world powers. If America stands up a big lubber without guns or ships of war just so sure is she to invite attack from the other nations of the world.

Business may well feel safe with Hoover managing at Washington. Never in the history of the country was there less fear of results on an inauguration day than we have this year.

There has been much good natured speculation as to the men who will be called to the new president's cabinet. Amid all the guessing and selecting, however, one name stand out above all others and that is Andrew Mellon for continuance in the treasury. Very seldom has there been such unanimity of opinion, and there is little doubt that Mr. Mellon will remain, unless he himself decides to retire.

The Coolidges have won the respect and confidence of the whole American people, and they will be followed in their retirement by the well wishes of a hundred million people. That the retiring president has an enemy among the law abiding citizens of the republic

is doubtful and his gentle lady has endeared herself by her unselfish work as the first lady of the land to all the American people.

The present is a happy day in our National life. The skies are bright with the sunshine of abundance and a firm expectancy of even better times to come. Certainly the present time is surely what might be termed an era of good feeling.

There are many little things which come up to annoy even the largest nations, among them in the olden time the nasty savagery of these Algerine pirates who would have humiliated the United States by murder of its citizens had we not a Commodore Decatur (and a good Yankee ship with well shotted guns) who made the saying, "Millions for defense, not one cent for tribute," famous throughout the world.

And now we hear that a new imminent conflict between Bolivia and Paraguay has come to light. All such signify that, however much the world may seem to be at peace, there is at all times an undertow of feeling that may at any time precipitate hostilities.

Our Monroe doctrine would not be worth a picayune without an ample navy to back up our demands. There is nothing like guns and ships, manned with Yankee tars, to keep peace between even the smaller nations of the world.

There is no disputing the fact that all America breathes easier because of the fact that we are to have a continuance of Coolidge common sense, and that we have a real head at the executive oar of the Federal Government.

Old Timer.

When On Your Way, See Onaway.

Onaway, Feb. 26—Events have been numerous of late; the annual election of the Chamber of Commerce held in the rooms of the garment factory on invitation of temporary chairman H. M. Reynolds. Twenty-five members were present and the organization was completed with George Pregetzer elected as President for the ensuing year. There are a number of projects in view, such as development of tourist attractions, winter sports, highway improvements, etc. Every member will be assigned a duty to perform and accomplishments are an assured fact.

The annual meeting of the Community Council was held at the library of the high school Monday, with the following officers elected: President of Council, Oscar Roberts; Director, Supt. G. Schoenhals; Vice-President, John Shackson; General Chairman, Will B. Gregg; Secretary, Mrs. May B. Gregg; Treasurer, Mrs. M. Harmon. A welfare committee and twelve delegates at large were also elected. The providing of milk for the school children was voted to be continued for another month. Annual road-bee preparations for the coming season were also discussed. Meeting ended with a banquet in the domestic science rooms in honor of Fred Weingart's birthday.

Plenty of activities at the high school these days. Local oratory; declamation contest at Auditorium Thursday, at which time the winners will be selected to represent our local school at the district contest in Alpena.

A presidential election could not create more excitement than did the basket ball game Wednesday at high school gym when Onaway high defeated Rogers City, 17 to 14. Standing room was at a premium in the large hall. Principal Nyboer is putting the team through to victory in a manner superior to all previous methods.

Samuel Grant Dafoe, Mayor of Alpena and a prominent attorney for many years, has been visiting in Onaway for several days. Mr. Dafoe is a candidate for Circuit Judge in this district.

The largest gathering ever held in the parlors of the M. E. church was

the occasion of the father and son banquet Thursday night, the Ladies Aid furnishing the dinner. Dr. R. Bruce, toastmaster, witty responses from fathers and sons. The principal speaker of the evening was Hon. Fred P. Smith, Municipal Judge of Alpena and a candidate for Circuit Judge in this district.

Fred Truax, superintendent of State Forest Reserve, has purchased the beautiful residence on Second street known as the Polley property.

Dr. L. D. McMillan has leased the Hall residence, known as the Dr. Shirley property, on First street, and for his office the rooms over the Schlienz restaurant.

