

Special Detroit Edition



Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, MARCH 6, 1929

Number 2372

Cheer as the Winners Go By

Dear Lord, in the battle that goes on through life

I ask but a field that is fair,

A chance that is equal with all in the strife,

A courage to give and to dare;

And if I should win, let it be by the code,

With my faith and my honor held high;

And if I should lose, let me stand by the road

And cheer as the winners go by!

And, Lord, may my shouts be ungrudging and clear,

A tribute that comes from the heart,

And let me not cherish a snarl or a sneer,

Or play any sniveling part;

Let me say, "There they ride on whom laurel's bestowed

Since they played the game better than I,"

Let me stand with a smile by the side of the road

And cheer as the winners go by!

So grant me to conquer, if conquer I can,

By proving my worth in the fray;

But teach me to lose like a regular man

And not like a craven, I pray.

Let me take off my hat to the warriors who strode

To victory splendid and high,

Yea, teach me to stand by the side of the road

And cheer as the winners go by.

To what extent does

THE J. L. HUDSON COMPANY

use Detroit resources?

WE thought that visiting Michigan merchants might be interested in knowing how many Detroit resources we use. So we counted them.

Manufacturers, wholesalers, jobbers and distributors who supply us with merchandise for resale—how many are there that we use regularly? *They number over 350.*

Furthermore we use well over a hundred other local sources for supplies incident to store operation.

Isn't that a pretty good indication of Detroit's importance as a merchants' market? We think so.

We feel very sure, therefore, that the Better Merchandising Conference and Exposition, which meets March 13, 14 and 15, in the Masonic Temple at Detroit, will be very much worth while for all merchants in Detroit's trading territory.

THE J. L. HUDSON COMPANY, DETROIT

MICHIGAN TRADESMAN

Forty-sixth Year

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Number 2372

MICHIGAN TRADESMAN E. A. Stowe, Editor

PUBLISHED WEEKLY by Tradesman Company, from its office the Barnhart Building, Grand Rapids.

UNLIKE ANY OTHER PAPER. Frank, free and fearless for the good that we can do. Each issue complete in itself.

DEVOTED TO the best interests of business men.

SUBSCRIPTION RATES are as follows: \$3 per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.04 per year, payable invariably in advance. Sample copies 10 cents each. Extra copies of current issues, 10 cents; issues a month or more old, 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

Entered September 23, 1883, at the Postoffice of Grand Rapids as second class matter under Act of March 3, 1879.

JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

CALVIN COOLIDGE.

In his farewell talk with the Washington correspondents Mr. Coolidge asked to be set down as one who has minded his own business.

In many senses this is true. We have had few Presidents who interfered less with the habits and thoughts of the people, few who had less to do with foreign affairs and almost none who so sedulously kept his hands off Congress.

Yet this self-imposed summary of a term of almost six years in the White House is palpably insufficient. In bursts of irritated hyperbole it is sometimes referred to as the highest level that can be attained by man. "Oh, give us," sigh the cynics, "just one man capable of minding his own business." Calvin Coolidge did so. There is no getting around that. But history will not let him go with merely a negative label, no matter how complimentary it may be.

Mr. Coolidge succeeded the ineffable Harding in the White House. He became President at a time when the Republican Party, and alas! the Presidency, connoted the political corruption into which the treacherous friends of an easy-going Executive had betrayed both. Coolidge did little in the way of denouncing this corruption. He is fairly criticizable for his slowness and his silence in this crisis. Yet he minded his own business by letting Congress expose and the courts punish the corruption. So remarkable was the people's faith in his own New England integrity that they declined to let the Harding corruption be even a factor in the election of Coolidge in 1924.

Honesty is a positive virtue and Mr. Coolidge has it. So is courage. He has that, too. Do you remember the iron bravery of "I do not favor a soldiers' bonus?" And the rejection of McNary-Haugenism was like unto it. Thrift may be a less positive virtue, but it is not a soft one. Neither is renunciation of the crown. Coolidge has practiced and taught his people

economy when they needed it most in the comeback from war waste; and he made them believe him when he put away a Presidential election that was surely his by the simple words, "I do not choose to run in 1928."

Menckens may rave against him as being a mystery and a myth. But, like Massachusetts, there he stands. And there he will stand in history. In the years to come Calvin Coolidge will be remembered as a man of unflinching moral character, as a thoroughgoing, typical American and as a man who suited the needs of his times as exactly as did Washington or Lincoln.

Postum Company To Extend Dealer Extra Profit Plan.

The Postum Company announces an extension of their dealer extra profit plan which was inaugurated last year. In 1929, the "qualifying percentages" will be 2½ per cent. lower—dealers making advances at least of 7½, 12½ and 17½ per cent. over 1928 being awarded dividends, respectively of 1, 1½ and 2 per cent. on the total volume of Postum products sold. Under the new plan it is expected several thousand additional dealers will participate in the extra profits.

The extra-profit plan is based on the five "guaranties" of the company's merchandising policy—under which all dealers are placed on an identical basis of opportunity—limited only by their own ability to sell. This policy covers:

1. Guaranty of quality.
2. Guaranty of price—the dealer's floor stocks being protected against the company's price decline (except the products of Maxwell House Products Company, Inc.)
3. Guaranty of sale.
4. Guaranty of proper turnover of stock—based on dealer's acceptance of the purchase plans presented by the company's sales representatives.
5. Guaranty of a single-price basis to all our customers.

The plan, an official of the company explained, works out in this manner: "If you were a customer on our direct list during the entire year 1928, and if your purchases from us during the entire calendar year 1929, in cases or units of grocery specialties, exceed your 1928 case or unit purchases by at least 7½ per cent. you will receive after the close of 1929 an extra profit dividend on your total 1929 purchases.

"The dividend is graduated in direct proportion to the increase in total sales—1 per cent. of the year's net dollar purchases (after deducting 2 per cent. cash discount, whether taken or not) being given for total increases of 7½ to 12½ per cent.; 1½ per cent., on the same basis, for increases of 12½ to 17½ per cent., and 2 per cent. for 17½ per cent. or more.

"Qualifying percentages in each

group are 2½ lower than for last year. These differences appear slight, but we believe they will enable from 10 to 20 per cent. more dealers to participate in the extra-profit plan."

The plan does not apply to items acquired by the Postum Company during the year—although the company reserves the right to include such additional items.

If any of the products listed were not stocked throughout 1928 they will not be considered in the aggregate purchases in 1929.

"In general, the unit of comparison between 1928 and 1929 purchases," he pointed out, "will be the standard case. Where a different unit applies the dealer will be notified. If any changes in pack are put into effect which would invalidate this comparison, the unit of comparison will be the consumer package. If a change should be made in the weight or size of the consumer package, an equitable unit of comparison will be arranged.

"Purchases to be compared in 1928 and 1929 will consist only of packaged products bought for resale and intended for purchase ultimately in original packages by the consumer.

"A record of 1928 purchases has just been mailed to each dealer by the Postum Company and will serve as the basis of comparison.

"Where two or more dealers have consolidated in 1928, or who may in 1929, the combined purchases both before and after consolidation will count in the yearly totals.

"In the case of chain store organizations the comparison between 1928 and 1929 will be based on the average purchases per store in the two years.

"If for any reason a dealer's name is withdrawn from the Postum Company's list, the company will at the end of the calendar year reward him for that portion of the year he was a dealer.

"Pooling of orders is not permitted. This ruling would apply to an order ostensibly from one dealer if the merchandise were actually to be distributed among two or more. The ruling will not apply, of course, to legitimate orders for pool-cars, each participant in which is billed individually.

"Overbuying at any time is unsound. Overbuying at the close of the year for the purpose of insuring participation in the extra-profit plan is not only unsound but a violation of the spirit of the plan—which is to encourage effective distribution to the ultimate consumer. We urge our dealers to follow these rules:

"1. So that all orders received may be shipped prior to December 31, 1929, final orders for merchandise to apply on this year's volume must be placed not later than December 16.

"2. Aggregate orders (for products

whose purchases in 1928 and 1929 are to be compared) which are placed by a customer in November or in December, 1929, and which exceed his purchases in the same months of 1928 by more than 35 per cent., will not be included in the 1929 volume on which the percentage of extra profit dividend is based.

"Although the comparison of 1928 and 1929 purchases will be based on the aggregate purchases of all items stocked throughout the two years, and although a gain on each item is not required, we hope that each dealer who participates will show a gain on each item. It is obvious also that if gains are not registered on each item the task of making an aggregate gain large enough to permit participation in the plan will be greatly increased.

"Large volume at inadequate profit is not sound business; it benefits neither the dealer nor the manufacturer. Our extra-profit plan is intended both to reward those who work effectively in behalf of our products and to provide an extra profit which we want our dealers to get and to keep."

All products made and sold by the Postum Company and its associated companies are available under the extra-profit plan.

Muskegon — The Muskegon Candy Corporation will open bids March 12 for a three-story and basement brick building on the corner of Peck street and Keating avenue. The dimensions will be 75x100 feet. In connection with the new building program an amendment to the original articles of association has been filed with the county clerk, and this week the company will go before the State Securities Commission to seek authority to issue and sell more stock. The financial reorganization will change the stock from \$100 common shares of 25,000 shares of no-par, with a stated value of \$10, making the company a \$250,000 organization. Of this amount \$118,200 has been paid in, according to information set forth in the amendment. Of the 25,000 shares, 10,000 will be class A, paying an annual dividend of 90 cents per share. The remainder, or 15,000 shares, will be class B stock, paying dividends up to 90 cents per year after class A dividends have been paid, after which both classes will share alike. The present paid in capital represents 11,820 shares of class B stock. There has been no class A stock sold. In the organization, 10 shares of no-par class B stock were exchanged for one share of the old \$100 common stock.

The two agencies which have done most for the emancipation of women are congress and the drug store sandwich.

Late News From the Michigan Metropolis.

A new restaurant was opened Monday in the First National Bank building. The restaurant is owned by the Union News Co. Harry Neff is the manager in charge.

Among Detroit's new industries allied with the textile trades is the Queenly Garment Co., located at 23 East Jefferson avenue. L. J. Fuerst, the proprietor, is also the designer, having had several years' experience with Eastern manufacturers previous to coming to Detroit. The company specializes in popular priced garments for women.

C. E. Fisher, president of the Fisher Wall Paper Co. is spending a few weeks in Florida.

Russell H. Walker, well known in local automobile circles, has been appointed exclusive Marmon dealer in the Mack-Gratiot section of Detroit. The new organization, known as the Walker-Marmon Co. will handle the distribution and is located at 8920 Mack avenue.

Three home office representatives of the Connecticut General Life Insurance Co. were guests of honor Friday night at a dinner at the Detroit-Leland Hotel given by W. C. Bailey, general agent for the Detroit district. Several score agents attended the dinner. The guests were George E. Capen, assistant superintendent of agencies, Howard C. Hill, secretary of the group insurance department, and Roger Risley.

According to police records, accidents reported during February, 1929, were less than in any previous year since 1924. Only a total of 525 persons were injured during the month, while there were 1,083 accidents reported in in which no one was injured. The reduction is all the more notable because it came without the aid of a sudden police traffic ambuscade.

Miss Mildred Hein, formerly assistant advertising manager for Kern's department store, is now in charge of the advertising for Herman and Ben Marks, furriers. Miss Hein, in addition to her ability to write and lay out copy, is an accomplished artist and makes her own sketches and drawings.

One of the attractions at the Third Better Merchandising Conference and Exposition, to be held here next week, will be a miniature Wilton rug weaving machine in actual operation. The machine will be a part of the C. A. Finsterwald exhibit.

While business and industrial conditions in Detroit show continued and steady improvement, the same is true of Detroit's next door neighbor, Windsor, Ontario. Sky scrapers, new hotels and street improvements and widenings are the order of the day in the Canadian cities. The \$22,000,000 Ambassador bridge is rapidly nearing completion, while work on the \$25,000,000 vehicular tunnel is being rushed and will, according to reports, be completed during the late summer. As a result of the closer tie-up between the Canadian border cities and Detroit as a result of the connecting spectacular transit approaches the tourist trade

here will be augmented by thousands of visitors.

The Belle Isle Boat & Engine Co. has moved into its new home at 8777 Jefferson avenue. Approximately 30,000 square feet are devoted to the new display rooms, the largest of its kind in the country.

Visitors to the Better Merchandising Conference next week have a real treat in store for them in the North American flower show, which will be held at convention hall, March 13 to 21. In calling it the world's greatest show the sponsors of this great civic project do not exaggerate in the least. The flower show is an annual event in Detroit.

More Detroit employment in the offing. A newly organized concern, known as the Great Lakes Steel Corporation, will start construction within thirty days on an eighty acre site purchased in Ecorse, a suburb of this city. This new project gives increased impetus to the development of greater Detroit as a steel manufacturing city. The plant will cost \$20,000,000 and will give employment to 3,000 men at the start. Before announcement of the new corporation came, the entire stock issue had been subscribed.

S. Stulberg, city representative for A. Krolik & Co., was united in marriage on Feb. 24 to Miss Flora Moscow, of Detroit. The good wishes of their many friends in and out of Detroit are extended to the happy young couple.

Julius Braun, who engaged in the specialty knit goods business a few weeks ago, is well known to the trade located in the Detroit area, having served for a number of years as salesman and department manager for a local wholesale concern. Mr. Braun, convinced that the future big successes in the textile business would be for those who specialized, launched into the business bearing his name with every prospect that it will prove a financial success.

The Baltimore Bargain Stores, Woodward and Baltimore avenues, will open a department store in Cadillac Square in about ten days.

Finishing touches to the coming Third Better Merchandising Conference and Exposition are being completed at a series of noonday meetings held throughout this week. The affair is scheduled to outshine all previous events and a careful perusal of the program indicates an unusually brilliant array of talent to lead the departmentals, discussions and talks to the retailers assembled. In this age of unusual business activities and retail storekeeping problems, it is inconceivable that independent retailers would intentionally stay away from the great opportunities afforded by the Better Merchandising Conference and Exposition—or, as a matter of fact, any similar event offering educational advantages to merchants.

A weekly survey of business conditions is broadcast by the Department of Commerce over radio station W.W.J. each Thursday.

Paul H. King, of Detroit, referee in bankruptcy, has ordered the sale of the

GRAND AND UPRIGHT PIANOS TO RENT



TO TRULY COMPLETE
the FURNISHING of Your HOME

You Need A Grand Piano

THE many sizes in which this type of instrument may be had; the variety of designs, both in conventional and period art models, and the outstanding beauty of each; together with the atmosphere of culture and discrimination that its presence imparts, make a grand piano the means to utmost richness and completeness in your home furnishings.

At the House of Grinnell you will find a vast assortment to select from, and a wide range of prices

\$495, \$645, \$785, etc.,

for beautiful, new, guaranteed instruments. And, you can just as well have one immediately, for we gladly arrange conveniently monthly terms if desired.

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STEINWAY REPRESENTATIVES
"Michigan's Leading Music House"

Hdqrs., 1515-21 Woodward Ave., Detroit

BRANCH STORES

AT ADRIAN, ANN ARBOR, BAY CITY, FLINT, GRAND RAPIDS, HILLSDALE, JACKSON, KALAMAZOO, LANSING, MONROE, MUSKEGON, PONTIAC, PORT HURON, SAGINAW, TRAVERSE CITY, WYANDOTTE AND YPSILANTI, MICH.; WINDSOR, ONT.; TOLEDO, LIMA, BRYAN, OAK HARBOR, FINDLAY and FREMONT, OHIO; 9 DETROIT BRANCHES

assets of Piggotts, Inc., bankrupt furniture dealers of Bay City, to John C. Ross of that city, for \$93,000. The declaration was made at the first meeting of creditors, and upon the motion of attorneys representing large blocks of creditors. The offer made by Ross was the largest of several bids received by the Detroit Security & Trust Co., receivers. James M. Golding.

Where the Truth Is To Be Found.

Grandville, March 5—Intolerance is not as forceful in America as it was in times past. Most church people admit there are good people who never saw the inside of a church. And why not? How many of the thousands of America's sons who died on Southern battle fields in time of civil war were members of any church? I have no figures to show, yet I do know that of all the army of lumberjacks who went South to fight for the flag which had been hauled down at Fort Sumpter not one in a dozen made profession of religion.

These men were, however, good citizens, and did yeoman service for their country, serving God and the Union as seemed fitting in their own hearts.

I recall the names of three men who left our little mill on the Muskegon as volunteers in that war who never came back, nor to this day is the place of their burial known to their friends.

One of these men was a farmer from Illinois who came to the lumber woods of Michigan hoping to better his fortunes. He was a man of high ideals a true gentleman, and honest to the core. Not a member of any church yet filled with reverence for that God which is on land and sea throughout the universe.

He did yeoman service for the old flag and disappeared forever at the battle of Chickamauga. The whereabouts of his sepulchre has ever remained unknown despite a thorough search by his relatives. One of the unknown Union dead perhaps whose bones are among those beneath that monument erected at Arlington.

There is scarcely a human being of ordinary intelligence that denies the existence of a supreme power greater than man's; a power which some call God and others a supreme intelligence unnamable, yet which oversees this world and as surely notes the sparrow's fall as does the God of scripture.

America is not an infidel nation even though churchianity is on the decline. An infinite being overrules the world which fact is acknowledged by many of those who make no profession of religion.

On the bloody field of the Wilderness fell another of our mill boys whose place of burial remains unknown to this day. A genial, jolly lumberjack was he, filled to the brim with good will toward all his companions of mill and army. Not a member of any church, yet a full believer in the goodness of a divine power that would make all things right at the last.

By their acts shall ye know them. It is not what we say but what we do that counts in this world and in the world to come. I once heard a minister of the gospel declare from his place behind the pulpit that the veriest hypocrite inside the church was far better than the best man outside of it.

What think you of such doctrine as that? Very few Christians would sanction such doctrine, and it is doubtful if the speaker really believed it himself. There are extravaganzas in the pulpit as well as out, and no doubt there are many such which would in private speech be denied.

Nevertheless there are as good people outside as in the folds of the church. The fact of attending divine service each first day of the week does not make of a man or woman a thorough going Christian in the full meaning of that term.

The third man who fell in one of the battles in Virginia and whose body was never recovered was a doctor of our settlement who entered the army as a volunteer in the early part of the war. He was a man of intelligence who believed in God but had no religious affiliations. Where must we put such men? Because their bodies were lost to their friends it is not necessary to cast them out of God's universe as forever lost.

Beside the bier of an aged lumberman stood the widow, her face bathed in tears. She sobbed out her heartfelt sorrow, declaring as a friendly woman wound her arm about her shoulders, that if she knew she should meet that dear one again she could rest satisfied. The one who sought to soothe her grief said to her in soothing assurance that there was not the least doubt that the widow would meet her gone husband again in another and better land where the spirit lives on forever.

This friendly assurance from one she dearly loved did much to break the chill of death and buoyed up the heart of the widowed one although her friend with the kindly voice was not the member of any church.

Years later, when she sat beside a grave in a large cemetery with a companion, this kindly soul made known the fact that she did not care where she was buried after her demise since she knew that she should not be there.

There was faith for you such as few even worshipping in the pews of a fashionable church could duplicate. And that kindly woman passed over a short time later full of faith in a hereafter in which she should meet all her friends gone before even though no church spire served to point the way to that glory land.

I note that one writer on the life of the immortal Lincoln makes the statement that he was a Presbyterian. Of course the child old enough to read history knows that statement to be false. Lincoln was the member of no church and yet every church in the land would gladly have taken him in had he at any time offered himself.

It is worth that makes the man. Those business men who deal with the public over the counter of a store can tell you that they never judge a man's honesty by the church he attends, and that there are just as many honest ones outside as in the churches. We may well conclude that a spiritual life is as well assured to the honest person whether he is in or outside the pale of any church. Old Timer.

Ensembles Great Aid To Scarfs.

One result of the ensemble vogue this season has been notably greater interest in scarfs. This includes both the fur and the fancy silk types of neck adornment. For early retail selling, the orders placed for fur scarfs, particularly foxes, have been quite heavy and considerably in excess of a year ago. Buyers here say scarfs are by far the most active fur items at the moment. The sports influence is creating what appears to be a record season for silk scarfs, including a wide array of printed and hand-painted styles.