Arthur W. Wilcox, formerly of Onaway, ex-prosecuting attorney of Presque Isle county, is shaking hands in the city this week. Arthur is also a candidate for Circuit Judge in this district upon the retirement of present incumbent, Judge Emerich.

Squire Signal.

Why the Cobbler Should Stick To His Last.

(Continued from page 20)

intend to see that our customers are taken care of."

Note the adroitness of that suggestion. But again I say that a cobbler, whether of shoes or of foods, who has developed such a splendid last as this man owns should stick to it and to it alone. He'll never have another such chance.

Paul Findlay.

Business Wants Department

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

FOR SALE—Fixtures. One eight-foot fountain with colonial style back bar, four booths, three tables, one showcase, etc. Cheap if taken at once. Terms to responsible party. Mrs. C. L. Rice, Strand Tea Shop, Muskegon Heights, Michigan.

For Sale—HARDWARE stock, fixtures and tools, located in good town. Good going business, established location. John D. Lawson, Milan, Mich.

MEAT MARKET FOR SALE—Old established stand on best corner of Royal Oak. Can be had at bargain. Good reasons. Hollis C. Martin, 211 Royal Oak Savings Bank Building, Royal Oak, Mich.

FOR LEASE—Fine new store 20 x 50 on arterial street and trunk auto line, three-fourths mile from center of city. One-half block from school. Store is brick construction; located on right side of street, near corner, and is among first of small group of good paying stores. Write R. E. Calkins, Box 501, Battle Creek, Michigan.

FOR SALE—An up-to-date general store in a manufacturing town. Will sell stock and fixtures and rent building, including apartment, or sell entirely. Splendid opportunity for man and wife. Reason for selling, business interests in New York. Walter Taylor, 240 Mt. Vernon Ave., Rochester, N. Y.

Wanted—To establish a buying station in good locality. Opportunity for good man to buy cream, poultry, eggs and veal. Write Reeman Creamery Co., Reeman, Mich.

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GRAND RAPIDS, MICH.

Late News From the Michigan Metropolis.

The executive offices of the Durant Motors, Inc., are to be located in Detroit in the Maccabee building, according to an announcement released last week. The executives who occupy offices here are A. L. Philp, chairman of the board; J. A. Nichols, Jr., secretary-treasurer; Wallace Zwiener, assistant secretary-treasurer, and R. T. Hedgkins, general sales manager. The export division, truck division and advertising department will also have their offices in Detroit. The purchasing and engineering departments will, according to present plans, be located in the main plant at Lansing.

M. Starr, of the M. Starr Co., wholesale silk and dress fabrics, returned from a trip to the Eastern mills last Saturday. "Printed dress fabrics," says Mr. Starr, "because of the sharp demand, have become difficult to secure, and manufacturers are weeks behind on orders for spot delivery."

C. E. Wormuth, who for the last ten years has been active as a salesman and executive with several of the leading Detroit automobile companies, and Robert S. Cleveland, whose experience in local automobile merchandising extends over an almost equal period, have become associated with the Richards-Oakland Co., distributors of Oakland and Pontiac Six automobiles. Mr. Wormuth assumes the sales management of the Richards-Oakland downtown store, 3954 Woodward avenue, where Mr. Cleveland also will serve as assistant manager. Mr. Wormuth succeeds C. S. Burke, who leaves the downtown store to share with T. J. Ferguson the responsibility of managing the Richards-Oakland showroom in the General Motors building. H. A. Grubb, first vice-president and general manager, J. H. Dutch, vice-president in charge of wholesale, and M. A. Hollinshead, vice-president in charge of advertising and sales promotion, remain at the new Richards-Oakland salesroom in the General Motors Research building where all of the activities of the Richards-Oakland company are under the general supervision of President G. C. Richards.

Sidney Kann, wholesale dealer in novelties, has moved into new quarters in the Phoenix building in the wholesale district on East Jefferson avenue.

Fred A. Harms, for forty-three years a hardware dealer, during which time he has been at the same location, has moved to new and larger quarters across the street.

The Hammond-Standish Co. has moved from the quarters occupied by the house for more than twenty years at 2424 Riopelle street into new quarters, their new Eastern market branch at 1549 Division. Andrew K. Miller, manager of the newly located branch, has seen forty-one years of service with the company and is one of the best-known men in the meat business in Detroit.