There is a wide difference between interest on notes and notes of interest, but when notes of interest regarding good causes produce a response in bank checks the difference becomes less.

Pat Crowe has finally convinced the police that he didn't commit suicide. In the old days he would have been given the third degree and probably would have confessed.



You can leave no better friend or protector for your family than The Michigan Trust, Acting as your executor and trustee, it will relieve your family of all details and responsibility. Your estate will be administered economically and efficiently in accordance with the terms of your Will, and the interests of your heirs will be the keynote of the Company's management.

Let us send you a booklet giving information about estates and trusts and describing the many ways in which we can serve you.



The MICHIGAN TRUST Co.
Grand Rapids

MOVEMENTS OF MERCHANTS.

Lennon—Merle Fowler has opened a meat market here.

Fountain—Fire completely destroyed the grain elevator of B. F. Brunke March 1.

Flint—The Peer Coal & Lumber Co. has changed its name to the Larson Lumber Co.

Hancock—Chris Kehl has opened a grocery and meat market in the Woydziak building.

Munith—Shuart, Inc., lumber, etc., has increased its capital stock from \$50,000 to \$60,000.

Detroit—A. Riskind, shoe dealer at 9135 Jos. Campau avenue, has filed a petition in bankruptcy.

Houghton—The grocery and meat market of Chris Kehl was damaged by fire with a loss of \$10,000.

Sturgis—J. R. Taylor has discontinued his grocery and meat business at 109 North Nottawa street.

Escanaba—The Scandia Co-operative Association has increased its capital stock from \$6,000 to \$50,000.

Hudson—The Great Atlantic & Pacific Co. has taken over the Palace Meat Market of George A. Steger.

Kalamazoo—The Pick-It Shops, 504 West North street, has increased its capital stock from \$5,000 to \$10,000.

Rose City—The Danin Co., dealer in general merchandise, has increased its capital stock from \$30,000 to \$50,000.

Detroit—The Concrete Materials Co., 848 Buhl building, has changed its name to the Dolomite Materials Co.

Detroit—Alex Cybulski has purchased the meat market at 2940 East Davison avenue from Walter Rogowski.

Sunfield—H. V. Switzer has sold his hardware stock and store fixtures to H. H. Warren, who has taken possession.

Kalamazoo—The Entroth Shoe Co., 132 South Burdick street, has changed its name to the Entroth Cloak & Suit Co., Inc.

Detroit—The Artistic Furniture Co., 2000 East Atwater street, has increased its capital stock from \$50,000 to \$100,000.

Bad Axe—The W. R. Polewacz Co., dealer in general merchandise, has increased its capital stock from \$50,000 to \$100,000.

Climax—Mrs. Margaret Ballou, recently of Kalamazoo, succeeds Mrs. Hattie McIlvain in the restaurant and bakery business.

Battle Creek—The Brigham & Uldricks Co., 135 Hamblin avenue, has changed its name to the Interstate Mill & Lumber Co.

Lansing—Roy Castle is erecting a modern bakery at the corner of Rundle avenue and Logan street and will occupy it about April 1.

Detroit—The Detroit Frame & Manufacturing Co., 10650 Cloverdale avenue, has increased its capital stock from \$6,000 to \$250,000.

Big Rapids—The V. & R. chain store organization has purchased the local branch of the Fidelity store and will continue the business.

Kalamazoo—The Kalamazoo Storage & Transfer Co., 458 North Burdick street, has changed its name to the

Kalamazoo Warehouse Furniture Co. Ionia—Vaughn & Ragsdale, conducting a chain of stores, has taken over the dry goods stock of the Fidelity Stores Co. It will discontinue its grocery store.

Detroit—The Metropolitan Store, 8803 Michigan avenue, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in.

Hart—Chris Antonopoulos, proprietor of the Hart Sweet Shop, has sold his stock and store fixtures to Milton D. Westfall, who will conduct it in connection with his restaurant.

Grand Rapids—L. Levinsohn has purchased the dry goods and shoe stock of Louis Rabinoff, 340 West Leonard street and is conducting a closing out sale on the premises.

Wayland—A. W. Preap, proprietor of the Beehive, confectionery, ice cream, etc., has sold his stock and store fixtures to F. A. Clingen, of Grand Rapids, who has taken possession.

Lansing—The Farmers Elevator Co., 634 East Grand River avenue, has been incorporated with an authorized capital stock of \$20,000, \$12,000 of which has been subscribed and paid in in cash.

East LeRoy—Daniel S. Case, who recently sold his grain elevator at Climax, is erecting a modern grain elevator here and will engage in the grain and fuel business about April 1.

Detroit—The W. F. Hurd Lumber Co., 171 South Campbell avenue, has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—L. Levinsohn, of Saginaw, has purchased the stock of men's furnishings and store fixtures of David Shenker, 14149 East Jefferson avenue, and is conducting a closing out sale on the premises.

Ishpeming—Charles Hecko has purchased the stock of confectionery, etc., store fixtures and store building of Walter Erickson, at the corner of Division and First streets, taking possession April 1.

Detroit—The Standard Credit Jewelry Co., 7016 Harper avenue, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$540 in cash and \$19,460 in property.

Flint—The Penn Drug Co., Inc., East Third street, has been incorporated with an authorized capital stock of \$300,000 common and 60,000 shares no par value, \$100,000 being subscribed and paid in in property.

Detroit—Win Helmboldt, Inc., 8120 Grand River avenue, has been incorporated to deal in motor vehicles and parts, with an authorized capital stock of \$25,000, \$6,000 of which has been subscribed and paid in in cash.

Detroit—Automotive Co-operative Inc., 10616 Grand River avenue, has been incorporated to deal in automotive products, with an authorized capital stock of \$10,000, of which amount \$2,400 has been subscribed and \$1,000 paid in in cash.

Alanson—B. D. Owens has sold his stock of medicines, sporting goods, paints and varnishes, and store fixtures to William Gerst of Traverse City and

Thomas L. Bryant, of Pellston, who will continue the business under the style of Gerst & Bryant.

Detroit—The Central Tea Co., 3501 Michigan avenue, has merged its tea, coffee and grocery business into a stock company under the same style, with an authorized capital stock of \$10,000 preferred, all of which has been subscribed and paid in in property.

Grand Rapids—The Art Cookie Stamp Co., 115 Michigan street, N. W., has merged its bakery equipment business into a stock company under the same style, with an authorized capital stock of \$10,000, \$9,000 of which has been subscribed and paid in, \$600 in cash and \$8,400 in property.

Detroit—Laskey Jewelry Stores, Inc., 6472 Chene street, has been incorporated to conduct a retail jewelry business with an authorized capital stock of \$40,000 preferred and 10,000 shares no par value, of which amount \$30,000 and 9,000 shares has been subscribed and \$30,000 paid in in cash.

Detroit—R. S. Gehlert & Co., 408 West Jefferson avenue, wholesale and retail dealer in teas and spices, has merged its business into a stock company under the same style with an authorized capital stock of 10,000 shares at \$4.39 a share, all of which has been subscribed and paid in in property.

Ludington—Nels C. Madsen celebrated his fortieth year in the hardware business by selling his interest in the hardware stock of the Madsen & Clauson Hardware Co. to his partner, Charles Clauson, taking in payment the double store building and a two-family flat at 610 South Washington avenue. Mr. Clauson will continue the business under his own name.

Alanson—The Pioneer Store which has been successfully conducted by its owner, Burton D. Owen, has been sold to Wm. Gerst, of Traverse City. This store was first owned by Emmet White one of Alanson's pioneers, then sold to Mr. Lasnell and purchased by Mr. Owens about ten years ago. Mr. Gerst is planning on putting in an up to date soda fountain and making other improvements in the business. Mr. Owens has not yet decided what line of business he will take up but for the present he will go to Yellow Springs, Ohio, where his two daughters live.

Manufacturing Matters.

Climax—Clyde Rolfe has purchased the stock and plant of the Climax Milling Co. and will continue the business under the same style.

Birmingham—The Birmingham Creamery & Ice Manufacturing Co., 420 Maple street, has changed its name to the Birmingham Ice Co.

Lansing—The Melling Forging Co. has changed its name to the Melling Forge Co. and increased its capitalization from \$100,000 to \$300,000.

Grand Rapids—The Keeler Brass Co., Godfrey avenue, has increased its capital stock from 80,000 shares no par value to 85,000 shares no par value.

Detroit—The Detroit Precision Tool Co., 729 Meldrum avenue, has been incorporated with an authorized capital stock of \$25,000, \$12,000 of which

has been subscribed and paid in in cash.

Grand Rapids—The Henning Manufacturing Co., 421 Market avenue, manufacturer of casein glues and allied products, has changed its capitalization from \$50,000 to \$10,000 preferred and 10,000 shares no par value.

Ann Arbor—Murdock & Porter, Inc., 419 Detroit St., has been incorporated to manufacture and sell heating and ventilating apparatus, with an authorized capital stock of \$15,000, \$3,000 of which has been subscribed and paid in in cash.

Detroit—The Ideal Brick Corporation, 708 Brainard street, has been incorporated to manufacture and deal in brick, with an authorized capital stock of 150,000 shares at \$1 a share, \$15,000 of which has been subscribed and \$2,000 paid in in cash.

Detroit—The Ri-Dru Co., 10588 W. Vernor Highway, has been incorporated to manufacture and deal in patent medicines, with an authorized capital stock of \$20,000, all of which has been subscribed, \$2,000 paid in in cash and \$10,200 in property.

Holland—The Szekely Aircraft & Engine Co., West 12th street, has been incorporated to manufacture parts for autos and airplanes with an authorized capital stock of 100,000 shares no par value. \$201,125.58 being subscribed and paid in in property.

Detroit—The Metallurgical & Chemical Corporation, 1693 Dime Bank building, has been incorporated to manufacture and sell chemicals and metallurgical products, with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The Stone Cement Products Corporation, 2841 Jerome avenue, has been incorporated to manufacture and deal in stone and clay products with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,000 paid in in cash and \$6,000 in property.

Detroit—The Ainsworth Manufacturing Corporation, 2200 Franklin street, manufacturer of windshields and other auto parts, has merged its business into a stock company under the same style, with an authorized capital stock of \$2,000,000, \$1,161,490 of which has been subscribed and \$180,000 paid in in cash.

Charlevoix—The Charlevoix Hardware Co., which was established in 1871, has been taken over by Robert F. Sloan as receiver under the authority of the Charlevoix Circuit Court. Business will be continued without interruption by order of the court. The action was precipitated by a stockholder who pulled out of the business and started a competing establishment. The assets are alleged to be \$54,000. The liabilities are \$22,000—\$9,000 to a local bank and \$13,000 to merchandise creditors. On the face of things it looks as though everyone would receive 100 cents on a dollar, including the stockholders. The business will probably be re-organized and continue to be a leading feature of the mercantile interests of the city.

Essential Features of the Grocery Staples.

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

Tea—Ceylons and Indias are in a routine demand, and some dealers report a fairly Oactive trade in Formosas. Cables from Colombo manifest a little weaker market, with prices quoted $\frac{1}{4}$ c lower on all descriptions.

Canned Fruits—Peaches are moving in a big way, but this is nothing extraordinary and the market remains about the same as it was some months ago. Apricots and cherries are strongly held, and with the spring season almost here, some buyers are going to find it hard to buy anything in either of the two items.

Canned Vegetables — California tomatoes are in light supply on the Coast, and canners are firm in their ideas. Spring pack spinach has attracted a good buying interest and bookings are reported satisfactory. Cold weather in California has retarded the growth of the crop, and it is the general expectation that canning will not begin until a week later than last year, and it will be well after the middle of March before a start can be made in central California. Packing in Southern California will begin, as usual, earlier than that, of course, but will be late there also. Future peas have been attracting some attention, but there have been no particularly interesting bookings so far. Visiting packers say that their prices will be about the same as last year's. More interest is being shown in future string beans, perhaps, than in any other commodity, and prices as named by the various canners are well received. Spot string beans are also selling well, and at high prices. Corn is inactive. A popular brand of mixed peas and corn is enjoying a good call.

Dried Fruits—California prunes are strong and are enjoying a normally good movement, with 40s the favored size. The tendency is to work upward. Oregon prunes are higher in price, and are in lighter supply locally, while the Coast is reported almost entirely sold up. Apricots are strong and are selling well. The fancy grades are scarce in New York and closely cleaned up on the Coast. With prices so much higher than either prunes or peaches, the present demand is excellent. It looks as though imported citron would continue to go up until it has reached the old-time basis of 35c per pound. Not that it is anything like that now, but cables are advancing steadily, and spot prices are going up correspondingly.

Canned Fish—One of the most important canners of Maine sardines reports that his entire pack of carton sardines has been sold, leaving only keyless and key oils available. This condition is general, too, and it adds a firm tone to the market. All sizes of mustards are in light supply in canners' hands. While the salmon market is steady to firm in tone, the demand is unusually dead for the time of the year. In previous years the Lenten season brought with it a marked improvement in demand, and by this time the trade would ordinarily be quite busy with their orders and a brisk movement would be prevalent in all

Eastern markets. No one apparently can offer a good reason why such a dull condition exists. Reports from the market in Seattle, on the other hand, are decidedly bullish in character, with canners holding pinks at \$1.75 and reporting a steady exhaustion of stocks. Tuna is doing fairly well locally and prices are steadily maintained.

Salt Fish—There has been a good trade in all salt fish during this Lenten season, which has cleaned up supplies of importers. Holland herring is extremely scarce and as it is late in the season no more shipments are expected. Irish mackerel is in short supply and assortments are limited. With the lately reawakened interest on the part of consumers in salt fish, all those in the trade are looking forward to next year as a good one. Just what the cause of this increase in demand is cannot be ascertained, but it is certainly marked. Prices are on previously quoted levels.

Nuts—Spring outlets have been felt to some extent in the demand for nuts in the shell, but the market has been somewhat of a disappointment to the seller as the call has been routine and mostly for immediate needs. Too much conservative buying is going on to allow for any marked betterment in prices, or for a healthier undertone, but in the face of a limited demand the range has been maintained. Jobbers reports an increased enquiry for California walnuts, and with the coming of the Jewish Passover holidays demand has increased for filberts and Brazils. Unshelled almonds are moving only fairly well. The shelled nut market is strong in tone owing to unusually small supplies on hand as compared with previous years, but no particular activity is evident. Domestic almonds are due to advance a cent a pound on all grades about the middle of the month. Shelled walnuts and filberts are steady but unchanged. Nothing new has occurred in the primary markets abroad, which continue strong and advancing in trend.

Sauerkraut—Demand for sauerkraut is better than usual and prices are strong, though unchanged. Storage cabbage is closely sold up and shipments from the South have not commenced. There are rapid movements in kraut juice.

Vinegar—Trading is seasonally slow and the market is wholly devoid of recent developments. With the approach of spring operators are beginning to feel more optimistic. Prices are the same as previously reported.

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— $4\frac{1}{2}$ @5c per lb.
Beets—\$1.50 per bu. for old; \$3.75 per crate for new from Texas.

Brussel Sprouts—32c per qt.
Butter—Jobbers hold prints at 51c and fresh packed in 65 lb. tubs at 50c.
Butter Beans—\$4.50 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—Florida commands 75c per bunch or \$3.75 per crate.

Cocoanuts—90c per doz. or \$7 per bag.

Cucumbers—\$1.75 per doz. for Illinois hot house.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$9.90
Light Red Kidney	-----	9.75
Dark Red Kidney	-----	9.75

Eggs—The market has declined 5c per doz. from a week ago, with every indication of still lower prices. Jobbers pay 33c 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 doz.

port a fairly active trade in Formosas.
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 ----- \$3.75
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	-----	\$5.50
150	-----	5.50
176	-----	4.50
200	-----	4.25
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	-----	28c
Light fowls	-----	25c
Heavy Roaster	-----	30c
W. L. Broilers	-----	22c

Radishes—45c per doz. bunches.
Spinach—\$1.10 per bu.

Strawberries—30c per pint.
Sweet Potatoes—\$2.75 per hamper for kiln dried Jerseys.

Tomatoes—\$1 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

The New Frankfort Food Depot Is Imposing.

The most modern example of a municipal public market has recently been complete and put into operation

in Frankfort-on-Main, Germany, a city with a population of about 500,000. In this "Gross Market Halle," conveniently accessible from all parts of the city, the resident of Frankfort may buy at a minimum cost all of his table necessities, including fresh and dried fruits and vegetables, milk products, fish eggs and meat. This applies to all kinds of food, not only domestic to Germany but imported from beyond its borders.

The public market comprises two main buildings, the Great Market Hall, intended primarily for the retailing of food, and the import warehouse, with its custom control provision and its spacious storage facilities of keeping food and fruit until distribution and sale. The Great Market Hall is an imposing concrete and brick structure, towering seven stories above the street level for about 150 feet and covering an area equivalent to that of the entire Grand Central Terminal in New York City. Light and ventilation are obtained through windows on both sides of the large hall. One of the two end portions is devoted to administration and the other to storage facilities.

Domestic food supplies are unloaded directly from cars on the spur tracks paralleling the entire length of the building, and the deliveries are made on the opposite side, thus effecting the movement of material in one direction only. Imported food supplies, such as fresh tropical fruit and vegetables, fish and meat, are received at the import warehouse with its refrigerating facilities and from which these supplies are delivered to the Great Market Hall by the use of overhead bridges connecting the two buildings.

The main floor space of the Great Market Hall is divided into three parts by two runways for the accommodation of electric trucks, autos and other vehicles which have occasion to enter the building. The large central space is reserved and subdivided into stalls, for which the market men bid and pay rental to the community. The space along each side of the building is regarded as more favorable because of the wall backing and display possibilities and yields for this reason a higher rental. Each stall lessee is provided with storage and refrigerating service in the vast basement. Electric warehouse trucks of the newest type supply the delivery service between the storage compartments in the basement and the individual stalls on the market floor.

An ingenious feature of the market hall is the two open balconies extending entirely across the building and used as luncheon restaurants. Here the stall owner or any of his employees may eat in full view of his stall.

At one end of the market hall is a seven-story building which provides offices for the market administration, city officials and business firms. There is also found here a bank, a restaurant, municipal offices, rest rooms for employees, club quarters for the employees of the market and their families.

At the other end of the hall is the cold storage warehouse, provided with the most modern type of refrigerating machinery.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Gowen, March 1—Did the Tradesman ever hear anything from the Gale National Protective System? I have never heard or seen any of the gentlemen. The only way to get any satisfaction would be to start a suit against them.

There are two other merchants in my neighborhood who did the same thing I did.

They collected the \$35 and never came back. Christian Andersen.

The Gale gang at Battle Creek is a good crowd to stay away from. They collect \$35 for service which is seldom if ever performed. As Mr. Andersen says, "They never came back." Perhaps it is just as well that they never came back, because they have nothing to give in return for the \$35 they obtain under false pretenses.

Watervliet, March 2—Can you tell me anything as to the responsibility of the International Advertising Service, Detroit, Mich. They put out silverware to be used as premiums. The silverware is manufactured by the International Silverware Co. I am taking the service and would like to know if the house is on the square. Any information you may furnish will be greatly appreciated. F. H. Merrifield.

The further away you keep from the concern you enquire about, the more money you will have in your pocket and the better you will sleep nights.

This concern is a skin-game one, pure and simple. It has no connection with the original organization except that it buys its stuff from that factory.

In no way can you do business with this concern without getting the worst of it.

Monroe, March 4—A man wants me to start black fox farming. My father warned me against black fox, silver fox, guinea pig, etc., enterprises, as being uncertain ventures. Please advise. E. B.

The father as usual is wise in his cautious advice given the son. Fox farming is a precarious enterprise at best, and a young man having no previous experience in the breeding and caring for the animals would be more likely than not to make a failure of the business. And the price of foxes for breeding purposes runs into such a large amount of money that few can afford the experiment. To experiment with guinea pigs would not prove so disastrous in case of failure. Poultry is more prosaic, but in our estimation more likely to pay dividends.

St. Joseph, March 2—A few days ago a man called on me, giving his name as Dr. Livingston, representing the Lake Shore Treatment Co., of Chicago, Ill., and Cleveland, Ohio. He claimed to be able to cure chronic diseases of long standing with some green pills which he sold in boxes of 200 for \$10, which he said was a three months' treatment, and he guaranteed a complete cure in three months. I am merely curious to know whether there is such a company, and if so, whether they are reliable. M. O. M.

The doctor or alleged doctor traveling about making claims, such as above quoted, is on the face of the evidence a quack. No reputable physician would make such reckless claims that he could cure chronic diseases

ALL SET FOR NEXT WEEK.

Official Program of Retail Grocers and Meat Dealers Association.

Tuesday, March 12

- 1 p.m. Registration of Delegates and Guests, in charge of Herman Hanson, Secretary Grand Rapids Grocers and Meat Dealers Association. Registration \$2.00 (50c of this amount goes to the State Association for National per capita tax and the National Grocers Bulletin). Yearly dues, \$2.50. (Groups from organized towns pay \$1.75 each on less than 25 members, \$1.50 on 25 to 49 members, 50 and over pay \$1.25). Treasurers will please bring or mail their checks in time for the annual meeting March 12-13-14.
- 2 p.m. Convention called to order, Garret Van Der Honing, President, G. R. Assn.
Invocation—Rev. John Dykstra, Grand Rapids.
Address of Welcome—Lee H. Bierce, Secretary G. R. Chamber of Commerce.
Response—Vice President, A. J. Faunce, Harbor Springs.
Introduction of President Hans Johnson, President Garret Van Der Honing.
President's Annual address.
Secretary and Treasurer's Annual report.
Appointment of Committees.
Nominating, Resolutions, Auditing.
Address—"How to Handle Customer Accounts," Dick Miles, Holland.
Address—"Price Tags & Price Cards," Edward Hesse, Muskegon.
Address—"Store Arrangement," Mr. Carl W. Dipmen, New York City. Editor Progressive Grocer.
Ample time for questions and discussions will be allowed after each address.

Tuesday Evening.

On Tuesday evening we visit the food show. Your badge will admit you and the lady. A splendid program of entertainment as well as instruction is provided. Don't miss this

Wednesday, March 13

- 9 a.m. Convention called to order, President Hans Johnson.
Report—Credentials Committee.
Address—"The Best Method of Controlling Credit Losses," Herman Hanson, Grand Rapids.
Address—"Home Owned Stores Movement," Elmer Van Antwerp, Lansing.
Address—"High Lights on Window Trimming," A. Fred Tracy, Window Display Service, Grand Rapids.
Memorial Service for those who have passed away. We stand one minute.
Address—"Training Clerks to Sell," A. J. Faunce, Harbor Springs.
- 12:30 p.m. Luncheon—Visiting Ladies, Hotel Pantlind. Committee Mrs. G. Van Der Honing, Mrs. P. Gezon, Mrs. W. Thomasma.
- 1:30 p.m. Convention called to order.
Address—"Efficient Use of the Telephone," F. E. Reiss, Dis. Com. Supt. Bell Telephone Co., Grand Rapids.
Address—"Mass Display of Goods," Edward Schust, Pres. Schust Baking Co., Saginaw.
Address—"Retail Advertising for the Small Store," Herbert S. Conlon, G. R. Press, Grand Rapids.
Report Nominating Committee; Election of Officers.
Selection of next convention city.
- 6:30 p.m. Banquet and Program, Ball Room, Pantlind Hotel, Main Speaker, Mr. C. H. Jannsen, Sec'y, National Grocers Assn., St. Paul, Minnesota.
Toastmaster—Hon. Ernest T. Conlon.
Entire Program in charge of Grand Rapids Committee.

Thursday, March 14

- 9:30 a.m. Convention called to order.
Address—"Merchandising Fresh Vegetables and Fruit," Paul Findlay, National League of Commission Merchants, Washington, D. C.
(By all means don't miss this talk. It will be worth a hundred dollars to any man who sells fruit. We invite our wholesaler friends to send in their salesmen.)
Report Resolutions and Auditing Committees.
Unfinished business.
Adjournment.

with green pills or pills of any other color. We find no record in our reference books of the Lake Shore Treatment Co. Perhaps the alleged doctor is carrying the company around in his hat.

Coldwater, March 1—Could you give me any information about the American Automobile Service League, Inc., of 1440 Broadway, New York City? I have taken out insurance; was told afterwards that it is not a reliable concern. F. S.

This man thinks he has taken out automobile insurance. The concern mentioned is not an insurance concern at all. He has probably signed one of the service contract schemes which are frequently sold as insurance. It is easy money for the promoters and the agents; but we are still waiting for a report from anyone who is satisfied with his investment in these service contracts.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Ferguson Construction Co., Flint. S. G. Engineering Co., Detroit. Moyer Realty Co., Detroit. Detroit Steel Construction Co., Detroit. Modern Fixture Co., Detroit. Purox Co., Detroit. Division Heights Co., Detroit. Pullman Telephone Co., Edwardsburg. Lake City Land & Development Co., Ann Arbor. Grand River Barbecue, Inc., Detroit. Schneider Holmes Co., Detroit. Leone & Angelo, Grocers, Inc., Detroit. Oakland County Land Co., Pontiac. Durant Land Co., Lansing. Philip Creamery Co., Detroit. Cook Spring Co., Ann Arbor. R. H. Baker Co., Inc., Detroit. Pleasant Homes Land Co., Detroit. Elmwood Realty Co., Jackson. Marlboro Apartments Co., Detroit. Potts & Potts, Inc., Detroit. Red Triangle Oil Co., Rockford. Sparta Creamery Co., Sparta. Olin & Olin, Alpha. Owosso Milling Co., Owosso. Rowe Construction Co., Bad Axe. Harry Cavanaugh's, Inc., Detroit. Detroit Flint Eau Gallie Land Co., Flint. Gardner White Co., Detroit. Kennelly-Withers Corp., Detroit. Champion Beverage Co., Detroit. White Furnace Co., Detroit. Gemmer Manufacturing Co., Cadillac. Henry Smith Land Co., Grand Rapids. Harwich Stamping Co., Detroit. Beal Realty Co., Detroit. Mahoney-Holmes Co., Lansing. Aaron Management Corp., Detroit. Rapid Addressing Machine Co., Detroit.

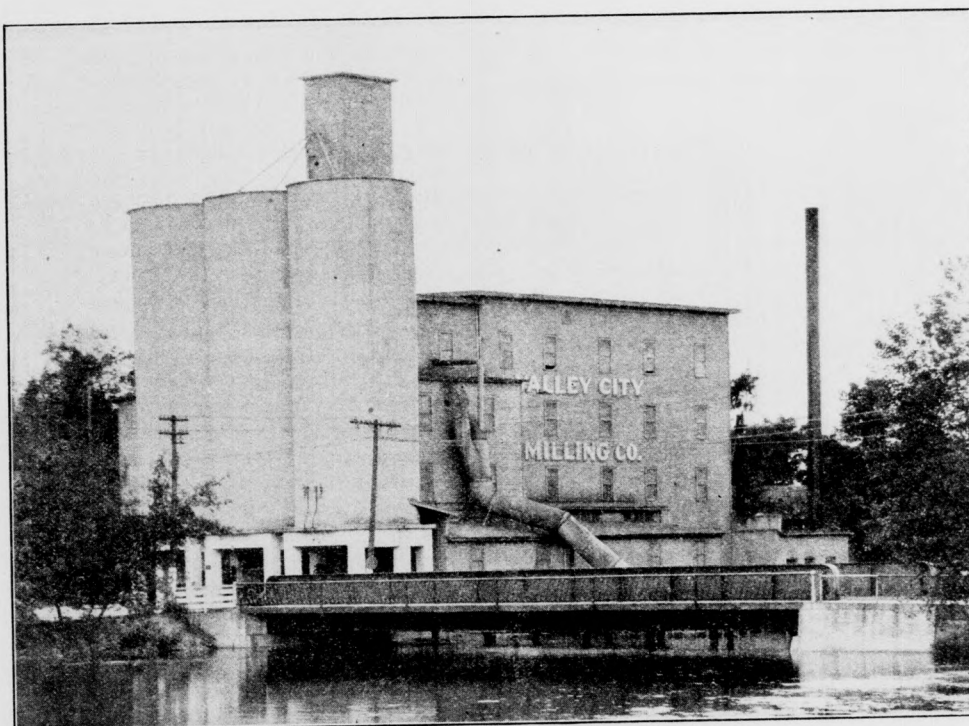
Co-operation on Unit Packing.

Education of manufacturers to greater use of unit packing is the next step in the campaign under way to popularize this method of shipping goods. Retailers are now quite thoroughly sold on the merits of unit containers, which eliminate repacking and re-handling. The obstacle from the manufacturer's standpoint, however, is that, while the total unit packing cost is lower, the expense, in many instances, is higher for the manufacturer. To overcome this it was suggested that retailers should absorb some of the increase at the initial point of shipment.

When somebody appears with a perfect solution of the liquor question, everybody will listen and approve.

This is the big, modern home of the famous — LILY WHITE FLOUR —

"THE FLOUR THE BEST COOKS USE"



**Where happy Millers work with the latest
equipment known to modern science**

Merchants can have complete confidence in this
efficient, conscientious mill and its highly-popular,
perfectly-blended product—

Lily White Flour

"The flour the best cooks use"

When you carry LILY WHITE FLOUR, you're selling
a business-getter that brings customers back. If, for
any reason "Lily White" is not satisfactory, we allow
our dealers the full purchase price of it. Investigate!

—+3— BY ALL MEANS ORDER SOME LILY WHITE FLOUR —+3—

VALLEY CITY MILLING CO.

Established 44 Years

GRAND RAPIDS, MICHIGAN

MILLERS OF LILY WHITE FLOUR, ROWENA PANCAKE FLOUR AND BUCKWHEAT COMPOUND

NEVER WOULD BE MISSED.

In all the current discussions related to what we call crime waves, there is a shocking lack of reference to classes of evildoers who manage to exist snugly beyond the reach of the law and world about them. We cherish a list of such offenders, which daily grows longer with names of those we should like to nominate for instant deportation to the American Devils Island lately proposed.

High in this list are the people who play the saxophone weepingly. Since the entire country is now exposed, as the saying is, to radio, these incorrigibles inevitably bring misery to the whole people. Whispering baritones are even more to be deplored. They are making us a Nation of finger-nail biters.

Nevertheless, our first nominations for the new Devils Island wouldn't be made from the world of what passes nowadays for music. We would go into all the restaurant and hotel kitchens of the country and drag out for punishment the fiends in human form who for years have been smothering fish in paprika. Of all the offenses against art and reason that American cooks have been perpetrating in imitation of the half-made chefs of the Continent this is the most reprehensible.

We are slipping into the season of the year when, for one reason or another, fish assumes an important place on the American table. As Francois Villon discovered centuries ago when he wrote one of the best of his ballads, fried fish turned in a pan and lightly touched with salt and black pepper acquires a flavor more delicate than that of any other food known even to kings.

Yet you must send special and imperative orders to a restaurant kitchen unless you wish to have your brook trout or your black bass sen up under brown smears of paprika that utterly obliterate its matchless natural flavor and substitute suggestions of overdone leather spiced with ketchup. There is not now any American restaurant so humble as not to insist on utterly destroying the natural glory of fried and broiled fish through a brutal use of the least attractive of all known spices.

Somewhere or other on the other side of the world a frenzied chef seeking a new sensation for overfed boulevardiers put paprika thickly on fried fish for the sake of appearances. The world was in that instant deprived of one of the most delicate flavors known to man. Fish as it should be cooked is now little more than a memory of the kitchens of the nation's childhood. Now and then you can find it in a lumber camp or in a restaurant so small and remote as to have escaped the destructive influence of what, for want of another name, is quaintly called civilization.

HEADED INTO BETTER TIMES.

This week marks the start of an Administration which should be of more positive influence than the last one in shaping trade and industrial welfare. Mr. Hoover's conduct of the

Department of Commerce forecasts a policy of engineering aid that aims at supplying the facts required for real business progress, and at setting the agencies of the Government to work for whatever objectives they may properly undertake in the light of these facts.

All is quite well in business as a general thing. The credit situation is the one cloud and it has grown somewhat darker with the further outburst of security speculation. So far rising money rates, caused by the siphoning of funds into the stock market appear to have affected only building operations, which for the month just closed ran some 15 per cent. under the same month last

pension for Mrs. Joseph Goldberger. Her husband's name is not so well known as that President Wilson or General Wood, but the services he performed for his country were such that the very least Congress can do is to grant his widow the modest allowance of \$125 a month for which the pension bill calls.

Who was Dr. Goldberger? He was a poorly paid surgeon in the United States Public Health Service who went down into the Cotton Belt and fought against the cruel scourge of pellagra until he discovered its causes and its cure. The asylums of the South were at this time full of patients made insane by this mysterious malady which

SLOW BUT SURE STARVATION

In his castigation of chain store methods in this week's Tradesman, the writer of Out Around could have carried his argument along to its legitimate conclusion by showing that the supremacy of the chain store must necessarily result in the impoverishment of the community.

The independent retail dealer sends out of town only sufficient funds to cover his foreign purchases. The remainder of his bank deposits, which represent the profit he has made in his store transactions, remain in the bank until invested in a home, devoted to payments on a home already purchased on time, applied to the purchase of additional home furnishings, needed additions to his store building, desirable additions to his stock or fixtures or investment in local manufacturing enterprises which give employment to home people and thus contribute to the growth and prosperity of his home town.

The chain store, on the contrary, sends the entire receipts of the store (less rent and wages paid the store manager and his clerk) to the headquarters of the chain system in Detroit or elsewhere, to be immediately transferred to New York, where they are absorbed by high priced executives and clerks and divided among the greedy stockholders of the organization.

This steady stream of money, constantly flowing out of town every week, NEVER TO RETURN, must ultimately result in the complete impoverishment of the community. It is a process of slow but sure starvation.

This is the strongest indictment ever presented against the chain store—an indictment which precludes the possibility of a defense, because there can be no defense to a charge of this kind, based on the logic of events.

This indictment effectually outweighs and overcomes any possible advantage which can be presented in favor of the chain store, because of its low prices on some lines of goods, alleged uniformity in methods and prompt service.

In the light of this disclosure, which no one can successfully contradict or set aside, the consumer who patronizes the chain store, instead of the regular merchant, is effectually destroying the value of any property he owns in the town in which he lives, placing an embargo on the further progress of his own community and helping to bring on a period of stagnation in business, real estate and manufacturing which will ultimately force him to accept less pay for his services and reduce the level of living he enjoyed under conditions as they existed before the advent of the chain store.

year. The Conference of Statisticians in Industry points out in its latest report, however, that since building and automobile manufacture have gone ahead so largely as a result of credit expansion their prospects may depend largely upon the trend in credit.

Besides the high operations in iron and steel, the new February record in automobile output and the rapid price advances in copper, there may be added further improvement in the textile markets.

RICHLY EARNED PENSIONS.

Following closely its consideration of pension bills in favor of Mrs. Wilson and Mrs. Wood, Congress has been called upon to act in regard to a

attacked young and old. No one knew how it could be stamped out.

Dr. Goldberger found that it was caused by the common diet of cornmeal mush, hominy grits, cane molasses and salt pork, and that it could be cured by proper food and a little yeast. To prove that it was due to diet alone, both he and his wife injected themselves with pellagrin blood.

Seldom has a claim for a pension been clearer than that of Mrs. Goldberger. The bill was blocked in the Senate by Senator Smoot. Is there no limit to the ingratitude of republics?

Every man wishes to reform his brother, and the toughest cynic yearns to reform the reformer.

FLOATING AIRPORTS.

It is announced that construction will be begun immediately on the first of a series of floating airports. There are to be eight of this anchored islands marking a sea lane across the Atlantic and when the project is completed, it is said, planes will be able to leave New York at 6 in the morning and be at Plymouth at 4:30 the following afternoon.

We have no doubt that in time transatlantic air service will be possible. We are, however, somewhat dubious as to whether it will be inaugurated as rapidly as this program of station construction would seem to indicate. We have fearful visions of the steel islands with their workshops, hotels and restaurants drifting about the Atlantic or tossing fearfully in a winter tempest while harassed aviators running short of gas attempt their landings.

But even if the project is entirely feasible and the airports perfectly practicable, we are sure of one thing. It will take a heroic class of men to make up the crews of forty-three who are to man them.

AN UGLINESS SHOW.

Beauty shows are common, but London is staging an exhibition of ugliness. The exhibits are not persons but representations of scenic atrocities.

One horrible example shows a stone cottage flanked by what is described as "an artificial wood tea-shop," a garage covered with ugly signs and a glaring bicycle advertisement. The "growing horror of the enamel sign" is illustrated by views taken along roads beside which are garages "smothered with these disfiguring objects." In contrast are presented neat and inoffensive gasoline stations.

The object of the exhibition is to shock the public into demanding a change. That this is not a fantastic idea is proved by the success of at least one other such exhibition. Following it, some bad patches were cleared up.

This country is brought into the picture by exhibits showing the similarity between the two countries in reference to this problem. Perhaps an exhibition of ugliness would be worth trying here.

THE BAD OLD DAYS.

There seemed to be something beautifully romantic about the elopement of the Chicago heiress and the Arizona cowboy when we first read the dispatch telling this old familiar story of the great open spaces. The breath-taking ride from Castle Hot Springs, with officers on the trail of the fleeing couple, conjured up visions of the days when men were men, and bronchos, six-shooters and heroic rescues of distressed damsels were the stock in trade of the Wild West. But we were sadly disillusioned when we reached the last lines of the report. We realized then what we should have realized all along, that the West as we should like to imagine it exists only in the movies. The bad old days are gone. For it appears that our hero is a college graduate, who adopted the range style of dress and the mannerisms of a cowboy simply to open a curio shop.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I have been accused of many things of which I had no knowledge during the time I have conducted the Tradesman, but one accusation has never been laid at my door—that I have an inordinate love for the chain store. I have fought this menace to legitimate merchandising with all the vigor I could command ever since the viper showed its head. I shall continue to oppose it as long as I have any breath in my body, not because it has no good features to commend it, but because the bad features outweigh the good. Under existing conditions it has but one fundamental theory—to make money for the owner. Such features as service to the public, duty to the community and fair treatment to clerks are entirely overlooked by the chain stores in the mad endeavor to make as much money as possible and get the money so made out of the town in which it is made at the earliest possible moment. Money made by a legitimate merchant usually finds lodgment in the local bank and is utilized to assist in meeting the payrolls of local factories, from which it comes back to the merchant in never ending procession and succession, but no local banker dares to use the deposits of chain stores in meeting local calls and necessities, because he knows that such action on his part will force him to either suspend payment or go on a borrowing expedition day after tomorrow or week after next.

I have all kinds of encouragement and co-operation for anyone who has a well-defined plan to cut the corners of present chain store methods or curtail chain store abuses, but I have always declined to work with any man who goes at the job of crippling the chain store by methods which do not appear to me to be either fair, equitable or workable.


Among the ineffectual schemes which have been concocted during the past dozen years to check the growth of the chain store has been the plan of taxing them out of existence. This plan looks fine on its face, but I note the higher courts make short shift of such enactments by legislatures whenever they are brought before legal tribunals for interpretation. The chain stores originally paid no attention to these legislative undertakings, knowing they would be promptly annulled by the courts, but these enactments are now becoming so frequent that they find it a matter of economy to "buy off" the enthusiastic introducers of these bills, rather than pay two or three times as much to their attorneys a few months later to have the laws declared unconstitutional on the ground of class legislation. Because of this condition, which is as plain as the nose on a man's face, I have refrained from rushing pell mell to the support of such efforts to suppress or curtail chain store competition, because experience and observation have both taught me to believe that these efforts are more often due to an itching palm on the part of the ambitious legislator

than to any real anxiety to do the legitimate retail trade a good turn.