A. H. Nichols, of Buhl Sons Co., attended the convention of the Ohio Retail Hardware Dealers Association, held in Cincinnati last week.

T. J. ("Tom") Marsden is responsi-

ble for the statement that new "Lee & Cady" brand of coffee has been placed with over 700 Detroit dealers and retail sales are showing a splendid reaction to the extensive advertising of this new brand. State sales, too, are extremely gratifying, he says.

Many Detroit retail furniture dealers are interested in what is claimed the largest co-operative advertising campaign ever attempted, sponsored by the trustees of the National Homes Furnishing Campaign. Plans were completed in Chicago last month. A fund for the campaign of approximately \$4,000,000 has been assured. The slogan that will be used in the advertising is "Furnish Your Home So It Tells What You Are." Furniture dealers everywhere should take advantage of this big boost for retail furniture business. A. D. Valliquette, of Summerfield & Hecht, is chairman of the local committee of the organization.

A determined campaign to increase membership in Detroit Council, No. 9, United Commercial Travelers of America, has been inaugurated. The drive is in charge of Stanley Hitchings, veteran traveling man and former Senior Counselor of the Council. Mr. Hitchings, since his retirement from the road, has been successfully engaged in the real estate business, with offices at 12198 Grand River avenue.

The Baker-Simonds Co., investment broker, in the Buhl building, has increased its office room which includes 6,000 feet of floor space on the second floor of the building.

The sudden advent of mellow weather in Detroit has accentuated the demand on wholesalers for Spring goods. Especially is this true of textiles, ready to wear and furnishing goods lines. All wholesalers report a brisk demand following a rather listless trade during the past thirty days.

W. Jockers, general manager of the Commercial Electric Supply Co., 142 East Congress street, returned Saturday from a business trip to Cleveland.

S. Greenbaum, of the Greenbaum Dress Manufacturing Co., announces the removal of his factory to 33-35 Jefferson avenue, East, where larger and more adequate quarters have been secured. The Greenbaum Co. has installed additional machinery for the manufacture of women's and misses silk dresses. The firm had previously been making wash dresses. The manufacture of silk dresses is not new with Mr. Greenbaum, a number of years ago having made a specialty of this division of the ready to wear business. The location of the company was formerly at 124 Larned street.

The railroad companies over whose lines the American Railway Express Co. now operates as an independent organization, will actively take over the operation of facilities for the handling of express matter on March 1, by means of a subsidiary organization formed for the purpose, to be known as the Railway Express Agency, Inc. James M. Golding.

Fortunate is the man who thinks pretty well of himself—and who doesn't?

Right of Merchant To Avoid Contract

Where a contract for the purchase of goods has been entered into through mistake, fraud or misrepresentation, it may, under certain circumstances, be avoided on these grounds. However, generally speaking, where a merchant desires to take advantage of reasons of this kind and avoid a contract, he must act with reasonable promptness in denying the contract.

In other words, when a merchant discovers a contract is not what he supposed it to be, and has grounds for avoiding it under the heading of mistake, fraud or misrepresentation, he is bound to notify the other party to the contract of his intention to rescind within a reasonable time. And, if he fails in this, his inaction may cut off his right, if he had one, to avoid the contract. For example.

A merchant was visited by a traveling salesman, and induced to sign certain notes and a contract for a bill of goods. Following this the salesman's firm sent him a copy of the notes and contract he had signed. The merchant examined these papers, and concluded that they did not express the agreement, as understood by him, at the time he talked with the salesman.

According to his understanding of the agreement, he was not to be obligated to pay the notes unless the goods were sold by him. However, the contract and notes before him, it appears, clearly obligated him to pay the notes, regardless of his success in disposing of the goods.

Now, at this time the goods had not arrived, but the merchant took no action and awaited their arrival. When the goods arrived the merchant still remained silent, in so far as notifying the seller of the alleged mistake in the contract, and sold some of the goods to his trade. He failed to sell all the goods, and, when the seller demanded payment of the notes, attempted to avoid payment thereof on the ground that the contract was other than he understood it when he entered into it.