Representative Callaghan, of Reed City, is the father of one of these bills in the present session of the Michigan Legislature. I have no reason to question his sincerity, based on an earnest desire to help his friends of the retail trade. He has urged me to support his action and I have written him that if he will obtain a letter from the Attorney General, stating that in his opinion the Callaghan bill will be sustained by the Supreme Court in the event of its being enacted into law by the Legislature, I will give his measure hearty support. Until he can qualify in this manner, I do not think I should place either the Tradesman or myself in a false position by supporting an enactment which I have every reason to believe will meet with disaster when it comes to be reviewed by the nine dignified gentlemen who constitute the Michigan Supreme Court. I feel that this explanation is due my readers, because some of them who have not been with us long enough to understand the caution I always use in refusing to follow false gods and unseasoned measures might feel that I was not doing my full duty in the premises. I have never yet permitted my readers to be placed in a position where they were called upon to stand sponsor for a movement which would result in disaster instead of advancement, and I have been too long in the harness to reverse the method of a lifetime. I aim to be helpful at all times and under all circumstances. That has always been my policy and always will be.

A few years ago most hotel landlords had signs in their dining rooms to the effect that no smoking was allowed. So common has cigarette smoking become of late—even by women, I regret to admit—that a prohibitive sign regarding smoking would now be little less than ridiculous. There are still a few people who do not smoke cigarettes and who find cigarette smoking very offensive to them, especially while eating. For such persons a corner in every dining room should be set apart for their exclusive use, so they could be exempt from the disagreeable odor they now are compelled to endure. Many friends tell me that the odor of cigarette smoke is so offensive while they are eating that it destroys all the pleasure they would otherwise have in partaking of food. I have seen guests at hotels leave the dining room rather than be forced to endure the reeking odor of the doped-up cigarettes which are now consumed in such enormous quantities in improper places by unthinking addicts to the vice. Nothing but a vigorous campaign of education among the young will ever lessen this practice, but there surely should be some place, even in a public hotel, where clean people can be assured that they are exempt from this intolerable stench and nuisance. E. A. Stowe.

The man who says automobiles deprive us of needed exercise never tried to dodge two trucks and a coupe at the same time.



Same Day Settlement of Claims

WEDNESDAY MARCH 13

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When you have a fire loss, the first and biggest question is how quickly you can get your insurance, in order to start rebuilding and get to going again. With a policy in the Central Manufacturers Mutual Insurance Company, you have the satisfaction of knowing that adjustments are promptly and fairly made (that's Central's reputation) and, almost without exception, Central voucher checks for loss claims are mailed the same day proof of loss is received. There are no unnecessary delays—you need your money and you get it—promptly.

It helps also to know that the protection that Central gives is of the very highest quality, that the Company is absolutely sound, and that Central's annual dividend (30% for the last eight years) reduces by that much the actual cost of your insurance.

If you buy your insurance carefully, with a view to actual value offered, you will want to know more about Central Policies. Further information on request.

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FIRE, AUTOMOBILE AND TORNADO INSURANCE FOR SELECT RISKS

URNS GUNS ON BANKRUPTS.

Uncle Sam Invades Strenuous Battlefield of Business.

On the every day firing line of business, shoe merchants are so hungry for business that they frequently drink poison of a deadly kind in the shape of bad credit losses. Steering the business craft between the rocks of Scilla and Chyribidas is a job which requires sound statecraft in the realm of business, finance and industry to-day. It takes a good navigator nowadays to pilot the business ship between the rapids of business failures and to keep from running amuck on the rocks of competition, or being swamped by the mountainous waves of peak credits which are not promptly liquidated.

Uncle Sam, is therefore, about to undertake a careful scrutiny into the morgue of business failures with a view to reducing the annual business mortality, among shoe and other merchants, and the Domestic Commerce Division is now making an extended study of the whys and wherefores of business failures, with a view to discovering the causes which entail so many retail deaths every year.

It is recognized that every business failure affects the economic chain, that it tends generally to disrupt business and to disorganize credit. Besides, there is a great economic and preventable waste involved in the present high business mortality rate.

State and city departments of health everywhere in this country are set up to defeat the human mortality rate, to lower the death rate among human beings, but nothing has ever been done to combat the evil of business suicide. This new arm of investigation is intended to lend a helping hand in this direction and to perfect and submit plans to stave-off in large measure this constantly recurring business mortality.

An intensive study will be made by trained investigators to determine the causes of bankruptcy among retail merchants generally. In a Southern city, for instance, it appears from the department's records, that out of the city's approximately 1,200 retail establishments thirty fail monthly, while thirty-two new ones are also starting up each month, only to increase the ultimate mortality rate.

Besides the loss to the bankrupts, the realtors also suffer a loss estimated at \$1,500 monthly from defaults in rent; \$500 each to the supply house which furnished supplies and \$15,000 is lost by manufacturers and jobbers supplying sales items. Equipment repossessed represents a further loss. All these losses react unfavorably on the banks of the community and affect severely the general level of prosperity.

The study will also cover the credit practices of bankrupt firms, to show how lax credit and collection methods cause ultimate failure. In addition, the bankruptcy of individuals such as wage earners, farmers, professional men and so on, will be studied to see how they affect retailers. In fact, all this bankruptcy mess into which American business has fallen will be ironed out, with a view to determining sound corrective

policies to be applied in the future to either lower the rate considerably or else wipe it out almost entirely. And of course, when this investigation is finished a complete report will be published and made available for the benefit of business as a whole.

This autopsy of business failures will not only present a valuable guide to the retailer, but it will also benefit the manufacturer, jobber, banker, supply house, and others. It will also help out the retailer in selling to individuals as well as in being a guide to his own business inclinations which may lead him to the ultimate brink of ruin and financial loss through the bankruptcy courts.

The first step will be to analyze the records of bankrupt firms to determine the primary causes of bankruptcies and to classify those causes. With the analysis in hand it will be only one step further to set up a table of preventives and a series of red ink curves which mark the danger line beyond which no shoe merchant must suffer his passions or prejudices to betray him.

This effort to lessen the number of commercial failures is being hailed in many quarters as another decisive step in the stabilization of business, and as a new remedial process which will set in along the same lines as the Federal Reserve System originally stepped in to prevent the cycle of business depressions and panics.

By making a scientific analysis of the records of bankrupt firms and determining the fundamental causes of business mortalities, covering a wide range of firms and businesses throughout the country, it is also expected to develop the number of stores that can be profitably run in any given city and to draw the line of demarcation beyond which it will be hardly worthwhile attempting to set up another store. Where the number of stores is beyond all proportion to the population there is an inevitable tendency towards failures.

Competition with chain stores by using cut prices to meet competition which is beyond the pale of the individual merchant, will be definitely shown as one of the contributing factors to ultimate failure, and at the same time it is planned to point out the proper competitive measures to take to offset chain store competition, whether through quality products, better service, co-operative buying and advertising, or what not.

In conclusion, it may be stated that every business failure invariably contributes to the chain of economic difficulties which involve not only an entire community, but sometimes an entire state and ultimately the entire country.

The department's study will embrace such factors as the original financial structure of the bankrupt, the relation of the investment to the size of the business, correlated with inventories; and other pertinent cases will furnish not only important data concerning the principal causes of failure, but also the contributing factors.—Fred E. Kunkel in Shoe Retailer.

The Mission Play Presented at San Gabriel.

Los Angeles, March 1—Over in the fragrant valley of San Gabriel, in which is the city by that name, some dozen miles from Los Angeles, nestles, there is the one spot known to travelers from every port.

It is the home of the Mission Play which for eighteen years has been an unusual offering to the public. I was over there the other day to see it for the nth time. It always appeals to me, and my pleasure is accentuated if in the party there are those who have never before had the pleasure of witnessing the performance.

There are few plays that can claim the honor of being institutions, but that is what the Mission Play has achieved. Writers of National and international fame have broadcast its fame by word and photograph through leading journals in this and European countries.

Few plays have ever had a theater specially built to house them, but the Mission Play enjoys that distinction. Nor was the theater built by sentimentalists. Sentimentalists don't produce \$750,000 to build an institution which offers no returns in the manner of dividends.

Hard-headed business men of Los Angeles, wishing to perpetuate the charm of the play, combined their forces and built a mission playhouse which is one of the attractions of Southern California. Others presented the theater with a great organ, and many other features which add to its historic attractiveness.

In fact the Mission Play and its playhouse stand as an appreciation of the business men of the community for the idealism of John Steven McGroarty, author of the play, and director as well, to sacrifice his own fortune to give the world this golden epoch of California in dramatic form.

McGroarty himself is a Pennsylvanian, but he has been a worshipper at the shrine of California for almost a lifetime, and is an authority on historical research.

As might be expected the Mission Play is purely historical. This is its eighteenth season. More than 2,500 performances have been given in the years that have passed. It is claimed that no other drama of ancient or modern times, in any one locality, has equalled this.

The play is in three acts. The first depicts the heroic struggles and sacrifices of the Spanish pioneers to gain a foothold in California when they founded that mighty chain of Franciscan missions between San Diego on the South and Sonoma in the North. The second act depicts the missions in their glory when California was the happiest land in all the world, when the Indians had risen to the stature of white men and when peace and gladness held the heart of California in a warm embrace. The third act tells the sad but exquisitely beautiful story of the missions in ruin and decay.

McGroarty has transplanted to the stage those glamorous days, and those days of tragedy and hardship when Father Junipero Serra traversed that sanctified highway from San Diego to Monterey, for the glory of God, and to civilize the Indians and till the fields for the glory of Spain.

Many of the Indians who for eighteen years have been portraying the natives are descendants of the early days and some of the singers and dancers had forebears who gave the sound of tinkling mandolin and clicking castanets to the fiestas of those early times. The play throws into dramatic action the human entities which make up the glamorous stories which it tells. It has a constant charm for tourists making their first trip to Los Angeles, and nestled among the mountains offers much in the way of scenic attractions. Many who have made the trip to Oberammergau to

witness the Passion Play say that this is the only thing in the entire world which approaches it in any way.

Just now an effort is under way to establish an endowment fund which will make it possible to perpetuate this instructive as well as interesting entertainment or performance. Owing to its isolation the attendance is never large, but all efforts to transplant it and its cast to more advantageous fields have been strongly opposed. In fact, the personnel of the cast could not be duplicated anywhere. They are a part of the little city of San Gabriel and an absolute essential to the success of the portrayal. Frank S. Verbeck.

Satisfied With Present Status of Paint Industry.

Toledo, March 3—We will read with a great deal of interest your article in the Tradesman relative to pure paint. Some time when I am in or near Grand Rapids I shall avail myself of the pleasure of calling on you or if you are down this way we shall be very happy indeed to have you as our guest at any time, when we shall be glad to give you any information which you might desire.

Your aim is laudable, but the great danger is getting off on the wrong foot. No industry is completely perfect and I suppose never will be, but for the last fifteen years or more the leaders of the industry have accomplished a great deal in the direction of seeing that a consumer got what he paid for. As you know, a score of years or so ago, for many paints it was a simple process of the master painter or his journeymen paddling lead, linseed oil, turpentine and drier together for the job, but the industry has long since passed out of that stage, as you will readily see when you have occasion to examine the volumes of technical papers and research work constantly going on in methods and materials.

We have always found the paint misbranding law similar to the general misbranding law which is pending in the present Congress the most effective method to prevent misrepresentation of products.

Fortunately, we are able to reach the unconscionable maker or tradesman through the Federal Trade Commission and the Better Business Bureau whenever we discover fraud. We are happy to say that this does not often happen, although there are a few cases so disposed of in the last couple of years.

The standardization of such complicated and variable products, differing widely in their formula, according to the multitude of purposes to be served, seems not only impossible but unwise. We can all work together, however, towards preventing a man saying that his product is a white lead paint, zinc oxide paint or titanic oxide paint, etc., when it is not; hence the purpose of the misbranding bill.

We are sure that the deeper you go into the subject, the more convinced you will be that the course adopted by the large number of reputable manufacturers in the industry is the very best from the standpoint of the public or the industry. We felt confident that when we frankly stated our policy to you that one in your enlightened position as an editor would appreciate the complexity of the operations and high purposes of those guiding the ethical affairs and policy of public service within the industry.

Please feel free to call upon us at any time you desire.

William I. Pitt,

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

Of course the new generation is smarter. Children know how to handle their parents without a book on the subject.

Old Timer's Idea of Our Duty Toward Russia.

Grandville, March 5—The United States, in its intercourse with foreign countries, has sometimes met with sharp interchanges of opinion, and even war has been suggested. In all our intercourse with foreign nations not one of them has been so cantankerous as has England. Strange as it may appear that nation has not even to this day forgiven Uncle Sam for the basting he gave her in two wars.

Back in 1861 England sought some excuse to engage this country in war. The seizure of two rebel commissioners, Mason and Slidell, in November of that year was excuse enough and the British rose in wrath to demand the return of the commissioners and an apology to Britain from this country. Had the wishes of the people of the North been consulted at that time the captured rebel commissioners would have been retained and the war might have come—perhaps.

With all her boisterous demands, and the rushing of troops to Canada, there was one holdback that caused even the doughty Britons to hesitate. In the harbor of New York a Russian fleet was anchored, the admiral having sealed orders from his government to be opened in case hostilities opened between England and America.

Those sealed orders were later found to contain instructions to fire on the British flag the moment that country declared war on the United States. This has since become a matter of history, and it is known that fear of Russia alone prevented the British from attacking the United States at that time.

Has Great Britain made good for her arrogance and wish for war against us in that long ago time? Certainly not, nor is she likely to ever do so. Our Government owes much to the nation which to-day is in the trough of the sea so to speak as regards governmental affairs at home.

Russia has invariably been friendly to the United States in times past. What are we doing to-day to befriend that nation in her present troubles at home? Nothing of importance.

Russia is, or rather was once, the most powerful nation on the European continent. Up to the time of the Soviet uprising and the murder of the Czar this was true. France and England found her a match for their combined forces in the Crimean war. England and the Muscovite have always been at swords points in their management of the Eastern question.

To-day Russia is under a cloud with seemingly no silver lining. Under the circumstances the Western Republic should offer her sympathy and advice. Have we done so? There is no evidence that we have.

The great need of Russia to-day is education. A country cannot long remain free and independent with an ignorant population. The land of the Czars needs free schools to liberate her people from the despotism of ignorance.

Let not America turn the cold shoulder to Russia in the hour of her utmost need. But for the friendship of Russia, backed by the guns of her men of war, America might to-day be a divided country, with one free republic and the other a slave despotism. Have we no kindly word for those men who dared the British lion to attack the United States when she was fighting for her very existence in the civil war?

Very seldom do we hear anything but sneers at the Russian. He is nothing but a low down Bolshevik, lower in the scale of humanity than the vilest races of the Far East.

The American public has a wrong impression of Russia and it is high time that impression was changed. If we owe any nation under the shine of the stars gratitude and kindly treatment that nation is Russia. From the fact that the unschooled masses of that

giant nation have failed to make good in governing themselves is no reason for sneers and the turning of the cold shoulder.

At the time of the French Revolution the masses in France were wild beasts let loose to seek the blood of her best citizens. From the throes of that revolution there sprang up a new France which has made an enviable mark on the sands of time. The First Napoleon sprang from the dregs of that revolution and planted the tricolor of France far in advance.

Perhaps it needs a revolution of like import in Russia to rescue that nation from its present low condition. America cannot afford to forget those nations of the world who have befriended her in her hour of travail. We did not forget France and her Lafayette in after years, although Napoleon the Third tried our friendship to the breaking when he disregarded our Monroe Doctrine and entered Mexico while we were in the travail of civil war.

We owe nothing to either France or England for our present high standing as the leading nation of the world. To Russia, ignorant and degraded as many think, we owe much which has never been repaid in kind.

There does not seem to be a clear understanding of conditions in the Muscovite republic if such it should be called. Where people are ignorant there injustice and unrepugnant principles reign.

While we are sending missionaries to China and the heathen lands of Africa might it not be wise to see the need of missionary work nearer home and send the Yankee school teacher to the land of the Muscovite?

There need be no secret about it. Doubtless it would be an easy matter to induce the Russians for their own good to try out modern education which when once its good effects become known will need no outside urging to become a part of the national policies.

Russia for the Russians and free schools on every hillside and in every valley should be the slogan.

Old Timer.

Boysish Prank More Than Sixty Years Ago.

Gads Hill, Mo., March 4—The early days of street cars or horse cars in Grand Rapids were very primitive, two cars being the full equipment and the position of conductor and driver was filled by one man for each car. Dick Thayer and Byron Alley were the two occupying these positions. The track was a single track and the cars met on a switch about midway of the line. The fare being only 10 cents, whereas the busses charged 25 cents, many patronized the cars. The passengers reserved the right to say very uncomplimentary things of the service when the cars failed to meet on the switch at the same time, causing delay and the busses getting to the hotels ahead.

At night one car was left at the D. & M. depot, while the other was parked on Fulton street at the intersection of Jefferson avenue, that being the city terminal.

One evening when the writer was a small boy he, with several companions, conceived the idea of giving the car a push, so we could have a short ride. After getting behind and pushing, we all jumped on and away we went. The car gained momentum as we came to Monroe street, so by the time we reached the Rathbun House we were making wonderful time. The brake didn't seem to work and we became frightened and jumped off, leaving the car to its own devices. Upon reaching the double curve at what is now Campau Square the car left the track and ran into the checkered store. Hearing the shattering of glass, we made tracks for home and we kept our secret so well that it never leaked out who were the guilty parties.

John H. Jewett.



WE hope to greet you personally at "Fur Headquarters," Woodward at Clifford—Detroit—as well as at our booth (No. 41) in the New Masonic Temple, during the Better Merchandising Conference on March, 13, 14 and 15th.

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FINANCIAL

Personal Quarrels No Longer Settled in Market.

Even though Wall Street is taking a lively interest in the forthcoming meetings of the Standard Oil Company of Indiana and of the Childs Company, it is significant that the personal controversies involved have had so little effect on the market for the companies' shares.

In bygone days conflicts between powerful financial groups caused more than minor flurries in stocks. There was the famous "Northern Pacific corner," for instance, which rocked the Street in 1901, when fortunes were made and lost. That development was attributed to the struggle between E. H. Harriman, who dominated the Union Pacific, to seize control from J. P. Morgan-James J. Hill group of the Northern Pacific, which had acquired control of the Great Northern and the Chicago, Burlington & Quincy.

The contest for control of Standard of Indiana, to be decided next week, is of interest chiefly because of the prominence of the interests involved and the principles at stake.

The group headed by John D. Rockefeller, Jr., is striving to oust Robert W. Stewart as chairman, and the battle for proxies to be voted at the meeting has attracted considerable attention from one end of the country to the other. A generation or two ago such a conflict probably would have been decided summarily in the stock market, with one group or the other outbidding its rival for all available shares. There probably was little actual buying of the stock for use at the annual meeting in this case, however.

In the Childs Company fight the Childs family is on one side and a group backed by banking interests is on the other. Control of the company was believed to have been in the open market, yet price movements of the stock failed to reveal any signs of a contest for ownership.

In recent years more attention has been given to the small stockholder by dominant banking and financial interests. Shares have become too widely distributed to be used as a means of settling personal quarrels.

Unless conflicts of opinion within a large corporation can be amicably settled, the rule has been for one group or the other to withdraw as peaceably as possible, so as not to disturb the market. This change in tactics shows how times have changed in Wall Street as they have in other sections and in all lines of business.

William Russell White.

[Copyrighted, 1929.]

A. T. & T. Telephone Report Is a Model.

Those who like reading about the growth in leading American industries will find no literature more romantic than the A. T. & T. Co.'s 1928 report, which in model manner describes the achievements of another year and reveals a new prosperity stimulant for the country in that company's plan to

spend \$2,000,000,000 on construction in the next five years.

Operating revenues for the Bell system rose \$80,700,000 last year or 9 per cent. when account is taken of a 6.6 per cent. gain in local exchange service and a 14.1 per cent. gain in toll and long distance service. Operating revenues in excess of \$975,000,000 now border on a billion dollars yearly. To that huge sum revenues have climbed through a series of uninterrupted increases from a mere \$50,000,000 in 1900.

Yet what interests officials of this aristocrat among corporations in American industry is not so much the money it is making as the improvement in service to the public. That is why W. S. Gifford, as president of the telephone company, repeats now that it is "the policy of the company to pay reasonable and regular dividends only" to stockholders.

In this day of widening interest in the stock market it is significant to note that the American Telephone & Telegraph Co. has 454,596 stockholders. Yet at the end of last year 55 per cent. of these stockholders held no more than from one to ten shares each. No single stockholder held as much as 1 per cent. of the total stock. Faith of the small stockholder in this company's shares has been rightfully inspired by the dividend record. Regular dividends at the rate of at least \$7.50 per share yearly have been paid in each of the past forty-seven years. For fifteen years previous to 1921 the rate was \$8 annually. Since then it has been \$9.

The Telephone Co.'s annual report has been a model for American corporations which see the importance of putting their yearly statements in plain language. Through charts and tables it shows that any one of the 19,200,000 telephones of the Bell system now can be connected with any one of 27,800,000 telephones in the world or 85 per cent. of all.

How the management of this huge corporation contributes to the prosperity of the country may be understood when its expenditures of a million dollars a day on construction are analyzed. The immediate effect of these expenditures is of course to improve telephone service. But in so doing the corporation stimulates business through increased activity in a long line of related industries. Its expenditures contribute to the general prosperity. And this corporation alone expects to spend over \$2,000,000,000 on construction in the next five years.

Paul Willard Garrett.

[Copyrighted, 1929.]

Stock Market Like 1928 After Break

With the advent of quieter trading sessions since the early February break the market once more is taking stock of its position through references to history where it professes to see some striking similarities with conditions following the June and December declines.

Ground was prepared for each of the market breaks in the last year by an extended period of tremendous trading activity. Previous to the June collapse

Kent State Bank

"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

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

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

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in value stocks had been carried forward at a rapid pace under the stimulus of an acceleration in trading in the autumn. During late December and all through January previous to the February decline transactions held consistently between four and five million shares daily.

Since the February decline the volume of trading has fallen off much as it did after the June and after the December breaks. Transactions reached the 5,059,000 share mark on June 12, and the market did not experience another 3,000,000 share day until August 22. Transactions reached the 6,179,000 mark on December 7, and did not get up to 4,000,000 shares again until late December—a somewhat shorter period than after the June break. Transactions in the present instance reached the 5,212,000 share mark on February 7 and were as high as 4,528,000 shares on February 13 just previous to the secondary February decline—they have not since then been as high as 4,000,000 shares on any trading day.

Whether the present adjustment period in the stock market will lead into a resumption of bull activity remains a puzzle to Reserve officials and to the market's own shrewdest prophets. That the present market symptoms were eventually followed by a resumption of the upward tendency after the June and December declines rightly or wrongly is beginning to give the financial district confidence in the future. Confidence seems to be restored through reductions of a smaller and smaller sum in brokers' loans. Loan expansion did not begin after the June break until the total had dropped \$404,000,000. It began after a \$303,000,000 cut in December. Evidence of confidence is beginning to appear now after a \$192,000,000 reduction.

Likewise the price recovery following this month's break has been more rapid than that after either the June or December recessions. It was not until August 24 that industrial stocks again reached their June 2 peak after the June break. It took them only a month, from November 30 to December 31, to duplicate this performance in December. The February, 1929, lows were reached less than two weeks ago, on February 16, and the averages already have recovered more than half the ground lost since the February 1 peak.

Paul Willard Garrett.

[Copyrighted, 1929.]

High-Priced Autos Share in Early Heavy Demand.

Detroit, March 5—As the automobile industry enters the final month of the first quarter manufacturers and dealers are looking backward on two cold, snowy months. This condition, however, did not deter the car builders in every price field from turning out their products in greater volume than ever before during January and February.

The retail demand since early January has been far ahead of the corresponding period of 1928. This demand is spread over the entire country, but with some thin spots.

The Reo Motor Car Co. has added to its line the "Car of the Month," a

de luxe edition of the Flying Cloud, but with a limited output. To each dealer will be allowed only one car each month of this particular model.

These new cars will be upholstered in a special fabric never before used in automobiles.

With occupancy of the new twelve-story annex to the General Motors building, Detroit now boasts the largest research laboratory in the world devoted exclusively to the betterment of automobiles.

Builders in the high-price field are equally as industrious as those in the medium and lower priced field. Cadillac hung up a new production and sales record in January and February. Packard is working on a capacity schedule and Lincoln is at peak production. The Buick plant in Flint and those of Studebaker in South Bend and Detroit are working on schedules larger than ever before.

The Durant plant in Lansing has climbed into high production. The Durant executive offices were moved this week from Lansing to Detroit.

In Toledo the Willys-Overland factories are at top production, and in Cleveland the Peerless and Jordan plants are at their high points.

A new four-speed transmission is being introduced by the Munci Gear Co. The transmission, an over drive, was designed particularly for the new Ford car, and for the present will be sold for that use, but it is adaptable to other makes, and may be so designed later. Increased speed and lower gasoline consumption are claimed for the new device.

Income Tax Service

The Old National again offers complete service in preparing and filing your income tax reports.

Mr. F. A. Gorham, Jr.

will be at the bank every Monday until March 11 to assist you. He is an able accountant, thoroughly versed in tax matters. Come and see him on the mezzanine. No charge.

THE OLD NATIONAL BANK

Monroe at Pearl since 1853

The new Packard Diesel airplane engine will be ready for marketing not later than July. A \$650,000 building is now in course of construction in which the engines will be built. Production will be in charge of L. M. Woolson, Packard's chief aeronautical engineer, originator of the new engine.

It is contended that the engine will increase the range or carrying capacity of airplanes from 20 to 30 per cent., operate 30 per cent. cheaper than gasoline engines and sell for between \$4,000 and \$5,000.

Buying More Five-Cent Cigars.

Aside from the rapid increase in the consumption of cigarettes in this country, as indicated by the Government figures covering January, the feature of the tobacco business at the moment is the steadily improving demand for five-cent cigars. Not a little of this improvement is at the expense of the call for cigars that cost more. The Tradesman's informant attributed much of the growing use of the five-cent

cigars to the fact that this article comes closest to the low-priced smokes provided by cigarettes. However, he also said he thought that the present need of economy on the part of many smokers played a part in the increase.

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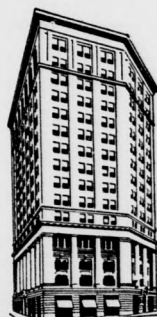
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Grand Rapids National Bank Building
Phone 4212

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2056 Buhl
Building



"The Bank on the Square"

GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

MUTUAL FIRE INSURANCE

Burning of Tallman Store Due To Revenge.

When officer Daniels passed the First National Bank he noticed that it was four o'clock in the morning. As he rounded the corner he stopped short in astonishment, for the interior of Tallman's grocery store was a mass of flames. Daniels broke the quiet of the night with several shrill blasts of his whistle to summon the officer on the next beat, turned in an alarm at the nearest firebox, then rushed for the burning building. He remembered that only twenty minutes earlier he had passed Tallman's store and that as much of the interior as he could see was neat and trim as usual. How could the fire have gained such tremendous headway so quickly?

His first thought was for the families in the apartments over the store. Smashing a way through the entrance with his nightstick he ran upstairs to give warning at each apartment door, hustling out the families as speedily as possible; but before they were all out escape was cut off by mounting flames and the remainder had to be taken out by firemen with ladders. Several people were badly burned before they were rescued and one person died later as a result of the experience.

The entire building was razed by the fire and only the heroic work of the fire department saved the adjoining structures. Before the ruins were cold Tallman and Fire Chief Carroll had an interview at the scene of the fire, in an effort to determine how the blaze could have started. Tallman had not the slightest clue, as he always kept his premises clear of rubbish and operated his heating plant carefully. The electrical equipment had been installed by men who knew their job and there was no special hazard that could have started the fire.

Later, when the ruins had cooled off, a more thorough investigation was conducted with the assistance of the underwriters' investigator, Harvey. Indications were found that gasoline or kerosene had been used to start the fire, and Harvey discovered a battered oil can. He and Chief Carroll compared notes, then spoke to Tallman, who was also searching the ruins. They told him what they had found and said he would have to account for his actions the previous night, telling them just how he spent his time. At this Tallman laughed and said, "So you suspect me of burning my own store! Well, I think if I were going to turn arsonist I would be sure to have plenty of insurance on my property before I applied the torch."

Carroll and Harvey both gasped. "Do you mean to say you had no insurance on your property?"

He replied, "Unfortunately, no. My policies expired the day before the fire. I had planned to enlarge the insurance coverage to protect some new equipment and stock, but had been too busy to attend to the matter. Now the fire has wiped away everything."

"Did you tell anyone you had not renewed your insurance?" asked Har-

vey. "Have you any enemies who would be likely to want revenge?"

"I don't remember telling anyone about the insurance," answered Tallman. "No doubt I have made some enemies, but I can't think of anyone who would want to burn my store."

"Think back," said Harvey, "over the past day or two. Don't you remember talking to anyone about your insurance? To whom did you talk yesterday?"

"Well," said Tallman, "I had luncheon at the Town Club with Mr. Schwartz. We have been quite friendly, and come to think of it I believe I did casually mention the changes I was making in my insurance and the fact that the policy had expired."

"Who is this Schwartz?" asked Harvey.

"Oh, he runs that grocery store across the street," replied Tallman. "We have been good friends, although rivals in business. Don't for a moment place him under suspicion; I am sure he would not do it."

Nevertheless Harvey questioned Mr. Schwartz, who was able to establish a positive alibi as to his whereabouts the previous day and night. But when Harvey heard the history of the past few years he resolved to keep an eye on Schwartz, because he appeared to have the only motive for the crime.

It seemed that Tallman had been operating his grocery store successfully for many years. A few years ago Schwartz came to the city and opened a store opposite, bringing new methods of merchandising and attracting customers. He quickly built up a flourishing store which cut into Tallman's trade considerably. For a while things looked rather dark for him, but Tallman was a good business man and soon modernized his store. He made a study of up-to-date methods; in a few months he began to build up his business again. Doubtless this was largely due to the fact that he knew local conditions better than the newer merchant and was better able to anticipate his customers' requirements. During the past two years his business had grown tremendously, whereas Schwartz's had commenced to fall off. With this information and the knowledge that Schwartz knew about Tallman's insurance expiring, Harvey had an idea where to look for the fire criminal. Investigation revealed that Mr. Schwartz had been connected with some transactions of a rather shady nature, but apparently he had covered his tracks well.

A few days after the fire a man presented himself to Fire Chief Carroll, claiming he had important information for him. He was the night watchman in a factory on the street back of Tallman's store. He said that a few minutes before the blaze was reported he had come to the front of the factory, in making his rounds, and noticed a car come out of an alleyway a short distance from the plant. He gave more than ordinary attention to the incident because it was unusual for a car to be there at that hour. His interest was heightened by the fact that the driver seemed in a hurry to get away, racing his motor in the effort.

Affiliated with

The Michigan Retail Dry Goods Association

Insuring Mercantile property and dwellings
Present rate of dividend to policy holders 30%

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENE, SECRETARY-TREASURER

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the

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



Combined Assets of Group

\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

As the car went by he caught the license number and fixed it in his memory. Carroll thanked the man for his information and said that doubtless it would prove very helpful.

He and Harvey then endeavored to locate the owner of the car. It was found to belong to a man in a neighboring city and when his record was traced they discovered he was suspected of connection with several arson cases, but there had not been sufficient evidence to warrant his arrest.

He was now brought to headquarters for questioning, along with Mr. Schwartz; the evidence developed was so strong that both men were compelled to admit their part in the crime. Schwartz had hired the other man to do the actual firing of Tallman's store, and had it not been for the alertness of the night watchman their crime would have gone undetected. Both are now in the hands of the law. Public sentiment in the town is running high and it will go hard with them when justice is finally meted out.

A somewhat similar history could be traced in many arson cases. The public suffers most from the fires, for they are extremely dangerous to people living in the buildings affected. And, as in this instance, the investigators are getting their men. Enactment of a model arson law in all states would help curb the crime, perhaps saving many lives and preventing the destruction of valuable property.

Better Merchandising Conference and Exposition.

The final rounding-out of details for the third Better Merchandising Conference and Exposition, scheduled for March 13 to 15 in the Masonic Temple, Detroit, assures this year's affair even being more than either of its predecessors of direct benefit and value to retail merchants.

The speakers on the main program are to discuss matters of the utmost importance to those who are engaged in the retail selling field. They are outstanding men, particularly qualified to speak with knowledge and authority. Then, too, the departmental sessions on the afternoon of the 14th and which includes drugs, groceries, dry goods, hardware, furniture and floor coverings, shoes, clothiers, bakeries and plumbing and heating, have proved of the utmost value, inasmuch as they bring together in their respective groups the merchants to discuss the problems of their own. There are twenty-four outstanding retail merchants from Michigan cities and towns who will address these various departmentals. Among these are the following: John Weisel, of Monroe; A. E. Crippen, of Ann Arbor, and Dan Houser, of Detroit, in the drug departmental; L. F. Wolf, of Mt. Clemens, and Scott Kendrick, of Flint, in the hardware group; W. B. Hanaford, of the William Barie Dry Goods Co., Saginaw, and T. M. Sawyer, of the Merchants' Association, Lansing, in the dry goods session; John Watson, Port Huron and Jos. F. Prell, Battle Creek, in the plumbing and heating group; Frank S. Henson, Port Huron, and Paul C. Wagner, Ann Arbor, in

the clothing group; and Rudolph Eckert, Flint, in the bakers' group.

This year the entire affair, including the exposition, in which there will be 100 displays, is to be held in the Masonic Temple, which lends itself ideally for such a setup. The hotel headquarters, which have been designated as the Hotel Fort Wayne, is immediately adjoining the Masonic Temple and will prove most convenient for attending merchants.

Entertainment features include a spring fashion show, to be held the evening of March 13, in which a number of attractive models will display the latest spring styles in women's and children's wear. This feature is under the direction of S. H. Moorhead, of the J. L. Hudson Co., of Detroit. The following night the annual banquet will be held, in the Temple, when the fashion show will be repeated. Many out-of-town merchants will doubtless also avail themselves of the opportunity to attend the American flower show which is open in convention hall, Detroit, at the same time as the conference.

Advance registrations indicate a greater interest among the merchants throughout the State in this year's conference than in either of the two previous ones and it is expected that the attendance will surpass that of any previous gathering of this nature. Certainly no wideawake retail merchants can fail to get a great deal of practical education in present-day merchandising methods from attending. The registration fee is purely a nominal one of \$2. Admission to the exposition is without charge and more than 75,000 tickets are being distributed through the exhibiting firms. E. E. Prine, Sec'y Better Merchandising Ass'n.

Hosiery Sales Irregular.

Although direct-to-retailer lines of women's full-fashioned silk hosiery are selling extremely well at the lower prices fixed by trade leaders some time ago, there apparently has been some slowing up in the call for lines sold to the stores through jobbers. Some of the larger concerns dealing through wholesalers say their sales to date are ahead of those of a year ago, but it appears that the bulk of the increase—if not all of it—took place prior to Feb. 15. In some quarters the reported slowing down is attributed to the early Easter and the resultant earlier buying, but in others the belief is growing that better merchandise will have to be turned out to keep sales up.

Feature Children's Furniture.

Both retailers and manufacturers have been giving much more attention to furniture for children. The latter have brought out specially designed types, decorated with nursery rhyme characters and scenes, while retailers have found it profitable to install special sections to feature the merchandise. The furniture has been developed in complete sets, the pieces of which, however, may be bought individually. Each item is of reduced size to meet children's needs and is usually developed in attractive colors.

BANKRUPT AUCTION

By order of the District Court of the United States, Eastern District of Michigan, I shall sell at public auction and to the highest bidder, on **Wednesday, March 13, 1929**, at 1 o'clock, in the afternoon, Central Standard time, or 2 o'clock Eastern Standard time, the assets of

SEARS PAPER COMPANY, Bankrupt
WHOLESALE PAPER, TWINE, BAGS, ETC.
Also Distributors for
CERTAIN-TEED PRODUCTS
at the office

520 South Hamilton Street, Saginaw, Michigan

Said assets consist of the following described property

Real Estate appraised at	\$10,863.32
Certain-Teed Floor Covering appraised at	7,392.92
Certain-Teed Paint and Varnish appraised at	9,693.33
Paper and Sundries appraised at	6,076.13
Accounts Receivable	9,801.56
Furniture, Fixtures, etc.	826.05

Total Appraised Value \$44,563.31

Sales are for cash and subject to confirmation by the Referee in Bankruptcy. Sale will be in bulk subject to parcel b.d.s. For further information regarding property enquire of

ABE DEMBINSKY

Court Auctioneer Saginaw, Michigan
EDWARD J. BARRETT, Trustee
Saginaw, Michigan
COOK & COOK,
WEADOCK & WEADOCK,
Attorneys for the Trustee
HONORABLE GEORGE A. MARSDON and
PAUL H. KING,
Referees in Bankruptcy.

Please take notice, a wonderful opportunity to purchase a good going business. Stock practically all new, having been received in the last few months. The only business of its kind in this territory.

GRAND RAPIDS PAPER BOX Co.

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

GRAND RAPIDS MICHIGAN

Easter Candy

CANDY EGGS

NOVELTIES

LOWNEY'S Easter Gift

PACKAGE CHOCOLATES

Now ready to ship. Get your supply early.

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

FINNISH MUTUAL FIRE INSURANCE COMPANY

Calumet, Michigan

Organized for Mutual Benefit
Insures Select Mercantile, Church, School and Dwelling Risks
Issues Michigan Standard Policy
Charges Michigan Standard Rates

Saved Members 40 to 68% for 33 Years

No Membership Fee Charged

For Further Information Address

FINNISH MUTUAL FIRE INSURANCE CO.

CALUMET, MICHIGAN

Prosperous Local Industries Which Are No More.

Since water commenced flowing over the dam in Grand River, many industries undertaken in the city no longer exist.

Fifty years ago ten mills were operated in the manufacture of lumber.

Goodrich & Tolford boiled soap, a good article for laundries, and supplied the trade of the city and its vicinity.

Clay & Locke manufactured clothes pins by the million, also potato mashers and kindred articles of wood for the kitchen.

H. B. Miller manufactured vases and various receptacles of an ornamental nature from gypsum rock.

The product of felt boots was an important industry. Brushes was another. The brush company prospered many years. It is now in the hands of a receiver who ceased manufacturing several years ago and is closing out the business. At times during its operation 300 persons, mostly girls, were employed.

The Alden Fruit Preserving Co. did a big business at one time.

Several kilns converted rock taken from the banks of Grand River into lime for builders.

Mohl & Schneider, and Mohl & Kenning, were leading cigar manufacturers.

Pianos were manufactured by Snyder & Son in 1850. Later such instruments were manufactured by McIntyre & Goodsell, Chase Bros. and the Manville Co. Chase Bros. moved to Muskegon. C. H. Hackley joined the firm and provided such additional capital as was needed.

McIntyre & Goodsell occupied the Clark block, a cheap, weakly constructed building. Machinery in operation vibrated the factory and the enterprise was abandoned.

Seranton & Raymond, Arthur Wood, George C. and J. O. Fitch built high-grade carriages. William Harrison, the Belknap Co. and several others manufactured farm and delivery wagons.

Aldrich & Ledyard built grain separators and milk safes.

A. E. Munson manufactured edge tools and axes.

Boots and shoes were an extensive industry carried on by Rindge, Bertsch and others.

The A. B. C. Stove Co. moved to Battle Creek.

Six factories produced bicycles. The Clipper was the largest of the lot.

The Boynton Saw Co. did a large business for a time.

The Brunswick & Balke Co. manufactured billiard tables. The tender of a substantial bonus induced the company to move to Muskegon. It is now one of the most important industries of that city.

Wheeler & Co. made interior finish.

The Michigan Washing Machine Co. organized and operated for a season or two in Grand Rapids; accepted the gift of a factory and moved to Muskegon Heights.

Disc telephones connected with heavy cotton or hemp cords, used for the transmission of communications

over short distances, were manufactured. Diminutive base ball clubs served to call persons at the opposite end of a line when rapped on the discs.

Stewart White and Tom Friant manufactured cash registers. After two or three years of competition with Patterson of the National, the latter purchased the business and moved it to Dayton. Six breweries were put out of business by the prohibition movement.