The seller thereupon brought suit on the contract and notes. A trial was had, and following this an appeal was taken to the higher court. Here, after a review of the facts as they have been outlined, the court, in passing upon the right of the merchant to avoid the contract, in view of his failure to take prompt action, among other things, said:

"Although appellee [merchant] read the copy of the contract received with copies of the notes, he did not make complaint to the company of the terms of the contract, but, with the contract before him, and with full knowledge of its contents, he received and accepted the shipment. Some of the goods were sold by appellee to his trade."

"The inactivity of appellee, when he learned the true terms of the contract signed by him, and his acceptance of the goods purchased under the contract, estopped him to repudiate the contract, after an unreasonable delay.

"He learned the true contents of the contract about five days after he signed it, in November. He was entitled to a reasonable time in which to determine

what he would do, that is, whether he would abide the terms of the contract or repudiate it, and ask a cancellation of his notes, but, after the expiration of a reasonable time in which to make his election, appellee was bound, in the absence of an election, to abide by the terms of the contract which he signed."

The foregoing case aptly illustrates the possible danger to a merchant by mere inaction and delay in a situation of this kind. In fact, under circumstances like those in the case reviewed, the merchant may by an unreasonable delay destroy all his rights to assert even a defense of real merit.

So, where a contract of this kind is found not to be what the merchant entered into, through mistake, fraud or misrepresentation, the latter should, for his own protection, act promptly in notifying the other party to the contract of his rescission. If this is done the merchant will preserve all his legal rights and, whether his contention proves correct or not, he will at least be entitled to have it passed upon by the courts. Otherwise, as we have seen, an unreasonable delay in such a case may cut off whatever right he may have had to resist the enforcement of the contract against him.

Leslie Childs.

D. L. Wransky, grocer at 1036 Barlow, Traverse City, writes us he pays as well as receives the paper with real pleasure.

Live to be happy—nothing else matters very much.

BIDS WANTED

For \$50,000.00 City of Holland
General Obligations Bonds.

Sealed bids will be received at the Office of the City Clerk of the City of Holland, Michigan, until 7:30 P. M. Central Standard Time on Wednesday, March 6th, 1929, for the purchase of:

\$50,000.00 General Obligation Bonds. Said bonds are to bear interest at the rate of 5% per annum payable semi-annually on Feb. 1st and August 1st of each year until bonds mature.

All bonds are to be in denominations of \$1000.00 each and mature serially in equal amounts of \$5000.00 on August 1st of each year from 1929 to 1938 inclusive, and are to be dated as of Feb. 1st, 1929.

Said bonds are issued and sold pursuant to a resolution of the Common Council adopted Feb. 6, 1929, for the purpose of paying the City's share of the expense of repaving 8th Street from the West line of River Ave. on the west to the Pere Marquette Railway Co. tracks East of Lincoln Ave. on the east.

Proposals to be conditioned upon the successful bidder furnishing printed bonds ready for execution.

Bidder to specify amount of premium they will pay.

Bids must be accompanied by a certified check equal to 2% of the bid.

The right is reserved to reject any or all bids.

OSCAR PETERSON,
City Clerk.

Holland, Michigan.

FOR SALE—Good growing business of Men's and Boys' clothing and furnishings, and shoes for the family. West Michigan town of 10,000 population. Must close out to look after other business in south. Address No. 1500 Care Michigan Tradesman.

Cool, Snappy, Invigorating
WINTER DAYS
are Business Stimulators

With larger values in merchandise involved and dangers of loss by fire multiplied it is time now to check up on

Fire Insurance

The heating plant is one year older and unseen defects may have developed which later on might spell disaster.

It is better to be safe first than sorry afterwards.

For Safety, Service and Saving let the Mutual Companies protect you this fall and winter.

MUTUAL Insurance

is Better Protection at Lower Cost

An investigation will prove it



**Packed in sealed tins
since 1878. A nation-wide
fame and distribution
for fifty years**

**CHASE & SANBORN'S
SEAL BRAND COFFEE**



Grocers supplied by Chase & Sanborn, 327 North Wells St., Chicago

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.

More Profit to You

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

K C Baking Powder

Same price for over 38 years

25 ounces for 25¢

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

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

**Millions of Pounds Used by Our
Government**