C. C. Comstock manufactured pails and tubs of wood on a large scale. His wares were light yet bulky. A car filled with tubs and pails did not fill the minimum weight (12,000 pounds) allowed by the railroads to shippers. Freight cars of fifty years ago were of much less capacity than those of the present. Comstock gave an order to Haskell & Barker for several extra large freight cars. When they were received, Comstock was compelled to pay the railroads extra charges for hauling them.

Henry S. Smith manufactured Sal-aratus and agricultural implements.

George W. Hewes & Co. operated a barrel factory.

O. S. Bonney and Wm. B. Remwick manufactured hubs and felloes and sold the outfit of their factory to builders of wagons and carriages.

The Steel Packing Co. did a large business.

The Grand Rapids Folding Furniture Co. specialized in the production of folding beds, washstands, chairs and similar articles.

William Hetterschied manufactured revolving book racks and drafting tables of metal.

Mills & Lacey compounded embalming fluids.

Robinson, Letellier & Co. operated a planing mill.

Powers & Walker and the Grand Rapids Burial Case Co. operated large plants in the production of burial caskets.

More than fifty furniture factories have ceased to exist during the past sixty years. Among their number were those of Nelson, Matter & Co., Oriel Cabinet Co., Phoenix and Royal Furniture Companies (absorbed by the R. W. Irwin Co.) Gay Bros., Powers & Ball, A. B. Pullman & Bros., Budington, Turnham & Co., Wilson & Co., Peninsular Furniture Co., Stockwell, Darragh & Co., Worden Furniture Co., Ball & Hilton, Wolverine Chair Co., Luther & Sumner, Union Furniture Co., Ford Bros., Folding Chair & Table Co., Valley City Table Co., William Haldane, Valley City Chair Co., Winchester & Moulton, Retting & Sweet, Sweet & Gibbs, Grand Rapids Parlor Furniture Co., Nicholas Strahan, Moore, Foote & Richardson, Michigan Furniture Co., Michigan Barrel Co., Michigan Desk Co., Grand Rapids Brass & Iron Bed Co., Grand Rapids Bookcase Co., M. L. Sweet Novelty Furniture Co., Novelty Wood Works, Widdicomb Mantel and Furniture Co., Kent Furniture Co., Ryan Rattan Furniture Co., Alfred Falke, Norman Beecher, Chas. A. Greenman, Haney School Furniture Co., Boyns & Morley, Henry Ives, Klanderma & Mieweson, Wernicke Bookcase Co.

(moved to Cincinnati), C. S. Paine, Stuart & Son (moved to Otsego), Grand Rapids Desk Co. (transferred to Muskegon and defuncted), Klingman, Limbert & Brower (manufacturers of chairs), Forbush & Roberts, Michigan Table Co., Grand Rapids Mattress Co. and the Utility Furniture Co. The above list is incomplete. Several unsuccessful makers of upholstered furniture might be added. To many who invested money in the furniture manufacturing business the results were like fishing for mackerel in a dry river.

Arthur Scott White.

Where Do the Photos Come From?

The testimonial is one of the oldest forms of advertising. It was familiar to us in our youth; it is familiar to us now, in more glorified form, in every magazine or newspaper we pick up.

Many reputable companies use the testimonial effectively and in a manner which is open and above-board. Generally, there is the testimonial and a photo of the person to whom the testimonial is attributed.

Often, however, the person whose photograph is shown never saw the writer of the testimonial. He (or she) is, in fact, in too many cases a professional who is quite ready to be photographed for any purpose—for a price.

One agency man whose company uses the latter, rather questionable, method, absolved his organization of blame by pointing out that no part of the copy claims that the photo used is that of the person giving the testimonial.

"The photo and the testimonial are merely used in the same piece," he asserted. "If the reader connects the two in his mind, that's his error."

Whether it is an error on the part of the reader is a question. There can be no question as to the ethics of such a method.

It is such instances as the one outlined above that cast a doubt over all testimonials and which hurt reputable firms which use bona fide photos in their advertising.

The Tendency Toward Ensemble Service.

Department stores have instituted a service of furnishing an entire room, in complete detail, for a customer. Ensemble selling has been receiving praise from various sources.

The American Lumberman now announces the most astounding of all ensemble selling plans, which probably has ever been known in American business. A chain furniture concern announces that it will build and completely furnish, on time payment, an entire home. You furnish merely the lot, and this chain will telephone you some day that your house is ready to live in, and you may walk in and make yourself comfortably at home!

This plan is going into effect in the six cities where the chain has stores. Frankly, it is an extremely logical plan.

The young couple starting out in life had better have one installment collector at their heels than twenty, and might balance their budget more systematically.

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

Nucoa

KRAFT CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and MUSTARD

OTHER SPECIALTIES

FRIGIDAIRE

ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



For Markets, Groceries and Homes

Does an extra man's work

No more putting up ice

A small down payment puts this equipment in for you

F. C. MATTHEWS & CO.

111 PEARL ST. N. W.

Phone 9-3249

COCOA

DROSTE'S CHOCOLATE
Imported Canned Vegetables
Brussel Sprouts and French Beans

HARRY MEYER, Distributor
818-820 Logan St., S. E.
GRAND RAPIDS, MICHIGAN

The Brand You Know by HART



Look for the Red Heart on the Can

LEE & CADY

Distributor

Encircling the Globe With Installment Selling.

The installment collector is now becoming a world-wide character. Noticing his success in America, the rest of the globe is emulating him. Astounding progress is being made in all countries in time payment selling, the spear-head of the movement being, of course, the automobile business.

J. Gibson Jarvie, head of the United Dominion Trust, said in London the other day that England was grateful to America for making the initial experiment with the system, which is working out particularly well in Britain, because of the more meticulously general sense of business honor prevailing in its homogeneous population.

Europe will undoubtedly find the installment device a particularly useful one in rebuilding purchasing power, and need not fear abuses of it as much as America, as its people have thrift ingrained more deeply than America's and are not as happy-go-lucky about their obligations.

Woolworth Becomes a National Advertiser.

Long after the death of its founder and on the 50th anniversary of its first store in 1879, the five and ten cent chain of F. W. Woolworth & Co. has decided to become a national advertiser.

The campaign, representing an expenditure of about \$1,500,000, will be devoted largely to newspapers and magazines. There is much that Woolworth could say in advertising and many a good advertising man has itched to say it for him. The message will need to go to every class, race, age and grade of intelligence, for undoubtedly the Woolworth stores sell as high up and as low down on the social scale as any business house which ever sold goods.

There are now over 1730 stores in five countries; a long way indeed from the dismal little store in Lancaster, Pa., with its tin pans piled on some boards laid across wooden saw-horses in front of the store.

Sensible Mother.

In a city of about 30,000 there is a department store of a good many years of successful business. For the last ten years it has been managed by the sons of the founder. This last year they were approached by one of the large mail order chains to sell out. The deal was nearly consummated. They came to the point of buying the mother's interest.

The mother refused to sell, giving as her reasons that the business was all paid for, her sons had proved themselves to be good merchants, she saw no reason why they could not do as well as anyone; and besides her sons had to have something to do. It seems to me that mother had more sense than all the magazine articles on all the newsstands.

One of those demon statisticians has figured out that the average cold costs \$3.30. Our warning to the doctors of the Nation is to the effect that not many theaters are doing much with the same prices.



OFFICE PEOPLE SAY

“From nine to noon modern business requires extra mental and physical alertness of the office help. But you can't keep steadily on the job all day if you have not had a good start. We have found that Lee & Cady Coffee lends its own delicacy and goodness to breakfast. Two cups of its agreeable, warming stimulation, is a healthful way to start the day. Lee & Cady Coffee is new, refreshing, and well worth trying by those with office duties.”

CHANGE



The Cream of the Crop Created Lee & Cady Coffee

Lee & Cady felt the “coffee restlessness.” They knew people were weary of the old brands. They sensed the demand for a new and modern coffee in keeping with the times.

They combined the skill of a famous chemist with the artistry of a great chef. Together they roasted and blended the finest coffees in all the world. They tasted and tested again and again. And from the cream of the coffee crop they finally produced a blend that met Lee & Cady's exacting requirements.

Your grocer has this coffee in stock. Remember the name—Lee & Cady Coffee.

LEE & CADY COFFEE

“TOMORROW'S COFFEE TODAY”

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.

NEW WHOLESALE HOUSE.

Well Known Local Men Start Jobbing Business.

Fred E. Yeakey, for more than twenty-five years identified with the department store business in Grand Rapids and having had direct supervision of the wholesale department dealing in floor coverings, together with Nicholas Scripsema, who for about the same length of time has been buyer and manager of the same department, have incorporated under the firm name of Yeakey-Scripps, Inc.

Mr. Scripsema, more commonly known to the trade as Scripps, has had some years' experience in buying and selling carpets, rugs and linoleums and is a most familiar figure among the retail furniture and carpet dealers throughout the State, having called on them for many years.

The former location of the Henry J. Heystek Co., 160 Louis street, near Campau, has been leased by the new house because of its accessibility to the city's business center for the convenience of its local and out-of-town trade and because of its nearness to railway and other shipping facilities.

The best and most favorably known makes of rugs and linoleums on which the greater part of business for the past several years has been done in Michigan will be continued by the Yeakey-Scripps, Inc.

The new house has purchased the wholesale rug, carpet and linoleum stock of the Herpolsheimer Co., which will be added to the large stock of new goods which is now coming in from Eastern factories.

Glove Styles Grow in Variety.

The new gloves now offered for wear with the latest Spring frocks and ensembles are being featured in groups so that they may be selected for particular purposes. For instance, those for wear with the simple sports suits for daytime tailored dresses are in one group, while those for formal afternoon occasions are in another. Evening gloves are shown, too. Despite what is being said against them they are none the less being worn by many smart women.

One of the outstanding features of the new gloves, regardless of type, is the attention given to the styling of the cuffs or the finish at wrists, on which cuffs are omitted. The backs of many also are to be seen with some form of embellishment, which is little more than a repetition of the stitching or color scheme used in the cuffs.

Buckles of metal, leather, pearl and composition are being used extensively in new and odd shapes. Tiny bows are discreetly placed on the backs of the gloves, and often finished with a piping in a contrasting color. On the gloves with open or slit cuffs, the pip-

ings are very important; as are also the links, which are used to simulate clasp effects. Some of these are made of leather, others of semi-precious stones, while the sports gloves are often equipped with clasps of either a gold or silver finish in modernistic shapes.

Many pull-on gloves are noted, both with and without adjustable straps in the case of the daytime models, while those for evening or very formal afternoon wear have a short opening at the wrist and a few pearl buttons. Some very attractive and yet practical gloves for day wear or for driving a car are made of pigskin. Both the pull-on and buttoned-wrist style are to be seen.

Profit Ideals Need Revision.

An outstanding factor preventing the improvement of profit margins in some lines, it was said yesterday, is the willingness of many producers to take a small total profit, although the volume done may be very large. The women's underwear field, particularly the rayon division, was cited as an instance where this is notably true. Many producers in this field obtain what to them is a good profit and a comfortable living, but in relation to the total output of their factories the net return is smaller than other producers would willingly accept. Improvement was said to hinge more than anything else on the raising of the profit ideals of the former.

Cloisone Buckles Set Shoe Vogue.

A vogue for fancy buckles is making strong headway in the women's shoe trade. Many of the newest shoes are being styled with the buckle as a dominating motif. The trend is toward the cloisone or buckle of jeweler's enamel, which is held to be replacing the cut-steel type. Sizes are smaller, in line with the swing away from Colonial effects. The buckles are featured in a variety of patterns and shades, the beige tones being most popular, as they match the favored shoes. The buckles are priced at \$18 per dozen.

To Merge or Not To Merge?

To merge or not to merge is far the dominating question in many retailers' minds. Since the recent organization of a prominent chain of department stores the whole retail situation has, in fact, become supercharged with merger atmosphere. Some retailers frankly confess a "compelling urge" to sell out while they have the opportunity because of the growing competition they face. In conservative quarters, however, a note of caution is being sounded. In one instance related yesterday the annual return on a store as a merger unit, taking cash and stock yield, was less than as an independent.

Plate Glass in Active Call.

Demand for plate glass continued excellent during the past week, the call for automobile and other principal consuming industries holding at substantially the high levels of the past month. The volume of orders from the jobbing trade is reported well above the seasonal average. The market in window glass continued relatively quiet.

BIGELOW-HARTFORD CARPET CO.

For the entire week commencing March 11, the Bigelow-Hartford Carpet Company will have their representative in our showroom at 160 Louis Street, with their complete line of carpets and rugs.

This will be one grand opportunity for you to personally inspect the best grade of floor covering made in America and we would urge you to make a special effort to come down and inspect this line.

We, of course, will be pleased to sell you anything you might want out of this line, however, you do not have to purchase a single thing, as we would appreciate a call from you and, no doubt, it will be a treat for you to inspect this complete line.

YEAKEY-SCRIPPS, INC.

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SHOE MARKET

Man Takes To Trim Simplicity in Footwear.

Folks who are always shouting, "Bring back the old days; those were the good ways," should be satisfied. We seem to be getting around to a series of revivals in men's dress, including pointed shoes, padded jackets and peg-top pantaloons. We laugh at the ways of our father, but stealthily purloin their deceased hobbies.

I have been about the shoe stores a great deal of late and cannot help observing the friendly duels between salesmen and customers. Neither can I entirely overlook the faulty lasts that some of the retailers have been presenting as various of the "custom last." No wonder the customers say, "Ouch" now and then, and on occasion even employ more emphatic terms to express physical travail.

The custom last as I understand the current interpretation is not necessarily an affair with a needle point. The contour, on the contrary, is rather restful in the correct guise and gives the foot plenty of play through a liberal side-swing. But a great many designers appear to have been getting off on the wrong foot. They have merely given us a very pointed shoe that is too narrow across the top of the foot and necessitates the customer taking a width wider in order to avoid subsequent trouble.

Let me remind our shoe retailers, usually an amiable lot and wide open to intelligent statements, that men are not in the habit of "breaking in" shoes these days. Ever since they threw their world war muskets into the junk heap they have been wearing wide lasts and it is never necessary to break in a broad shoe. The salesmen should look into this matter and their employers should get together with them. My own experience buying shoes has taught me that hypodermic needle points are likely to be offered in the best of stores. Inasmuch as we are facing a run of tailored lasts, we might as well conquer the problem while it is a problem, and the deuce with post mortems. The men have gone back to suspenders and stiff white collars. They are more trim in their dress than ever before in my time. It is only natural that the pointed or semi-pointed shoe should slip into the picture.

The Broadway 400 gets its ideas of style from the shoe retailers around the theatrical district and, being the most imitative folks in the world, fashion is a single-track affair in that quarter. The musical comedy stars, for instance, wear black on white with a liberal wing tip and soon all the cognoscenti fall in line. Seeing is believing when one is in touch with the mimic world. However, some of the \$12 to \$14 shoe stores are bringing out plain white with a great deal of emphasis and despite the fact that white shoes are something of a responsibility, I believe that they are doing quite well with their several lines. Lasts of these white shoes are more shapely and less conspicuous than the two-tone effects and I believe some of the

tailored boys on the Rialto like them for that reason.

In all the many branches of masculine attire to-day the tendency is toward an exceedingly trim effect. I am now speaking of the majority rather than the eccentric minority. Showy effects of any sort are not standing up in the East. In the West, or at least parts of the West, the situation is quite the reverse, I am told. But man must dress to suit his environment; otherwise he stands out like a sore thumb. The New York man whose attire is worth a second glance is getting very demure, I should say. Thus we have a plain white shoe among the Florida entries this season and as long as the trend continues to function along present lines, even Broadway will take its styles slightly diluted.

When we pause to consider the changes in American modes of living it does not seem at all odd that the New York retailer sells as many, or possibly more, sport shoes in the winter than he does in the summer. New York is sort of a clearing house. People from all over the country come to New York en route to Cuba, or Palm Beach or Europe. They believe that New York is the place to buy because it is the stepping off place, the last port of call. I stood in a Madison avenue shoe store a few days ago and saw a Californian buy three pairs of sports shoes—plain white bucks, tan on white with liberal wing tip plus profuse perforations and a plain black tip on white.

This joyous individual covered his requirements thoroughly. I should say at this writing that some of the men possessed almost as many pairs of shoes as their wives, and that is assuredly rather a scandalous statement to make. Nevertheless it is quite true and, even if such a surprising and shocking situation were to become general, it would scarcely arouse any serious indignation among the men's shoe merchants.—Shoe Retailer.

Longer Skirt Trend Seen at Paris Openings.

When the shoe man studies fashion trends in feminine apparel and seeks to draw conclusions from what the creators of styles in dresses are doing as to the probable effect of the mode upon shoes, he almost invariably wishes to know first about length of skirts. Not that this issue is so vitally important, for it seems a fair guess that whatever the sources of fashion inspiration may decide as to the relative proximity of hemline and knee cap, it is almost beyond stretch of the imagination to conceive a divergence sufficiently great to have any material bearing on types of shoes.

The shoe man's interest in skirt lengths was born at a time when this matter seemed likely to be the deciding factor in determining the all important question of whether women would wear high shoes or low. Now that the low shoe is taken for granted, the shoe man's interest in skirts is more academic than practical. But since it persists, a discussion of the Paris presentations of spring fashions may quite properly begin with this

subject and the first observation to be made is that the general trend, as observed in the designs of many of the dressmaking houses of Paris, was in the direction of slightly longer skirts. The tendency wasn't sufficiently pronounced to call for any extended comment, but it was one of those interesting developments which the shoe man will wish to watch as the season progresses.

It will be recalled that in recent seasons there has been a very marked growth in interest in sports costumes and sports apparel generally, which quite naturally has been followed by an extraordinary increase in the vogue of sport shoes. It would be altogether inaccurate to convey the impression that this season's Paris openings witnessed any diminution in interest in sports apparel. A more truthful statement would be that increased emphasis was placed upon what is described as semi-formal apparel, an interest which is reflected in both fabrics and design. Possibly the most important development in this connection was the decided prominence given to the so-called late afternoon costumes, somewhat more formal and much more elaborate than modes of yesteryear. Chiffons and combinations of lace and chiffon were extensively used as materials for gowns of this category. Irregular hemlines, with a somewhat pronounced dip at the back in many of the models, are characteristic of these costumes, and in general the treatment is highly elaborated.

The effect of costumes of this type,

should they gain a wide acceptance, upon American shoe styles seems fairly obvious. It should mean a wider market for the so-called semi-formal types of afternoon footwear in the better grades of shoes and, to a certain extent, through all of the price ranges. There seems no reason to suppose that it should in any degree lessen the interest in sports wear and sport shoes, which has been such a logical development in American fashions, reflecting the steadily growing interest in sports and the outdoor life. But along with the sports, we may see on the Western shores of the Atlantic a growing discrimination between the time and the occasion when sports wear is appropriate and the proper occasion for the more formal afternoon frock, accompanied by a more dressy shoe. That should prove decidedly advantageous all around, both from the standpoint of good dressing, in which the public is interested, and that of increased pairage, which is the primary concern of the shoe man.—Shoe Retailer.

Arthur F. Crabb

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Is Not Any Distribution Better Than Waste?

During this present trip through Georgia, Alabama, Florida and the Carolinas, I have heard considerable complaint about chain prices on potatoes. It has been alleged that the chains retail "spuds" on a margin that allows little or no profit.

In some instances, I have been told, grocers have hidden potatoes, so as to avoid the sale of more than customers positively demand. In a few instances, I have been told of grocers who have discontinued the handling of potatoes.

Inasmuch as potatoes are one of the basic staples of our business—as much so as sugar—any grocer who retards the free sale of them injures his business more than any lack of profit on potatoes can possibly do. I incline to think that such instances of blind shortsightedness are few and far between. As for the man who quits the handling of potatoes altogether because of competition, he is simply due for the discard and shows his unfitness to survive by the very fact of thus lying down under pressure.

Now comes the vice-president of the Atlantic Commission Co., which is the produce purchasing subsidiary of the Great A. & P. chain, and argues thus: "Propaganda has endeavored to establish that chain stores demoralize the potato market by the small differential retail quotation above the price paid to growers, plus freight charges.

"In my opinion there are between 20,000 and 30,000 surplus cars of the present Northern crop of potatoes which will not go into consumption unless some concerted effort is used to relieve the present condition. This can be accomplished by creating larger demand and chain stores have done more by advertising and featuring potatoes at attractive prices to stimulate demand than all other agencies in the potato industry. I believe that if chain stores had not featured special potato sales, the surplus would have been much greater than it is. Further, I believe potato prices will decline still further this season unless some remedy is found. I believe that by co-operation between growers, shippers and chain stores, together with necessary advertising, better results can be accomplished than by injecting a spirit of antagonism."

Let us note that surplus production always leads to low prices unless and until distribution is effected to equal the production. We can pass up the antagonism part of it and stick to the facts. Chains seem rather sensitive these days. If their aim is worthy, they need no such sensitiveness.

Mr. Baum, the gentleman quoted, treads on firmer ground when he continues:

"Consumption per capita of potatoes in the United States has greatly decreased the past year, while consump-

tion of other perishables has increased. I attribute this to lack of organization in the potato industry which has not made it possible to advertise the merits of this product." He goes on to say that other products are advertised into consumer favor and thus supplant potatoes."

Now, that is worthwhile stuff, regardless of its source. When we know facts about any commodity which we maybe did not know before, we are better able to judge of conditions and think of a remedy. Certainly, it is apt to seem to any economist that to put a wholesome food commodity into consumption, rather than let it waste, is good public and business policy.

Then, too, if we are to have loss-leaders or cost-leaders, why not things which are begging for an outlet?

Again, wherein does this condition differ now from what prevailed forty years ago? In no respect that I can see. We handled potatoes for 10c per bushel then. We got so we made 15c, sometimes 20c per bushel a little later; and, of course, we always got a few cents extra on pecks and lesser quantities. At that we handled potatoes based on original weights and measures, absorbing much hidden loss all along the line. In fact, the only difference is that we then competed strenuously among ourselves—individual with individual. Now we have a competition changed in form but not essentially altered in value.

When that competition reports to us basic conditions of which we may not have been fully cognizant, it is helpful where the old blind competition—to see who could stand it longest—had no such compensating advantages.

But now I should like to have somebody tell me what is the present margin that is regarded as legitimate on potatoes. I ask that with an object. The object is to see how many readers of the Tradesman know what they expect to get, in percentage, on such a staple. And I am led to ask because of a recent experience with an old line grocer who had much to say by way of complaint against chains and conditions.

His kick was on sugar. He said the chain next to him sold sugar at 51c per bag—"just my cost. And if I make my price 60c or 65c, which would be legitimate, I am completely out of the running. What shall I do in such circumstances?"

The answer was that on cost of 51c a price of 60c showed 15 per cent. margin which is about double what sugar ever should pay or ever will pay, economically and scientifically considered; and 65c showed 21½ per cent. plus, much more impossible as a margin. In saying this, I have no thought of the chain competition. Such a margin never was and never can be sound. Sugar can carry 8 per cent. to an outside of 10 per cent. and that is the limit.

A price of 56c will pay this man 8 per cent. plus; and his served customers will pay him that price without protest. That is to say, they will always pay him enough more for his service but not twice as much more.

But as he protested I looked about

"I EAT IT MYSELF" Said the Grocer.

What stronger sales argument is there than that?

Scores of grocers everywhere are saying it to their customers about Fleischmann's Yeast-for-Health. And in doing so they are not only building up their own health, but building up their business too. For Yeast-for-Health customers have to come to the store REGULARLY. Yeast-for-Health customers have healthy appetites. This means still more sales of other products.

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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.

Reliance of Meat Dealer on Efficient Clerks.

The success of a retail food store depends very largely on the ability of the employees. Poorly trained and inefficient clerks and meat cutters can drive away a great deal of trade. Well trained employees can make permanent friends for the store and increase sales.

It is generally believed that there is great room for improvement in the sales technique of food store employees; that this important phase of merchandising has been very much neglected by many dealers. Many employees who are selling foods in retail stores never have had any training of any kind. Although the department store and the chain store organizations sometimes give their new employees a course of training, the proprietor of the smaller store too often lets his employees learn how to sell by experience, with the result that they may learn very little.

The duties of a clerk or meat cutter should not stop with handing out what the customer asks for or with saying, "Don't you want something else today?" The employee should make a sincere effort to increase the sale, without offending the customer by seeming too aggressive.

A few days ago, the writer went into a retail meat store in Chicago and asked for a not very well known brand of pork sausage. The clerk merely shook his head, indicating that the store did not carry that brand. He didn't even suggest that his customer buy some other brand. The writer then asked for a brand of sausage which that store did carry. Still, without saying a word, the clerk reached for the money, wrapped up the carton and handed it out with the change. Then he turned to another customer.

That hardly can be called selling. It is nothing more than order filling, and yet it is not as unpardonable as the tactics of the clerk who insists on trying to sell you some substitute when you have asked for a definite brand which the store does have in stock. There is no objection to trying to push a substitute if it is done properly. The last time the writer went into a drug store to buy his favorite brand of shaving cream, the drug clerk made no effort to get the brand requested, but argued for several minutes over the merits of another brand on which the profit evidently was greater. Three refusals were necessary before the clerk reluctantly filled the order. Such methods drive trade away.

Some dealers believe it is not possible to teach anyone how to sell on the theory that selling depends largely on personality. A good personality is a great asset, but there are many other factors which must be considered. Courtesy and patience and the desire to please customers are essential. Any employee who is careless in his treatment of customers should

be corrected immediately. These are the elements of personality which count most in selling.

The employee also must know something about the foods he is selling if he is to get the best results. He should know the quality of the merchandise and should know something about its food value. Equally important is a knowledge of ways of preparing and cooking the products. This is especially important in selling meats.

In the absence of any organized system of training retail employees in selling, the job must be undertaken by the proprietor or some experienced employee. The time spent on educating new employees in methods of selling will be well spent.

After the employee has been trained properly it is necessary for the proprietor to check up frequently to see that the instructions are being carried out.

Many men who have been successful in making a profit from a small establishment and then have enlarged their store have found that they could not conduct the larger establishment so profitably. The answer often is to be found in the fact that the employees are not so capable as the proprietor. In his larger store the proprietor no longer can give his personal attention to every customer, and he may lose some of his customers unless he takes pains to see that his clerks carry out his policies.

Good salesmen will mean just as much to a retailer of foods in the way of increased sales and better satisfied customers as good salesmen mean to the wholesaler, packer or any other distributor. Consumers, like dealers, prefer to deal with salesmen who are well informed and competent and courteous. No matter how effectively the dealer buys his merchandise and lays out his store, no matter how likeable and popular a man he is himself, and no matter how much he advertises, his success definitely is limited by the ability of his employees who sell. Wages already constitute a large part of the overhead in most retail food stores, but the employee who really knows how to sell and how to please customers is worth far more than the one who merely stands behind the counter taking orders. Everett B. Wilson.

One way to cure daughter of her longing to join a chorus is to let her meet a millionaire some other way.

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Vice-Pres.—Louis F. Wolf, Mt. Clemens.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Direct Your Business From the Selling Standpoint.

"Salesmanship," remarked a successful hardware dealer recently, "consists in knowing your stock."

"To my mind," returned another hardware dealer, "salesmanship consists in knowing your customers."

Both men were partly right. Each had hit on half the truth. Successful salesmanship consists in knowing your stock and your customers.

To know your stock thoroughly, to understand the "talking points" of each article, to keep in touch with the vagaries of the public demand and know what goods are most saleable at certain times; all this would not make a good salesman, if there were not combined with it a knowledge of customers.

On the other hand, to know your customers, to possess the gift of accurately gauging the possibility of sales, to understand when it would pay to press the sale of goods which the customer did not originally intend to buy and when it would offend; all this would be futile if it did not accompany a thorough knowledge of the stock carried and its possibilities.

Retail salesmanship is a science—a science which had many devotees but few masters, and which some merchants and a good many clerks calmly ignore.

Salesmanship begins with the merchant. The elements which make for success must be reflected in his store methods, his window displays and his advertising. Salesmanship is not just one phase of the retail business; it is, in a sense, the whole business.

The proprietor, although he may never approach a customer, is still a salesman—a good salesman or a bad salesman. The hardware dealer—who keeps in touch with his stock, who sees that trade in dull lines is stimulated, who buys with a view to sales, whose advertisements are bright and attractive, is a good salesman. The hardware dealer who devotes his attention solely to buying and the office books, who advertises in the stiff, dogmatic style of a half century ago, or who does not advertise at all, is a poor salesman.

The hardware dealer who is a poor salesman says to himself: "I look after the books, the collections and the buying. I have a staff of clerks to look after the sales. Its up to them."

But the proprietor who is a good salesman says, "My money is made in the sales. Every phase of the business is carried on for the sole purpose of facilitating sales. It is on the selling end that I must concentrate, managing all other departments with a view to their effect on that one end."

One of the most important considerations for the wide-awake hardware dealer is to keep in touch with his stock. If he sits back in his office and leaves a lot of uninspired and apathetic clerks to look after the selling end, stock-taking will find him

hopelessly overloaded with a surplus of slow-moving lines. Demand is not so evenly divided, and of so continuous a nature, that all lines of goods will be gradually turned over during the year.

To paraphrase a well known saying, "Everything is not sold by him who waits." The hardware dealer who waits for the trade to gradually absorb his stock will discover before long the self-evident truth that, at certain times of the year, certain goods will need pushing if they are to be cleaned out. I am reminded of a couple of incidents illustrating this point.

A Western Ontario hardware dealer, a very wide-awake man himself, told me of one.

"A competitor of mine once had a very queer notion of the value of mere sales. He was perfectly contented if his clerks were selling the most common staple lines—nails, tacks, wire and all that kind of goods. If he saw his store full of customers buying nails by the pound, he hailed that as an evidence of prosperity. He carried a fairly well-assorted stock and some special lines that were really attractive and offered good margins, but no special efforts were ever made to push these goods. They were allowed to sell themselves or to collect dust on the shelves. The dealer never advertised—said it cost too much. His profit on nails was good—for nails—but the carrying charges on his unsold stock, and the ultimate losses, must have been enough to stagger a saner dealer."

"Has he seen the error of his ways?" I asked.

"Oh, I guess so," returned the hardware dealer. "Anyway, he isn't in business any more. He's ranching in the West, I think."

I ran into the other instance in a small city hardware store. At the front of the store, in fairly conspicuous positions, were displayed odd lines of goods with prices prominently placarded. In one place was a basket of lock set parts of various sizes and descriptions, selling at 10 cents each. On the top of one show-case was a row of a half dozen fancy lamps, going at \$1.75. On a table in the middle aisle was shown a great variety of small hardware lines, and some larger lines—a little of everything and not much of anything—all selling at low and attractive prices.

The dealer explained.

"No, we're not selling out, nor are we conducting a stock-taking sale. We are just following out an all-the-year round policy.

"We watch our stock every day. Yes, like a cat watches a mouse. If a certain line is selling slowly, we try to push it at regular prices. If it won't be pushed, out it comes. We put the line up in the front of the store. Customers entering cannot help but see the goods, and our salespeople politely call attention to them. If that does not sell the line, we argue that some inducement is necessary to dispose of the stuff. Then we offer a reduction. It is better, in our opinion to sell at a smaller profit, or even to sell at a loss, than not to sell at all and thereby incur a bigger loss."

LAST CALL . . .



— We are counting on seeing you at the Better Merchandising Conference, March 13-14-15, at the New Masonic Temple, Detroit.

C. L. GLASGOW,

President, Better Merchandising Association.

F. H. NISSLY,

Chairman, Program Committee.



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

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting Goods and Fishing Tackle

"And the results?"

"The plan works well. We keep our stock constantly turning over. No dead lines accumulate with us. Odds and ends of stock we dispose of just as you see. Those lock-sets, by the way, represent the residue of several different lines. In a few days they will be completely off our hands."

This hardware dealer also commented on an attitude which, in his opinion, works detriment to a good many hardware businesses.

"Some merchants refuse to be licked. They keep on hoping against hope that a line which refuses to sell will some day come to life and be worth what it was years ago. With them, hope springs eternal; so they put off the added pushing, and the ultimate price cut. Well, I believe in pushing when a line begins to sell slow; and I believe in cutting, and cutting drastically, the moment a line stalls. The hardware dealer who keeps on hoping may sell an individual article for more than my average, but I clear out the whole line, and put the money right away into something saleable at regular prices. I soon make up anything I lose."

Another hardware dealer follows the same system, but goes a step further.

"I will not tolerate a slow selling line," he declared. "If goods are going slowly, I make an effort to sell by featuring them. I push them hard and offer price inducement. If they still remain in stock, I come to the conclusion that they are not saleable, and offer them at cost price. That generally cleans the goods out, and then I refuse absolutely to handle that line again, my experience having taught me that I would be tying up good money in lines that realize on themselves too slowly. The most plausible traveler in the business could not sell me any special lines of that kind again."

"But how about seasonable lines—goods which can be sold only at certain periods? You do not expect to sell them all the year round?"

"I have a separate system for them. I push them hard during the selling period. If, at the end of the time, I find more on my hands than I care to carry over until the next season, I clean them out by my usual methods. My idea is to carry just enough of such stock from season to season to meet belated and advance orders—for there are, of course, people who buy skates in summer and fall and hammocks in winter. If I am compelled to carry over more than a nominal stock, I conclude that I have overestimated the demand, and base my orders for next season accordingly."

It is not necessary for the average hardware dealer to follow so radical a method in order to make a success of business. It is necessary, however, to avoid the self-satisfied attitude of the hardware dealer who, in his optimism regarding the sale of staple lines, overlooks the fact that a lot of special lines aren't selling.

You cannot afford to forget or neglect any line. It does not do to concentrate on staples alone, nor to neglect staples in order to play up special lines. Both specials and staples must receive attention. Business is a

battle in which the victory must be won all along the line. A wavering here, a falling back there, will offset advances made in some other direction.

Buying should be done with an eye to the ultimate selling—a wide margin of profit means nothing unless the sale is actually made. This is the peril of the common practice of buying in large quantities for the sake of a special price, that your customers can't absorb the actual quantity. And you can't make the promised profit until you have sold the entire lot at full retail price.

So watch your stock and watch your customers. If you know what you have in stock, what you are selling, what your customers are buying and what they are likely to want, you don't allow anyone to over-persuade you, your buying will pave the way to successful selling. Victor Lauriston.

Explains Why San Antonio Is Prosperous.

San Antonio, Texas, March 1—You do not know how surprised I was to receive by air mail eight copies of the Michigan Tradesman covering the time since we left home. I wish to thank you. You do not know how much Mrs. Burns and I enjoyed them. Mrs. Burns has always maintained that the selections on the covers of the Michigan Tradesman are worth the price of the paper. Am advised that March 2 the U. C. T. have their twenty-seventh annual banquet. I understand my old friend, Past Grand Counselor John G. Emery is to be there. I wish it were possible for me to be there to greet him, for I owe my start through the Grand Council to John G. Emery. I have the honor of being the second Past Grand Counselor of G. R. Council. For over a quarter of a century, as you know, I sold Oak Leaf soap for Gowans' Sons, of Buffalo, and enjoyed a large acquaintance among the commercial men of that time and the merchants of Michigan, both in the Upper and Lower Peninsulas. These memories are very dear to me. You ask me to write my impression of San Antonio. On our arrival here, nearly two months ago, my first impression was, "how come" such a large and beautiful city, its wonderful buildings and so many great banks. The people I see on the streets are nearly half Mexicans. There appeared to be no large manufacturing plants like we have in Grand Rapids, yet the city looks clean and prosperous. I took the matter up with Thos. R. Lentz, cashier of the Alamo National Bank, and he explained that the largest asset was given to them—the great army and flying field camps. The Government spends millions of dollars a year, which, of course, puts a lot of money in circulation. Then, again, Texas is a great oil state and many who have and are making their millions in oil make this city their home. Cattle and cotton all have a large following as well as thousands of acres of pecans, which is considered a very profitable crop. However, Michigan looks good to us and Grand Rapids is a "Better place to live," we think. Mr. and Mrs. Edison are leaving for California next Wednesday, where Mrs. Edison has a brother. Mrs. Burns and I are leaving at the same time to spend the remainder of the winter in St. Petersburg, Fla. Our address will be 205 6th avenue, North.

Wilbur S. Burns.

Meat Dealer Maentz Rapidly Mending
Allegan, March 4—Since being brought home from the hospital at Kalamazoo, I have been more contented and am slowly improving. It will be necessary for me to still remain on

my back about two weeks from next Tuesday in a plaster paris cast, but by being careful I am informed by my doctors that I will be all right, which is much to be thankful for. In the past three weeks I have enjoyed the Tradesman more than I ever have in my life. Even all the advertisements have been absorbed in my leisure time. As usual, the Realm of Rascality is always educational, especially the record of short weight butter in Kalamazoo on page 2.

I firmly believe that if each and every merchant, clerk and citizen could have or would take the time to read the Michigan Tradesman much benefit would be derived therefrom. As my good friend Dave Burgess remarked, "I can't get along without the Tradesman." Those are my sentiments exactly. Best wishes to the Tradesman as well as its editor.

H. O. Maentz.

Makes Three Dress Sizes in One.

A novel development in ready-to-wear garments has just been put on the market by a manufacturer of junior and misses' dresses. Through an ingenious and attractive handling of lacing, he has made it possible for a single dress to be fitted, for example, to a miss wearing a 14, 16 or 18 year size. The lacing is said to overcome the difficulty heretofore experienced in making dresses fit properly because of varying hip and waist measurements, and is further said to obviate alterations. The lacing, which is self material, runs from the neckline to just below the hips in models that are laced down the front or back. In those that are laced at the side, it runs from under the arm to a point just below the hips.

Patient Customer.

Louis Bamberger addressed 5,000 workers in his huge Newark store on the patience that customers had in the old days and he told this incident:

"One day a customer came late in the evening to buy a pair of white gloves to wear to the theater. They were gloves which had a special clasp with a little spring attached to a push button. The salesperson showed her how to put them on and fitted them to her. The next morning when the store opened the lady was waiting outside with her white gloves on. It seems she hadn't been able to get them off, had to wear them to bed that night and came in, not for a refund, but to be shown how to remove them!"

Novel Underwear For Misses.

The growing tendency on the part of girls and misses to adopt the masculine type of "shirts and shorts" has been made the basis of a new Spring offering in knit underwear for them in sizes 8 to 16 years. The new model is a two-piece suit of light-weight fine-gauge, rib-knitted fabric, mercerized, with an all-over crackle design in blue or pink. The shirt is of the pull-over "athletic" type, with white trim at neck and armholes. The "shorts" have waistbands of self material and are made with washable fabric-encased elastic back-bands. This provides a garment that fits the form snugly, but is not tight enough to cause discomfort.

Ends cannot be attained without means.

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.

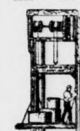
YOU RECEIVE COMMISSIONS ON ALL SALES. The proposition is open only to merchants who do not carry footwear of any kind but who believe they could sell a fair volume. For full particulars address Box 1000, c/o Michigan Tradesman.

**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.

ELEVATORS



(Electric and Hand Power)
Dumbwaiters—Electric Converters to change your old hand elevator into Electric Drive.
Mention this Paper. State kind of Elevator wanted, size, capacity and height.
SIDNEY ELEVATOR MFG. CO.
(Miami Plant), Sidney, Ohio

*If you want
a new treat
ask your grocer*

**for
DUTCH
TEA
RUSK**

THE TOAST SUPREME



*The Dutch Boy
on every
package*

MADE BY
THE DUTCH TEA RUSK CO.
HOLLAND MICHIGAN

HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Los Angeles, March 1—J. B. Curlee and Mrs. Carrie Palmer have secured a lease on the rehabilitated Benjamin Franklin Hotel, at Saginaw, formerly managed by W. F. Schultz, who passed away a few weeks ago. The new owners were formerly associated with hotels at Owensboro, Kentucky, Charles City, Iowa, and, if my recollection serves me right, the Park Hotel, at Mt. Pleasant. Something like \$85,000 is being expended by the holding company in various improvements, which will include a new coffee shop, which had been contemplated by the former management.

The new proposition before the Michigan Legislature having as its object the disbursement of \$100,000 for advertising purposes, or rather in aid of existing organizations which have been engaged in publicity activities for several years, ought surely to receive affirmative support. Under the provisions of the bill the proposed amount would be equally distributed among these organizations, of which there are four, equally, but only upon a showing that the money has been actually disbursed for the purposes intended, and that no portion of it shall be expended for salaries or other overhead expenditures. The associations which will become beneficiaries if the bill is passed, are the East Michigan Tourist Association, with headquarters at Bay City, the West Michigan Tourist and Resort Association, Grand Rapids, the Upper Peninsula Development Association, Marquette, and the South-eastern Michigan Tourist and Publicity Association, Detroit. Allowances to these organizations will be made in the form of a rebate of 50 cents for every dollar actually expended for advertising.

The Detroit Hotel Association has started work to prepare for the forthcoming annual meeting of the American Hotel Association, which is to be held there. The following active hotel men have been appointed as chairmen of the various committees:

Housing—J. E. Frawley, Hotel Fort Shelby.
Entertainment—Carl Snyder, Book Cadillac.
Reception—William J. Chittenden, Jr., Detroit-Leland.
Finance—Preston D. Norton, Hotel Norton.
Program—Charles Stevenson, Hotel Stevenson.
Publicity—Ward B. James, Hotel Tuller.
Transportation—A. E. Hamilton, Hotel Fort Wayne.

Each committee chairman is empowered to appoint four associate members on his committee to aid him in his work of preparing for this convention which is international in its character. The Michigan Hotel Association will co-operate with the Detroit organization, in the matter of entertainment.

Older members of the Michigan Hotel Association will remember Reno Hoag, who at one time was officially connected with that body and a most ardent worker. About fourteen years ago he went to Marietta, Ohio, and took the management of Hotel Lafayette in that city. At that time his son, Durward, now associated with him, was in his teens, but displayed a disposition to follow in the footsteps of his illustrious father. The announcement has just been made that between the two, they have secured a majority of the stock in the holding company and now absolutely control one of the most valuable pieces of hotel property among the smaller cities of that state. A host of Michigan friends will join

with me in offering them congratulations.

It is said to be now possible for a legitimate and responsible hotel operator to secure, without a penny of investment on his part, a well-equipped laundry plant, organized with the proper operating help, payments to be made out of the actual savings in cost for laundry work where it is done by outside parties.

California druggists are appealing to the legislature in an effort to prevent chain stores from selling pills and porous plasters. What if restaurant operators would shy their castor into the ring and object to drug stores purveying pancakes and postum?

Chefs from all parts of the Nation are holding a convention here, and due to the fact that a former operative of mine, now connected with a leading Toledo hotel is in the throng, I have been enjoying the proceedings from the standpoint of an honorary guest. Much interesting information has been brought out. I confess I was much elated when Bancroft Hotel corned beef hash was mentioned. It reminded me of the good old days when the Saginaw institution specialized on that commodity which was developed by the late lamented "Billy" Schultz. Its formula might be useful to other caterers, and I will pass it along:

One part finely ground corned beef, two parts underboiled potatoes (chopped, not ground) a suggestion of onions. Season with salt and pepper, top off with pats of butter in a baking pan, use a discretionary amount of cream and bake in a hot oven for twenty minutes. For short orders, the ingredients may be assembled in advance and sauted. Standard packs of cooked corned beef are recommended.

Here is one for the preparation of the humble prune. Soak in a copious quantity of water for forty-eight hours, which will restore the original fluid content. Simmer over a slow fire for twelve hours. Just before removing from the fire, add one-half cupful of sugar and a level teaspoonful of ground cinnamon to each pound of prunes. Patrons will take them in preference to strawberries and other fruit, and they have certain medical recommendations.

A. C. Stephens, who for years was interested in the operation of Michigan hotels at Owosso and Ann Arbor, I believe, is now at the head of the Stephens Hotel System, Toledo, which is building a million dollar affair in that city and operating several others.

Every hotel operative in Detroit is going to have an opportunity of joining the National Greeters organization by personal solicitation. The field for solicitation is to be divided into areas with a worker placed in each, and the city is to be gone over with a vacuum cleaner. And the joke is that every victim ensnared will be benefited by his affiliation with that order.

Jerry Moore, who learned to conduct a hotel under the tutelage of H. M. Hollister, of Hotel Bancroft, Saginaw, where he started as a bell boy, is now assistant to Ward B. James, general manager of Hotel Tuller, Detroit.

Three or four years ago the town of Jennings, in Wexford county, was moved bodily to Cadillac, and everyone supposed it was to be erased from the map. Now comes a syndicate from Detroit and Pontiac who have announced plans for building a \$250,000 summer hotel there. It will be three stories high, of brick and steel construction, and in addition to all modern equipment, will be supplied with an aviation field.

The ogre of the checkout hour in modern hotels, still bobs up occasionally. There isn't the faintest reason for worrying about it. Make a reduction of 10 per cent. from the bill of the guest who checks out at 9 a. m. and there will be as great a rush at the



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.



CODY HOTEL

IN THE HEART OF THE
CITY OF GRAND RAPIDS
Division and Fulton

RATES

\$1.50 up without bath
\$2.50 up with bath

CODY CAFETERIA IN
CONNECTION

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
EDWART R. SWETT, Mgr.
Muskegon Michigan

Columbia Hotel KALAMAZOO

Good Place To Tie To

cashier's desk, as there was at the rooming desk the night before. It has been worked satisfactorily in France for years, and was originally introduced at Hotel Planters, St. Louis, with equal success. The patrons who loudly call for rooms with bath on their arrival at the hotel will feel that they are earning easy breakfast money by an early check-out.

Mrs. Matie Eisenlohr, who has been operating the Doll House Inn, Wayland, for several years, with satisfaction to a large clientele, has disposed of her property to Grand Rapids parties and will retire.

Some hotel men are inclined to resent suggestions from guests. If they are of the constructive type they should be encouraged. It is a very wise and much-traveled operator, who knows everything about the hotel business. A word or two from the commercial traveler may put him in the way of improving his service to his satisfaction and accompanying financial advantage. Of course there is always in evidence the individual who complains about everything, but I am not taking him into consideration. And yet there is the useful "kicker." I know a hotel man who is enjoying his declining years in comfort, with the satisfaction of knowing he will not be buried by the county, who for years employed an unknown representative who had no other duty than to mingle with the guests and report to the owner everything offered by patrons in the way of criticism. The guest was never embarrassed, but if the complaint was reasonable, action was taken, without ostentation, to remove the cause. Frank S. Verbeck.

Internal Friction in Market Wholesale Grocery.

Grand Rapids, March 6—In regard to the suit of Lester A. Scott against the Market Wholesale Grocery, Glenn S. McCarthy and Helen L. McCarthy, in which a motion was made for a receiver of that company, I have ascertained the following from the records in that case:

The "cash and carry" wholesale grocery plan in Grand Rapids was originated by Glenn S. McCarthy.

The Market Wholesale Grocery was incorporated about September, 1924, for \$10,000, with Lester A. Scott holding all but two shares of the stock, Glenn S. McCarthy one and Douglas Clapperton one. The stock was later increased to \$15,000 about May 26, 1925, and the additional stock issued to Mr. Scott, who continued to hold the stock until July, 1928, when 500 shares were transferred by Scott to C. Sullivan, 200 shares to H. Sullivan, and in August, 149 shares were transferred to A. F. Bredshall.

In May, 1925, when the stock was increased, a written contract was entered into with Mr. McCarthy employing him for a period of five years at a fixed salary and an additional 20 per cent. of the net profits.

The books have been kept from the beginning by Viergever & Bierman, certified public accountants, and in addition to the annual audit, made by them, statements of the profits and withdrawals have been sent to Mr. Scott, who resides in California.

From the beginning, Mr. Scott was paid out of the business 2 per cent. a month on his cash investment.

The audits show net income for the fiscal year ending August 31, 1925 of \$4,065.36; for the year ending August 31, 1926, \$9,608.51; for the year ending August 31, 1927, \$9,859.31; for the year ending August 31, 1928, \$8,650.21.

It now appears that Fred E. Lewellyn was the real holder of \$9,000 of the stock, and that Lester A. Scott was the holder of only \$6,000 of the stock and that Scott was holding the stock for Mr. Lewellyn until the summer of 1928, when he had some difficulties

with Mr. Lewellyn and the \$9,000 of stock was transferred as above stated at Mr. Lewellyn's request. The Scott difficulty arose over a transaction entirely outside of the Market Wholesale Grocery and had no connection with it.

When the Market Wholesale Grocery became an established business and was shown to be a success, Lee & Cady also opened a cash and carry store and this, together with the chain store business, reflected its results in the profits of the Market Wholesale Grocery, and Mr. McCarthy suggested the winding up of the business while it was still profitable.

Mr. Scott wrote Mr. McCarthy on several occasions suggesting that he reduce the stock as low as possible and close out the balance, distribute the proceeds among the stockholders. In order to facilitate this, said Scott transferred 600 shares of the stock to Mr. McCarthy and his wife, in order that McCarthy might be elected President and his wife Vice-President. In line with the letters written by Mr. Scott to close out the business in November, the directors voted to liquidate the business and 26 per cent. in liquidating dividends has been paid or set aside for payment and an inventory taken on behalf of the plaintiff since the commencement of suit shows approximately \$18,000 in merchandise still on hand, showing that the company after paying a liquidating dividend of 26 per cent., has still a surplus over and above its original capital stock.

At a partial hearing on the motion for a receiver, it being stated by counsel for plaintiff that the only reason for a receiver was to protect the property, Mr. McCarthy gave a \$10,000 surety bond and an order was made that no receiver be appointed.

Mr. McCarthy has at all times furnished the company with a Fidelity bond of \$5,000.

The bill is not sworn to by Lester A. Scott, but by I. C. Bachelor, who claims to be acting for Mr. Scott, and who, up to the time that Mr. McCarthy refused to place him on the payroll and allow him to interfere with the management of the business, claimed to be friendly with Mr. McCarthy.

Ben A. Corwin.

When On Your Way, See Onaway.

Onaway, March 5—Citizens of Onaway and vicinity enjoyed a real sight Wednesday night, Feb. 27, from 8 o'clock until 10, when the wonderful aurora borealis was on display. Any attempt to describe this unusual exhibition would be useless. Unlike the Northern lights that usually appear on the Northern horizon, these first made their appearance directly in the East beginning with a distinct fiery shaft on the horizon and extending like a rainbow in a huge semi-circle until reaching the Western horizon. A little later the wavering shaft would burst into numerous shapes like a giant sky-rocket producing an illuminating effect; then for the apparent benefit of its audience the program would vary into loops and serpentine figures or spread into vast sheets, producing a weird effect almost startling. The colors also varied, while the ever tremulous dancing lights made one forget the dreary long coldness, but instead produced a feeling of "cheery winter;" a sensation of lightness, as though we were merely touching the earth and at any moment might be caught up in the halo and gently drift along like fleecy clouds are borne.

Should an artist attempt to reproduce with his brush or otherwise a painting of such a rare occurrence he would be ridiculed; his imagination would be classed as "greatly overdrawn." It just can't be done.

Congratulations to Senator Tony Archand and his proposed bill, "Michigan Main Street" embracing U S 127 and U S 23. The Onaway Chamber of Commerce and the Community Council will endorse this bill and urge

its passage. Onaway is on both sides of Main street and the numerous natural attractions are just a few blocks away.

Jack Brown, Presque Isle county agent, is author of some interesting articles in Cappers Farmer and the Michigan Farmer, featuring alfalfa as a "lost fertilizer" and crop producer and proving his arguments with results shown on a good many Presque Isle county farms.

When Myron D. Porter left Muskegon county twenty-five years ago and came to Onaway and settled on a new farm, this county gained another honorable and highly respected citizen. On Wednesday, Feb. 27, Mr. Porter passed away at the age of 61 years and the loss of this good man is severely felt by the entire community. His active life as supervisor of the township for twelve years; also township treasurer for two terms and other important positions brought him in contact with many people who relied upon his judgment for guidance. Mr. Porter was agent for the Federal Farm Loan Association; was prominent in grange and agricultural pursuits; delegate to many important farmers' conventions, public spirited, a model husband and father and the kind of a man who did his share toward making this a better world.

Squire Signal.

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 5—Clarence Thomas, who had been a gentleman of leisure for about six months, has decided to embark in business on his own account. In other words, idleness and Thomas do not harmonize or give him the action he craves. He has leased the vacant store building at 806 Burton street and is fitting it up for a cash-and-carry hardware store. He has purchased his fixtures of the Duluth Showcase Co. and his stock of Hibbard, Spencer, Bartlett & Co., of Chicago. No stoves or heavy hardware will be handled. The stock will run largely to house furnishing goods. No deliveries will be made under any circumstances and no article will be permitted to leave the store until it is paid for. The business will be conducted under the style of the C. Thomas Hardware Co., but Mr. Thomas will be the sole owner and will give the business his personal attention. He is not without experience in the hardware trade, having devoted four years to the hardware business at Westfield, N. Y., about fifteen years ago. If the adventure works out as Mr. Thomas expects it will, other stores of similar character will be established later.

Bert Fisher, who has conducted a barber shop in the Cody Hotel for many years, has sold his interests and gone into the barber supply business.

The highway bus is now equipped for everything except argument with interurban cars at crossings.

FOR SALE to CLOSE ESTATE

Sixty acres, located in North Central Ohio, between Mansfield and Wooster, near the Pennsylvania Railroad, and prominent automobile road passing through the estate.

ATTRACTIVE FEATURES: Fifteen acres, ideally situated, can be made into a lake at small cost by a small dam, for trout, fed by several springs, largest one flowing sixty gallons a minute, clear, cold, pure water. Some area could be used advantageously for muskrat farming. Forty-five acres partly wooded, well adapted for fox raising or private game preserve. Gigantic chestnut trees romantic log house, five rooms, fireplace, full basement. Natural gas in house and \$150 annual royalty. Good barn and smaller buildings, two hills of valuable gravel, fruit trees and beautiful shrubbery. For details, enquire of L. L. Lozier, 654 Lovett Ave., Grand Rapids, Mich.



The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

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



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

400 Rooms—400 Baths

Menus in English

MORTON HOTEL

ARTHUR A. FROST

Manager

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.

Shampoo Powders

- 1.—Borax 200 grammes
 Dried Sodium Carb. 600 grammes
 Powdered Soap 200 grammes
 Musk xylol 5 grammes
 Heliotropin 5 grammes

The last two ingredients, of course, are added only as perfumes, and may be changed or omitted to suit your convenience or ideas.

- 2.—Dried Sodium Carb. 500 grammes
 Sodium Borate 250 grammes
 Soap Powder 250 grammes
 Ionone Alpha 5 c.c.
 Violettohyx 5 cc.

- 3.—Potassium Carbonate 1 oz.
 Sodium Borate 1 oz.
 Powdered Castile soap .. 2 drs.
 Oil of Rose Geranium ... 10 dps.

For use, dissolve in a quart of soft water.

- 4.—Granulated Soap 2 ozs.
 Sodium Borate 2 drs.
 Potassium Carbonate 1 dr.
 Sodium Bicarbonate 1 dr.
 Oil of Rosemary 20 drps.

Mix well, divide into twenty powders, and wrap each in waxed or paraffined paper.

Mix.

Floor Wax.

Spermaceti, 4 oz.; paraffin wax, 4 oz.; powdered talcum, 8 oz. Shave the spermaceti and paraffin quite fine; mix with the talcum and pass through a No. 10 sieve.

2. Powdered stearin, 20 oz.; powdered yellow wax, 5 oz.; powdered soap, 2 oz.

3. Yellow wax, 8 oz.; potassium carbonate, 1 oz.; oil turpentine, 1 oz.; water, 32 oz. Heat the wax and water to boiling, add the potassium, boil another minute, remove from fire add the turpentine and stir until cold.

4. Yellow wax, 5 oz.; paraffin wax, 2 oz.; stearic acid, 10 oz.; oil turpentine, 6 oz.; benzine, 7 oz. Melt together the waxes and acid, add a small quantity of burnt senna thoroughly mixed with the linseed oil and varnish, remove from fire and add balance of the ingredients.

Insect Powder.

Powd. cloves, 1 oz.; powd. capsicum, 2 oz.; powd. borax, 4 oz.; insect powder, 8 oz. Mix. For roaches, ants, bed bugs, etc.

2. Crude naphthaline, 1 lb.; insect powder, 1 lb.; tobacco dust, 1 lb.; powd. capsicum, ½ lb.; oil pennyroyal, ½ oz.; oil cedar, ½ oz. Mix.

3. Powd. tobacco, 10 oz.; dalmation insect powder, 10 oz.; carbolic acid, ½

oz.; powd. borax, 2½ oz.; oil citronella, 1 dr.

4. Sulphur, 3 oz.; carbolic acid, ¼ oz.; crude naphthol, 1 oz.; powd. chalk, 1 lb.

5. Sulphur, 4 oz.; tobacco dust, 6 oz.; cedar, ¼ oz.; white hellebore, 4 oz.; crude naphthol, 1 oz.

6. Naphthaline, 32 oz.; snuff, 8 oz.; sulphur, 8 oz.; insect powder, 6 oz.; borax, 4 oz.; oil cedar, 2 oz.; bran, 2 lb. Mix. The bran is used as a filler.

Cucumber Lotion

Volk of egg 1
 Glycerin c.c. 40
 Tincture of Quillaja c.c. 7
 Oil of Sweet Almonds c.c. 25
 Cucumber Essence c.c. 25
 Rose water, enough to make... c.c. 250

To make the cucumber essence, according to the Year-Book of Pharmacy, peel the cucumbers before expressing their juice; take as much alcohol as there is cucumber juice, add half of it to the juice and in the other half macerate the peelings for three days. Mix the two liquids and filter.

Cocoanut Oil Shampoo.

The following has been well spoken of:

Cocoanut oil soap 2 ozs.
 Glycerin 1 dr.
 Oil of bay 5 min.
 Distilled water to 8ozs.

Heat the soap with the glycerin and water on a water-bath to dissolve, then allow the solution to stand in a cool place to deposit. The supernatant liquid may be filtered to give a brighter liquid.

Old Style Camphor Ice.

White Wax 100 grammes
 Spermaceti 40 grammes
 Benzoinated Lard 150 grammes
 Camphor, in small bits... 30 grammes

Melt the waxes over a water-bath and add the oil and the camphor. Continue the heat, and stir until the camphor has dissolved, then withdraw it at once. Pour into moulds, or allow to cool on a slab and then cut into blocks.

Cold in the Head.

Menthol 3 grs.
 Powdered Boracic Acid 1 dr.
 Bismuth Subnitrate 1½ drs.
 Powdered Benzoin 1½ drs.

Mix. A good-sized pinch of this may be snuffed up five or six times a day.

Laxative

Prunes, choice, 2 lb.; white sugar, 5 lb.; fluid-extract cascara arom., 1 pt.; aqueous ext. senna, 1 pt.; spirit lemon, 4 oz.; saccharin, 1 dr.; water, q.s., 12 pt. Boil the prunes in 5 pt. of water for 15 minutes and add remaining ingredients.

For Hands That Have Been Exposed.

Make a dressing of lanolin, perfumed with about 1½ drams of vanillin and 1 dram of rose oil to the pound. Frequent application by rubbing well in the hands is advisable.

Lantern or Signal Oil.

Pure lard oil, 24 pt.; refined carbon oil, 8 pt. Mix.

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 5—Miami, Florida, seems to be the center of attraction for many of our Sooiters. Four of our former mayors are there. They report a wonderful time. Deep sea fishing seems to be something new for most of them, but aside from the fishing no new fish stories have reached here from any of the number. Apparently they are having the usual fishermen's luck—hard luck.

The Lock City Mercantile Co. made a change in the ownership last week, when Thomas Ranta bought the interest of his partner, Jacob Johnston, and will continue the business alone. They have been in business for two years, having purchased the business from John Macki, and have been quite successful in building up the business, which is one of the best market places in the East end of the city.

Another bad fire destroyed more of

our business section last week, when the pool room of James Catel was almost wiped out, with a loss to the stock and building amounting to \$25,000, which was only partly covered by insurance. Smoke also ruined the jewelry store of Joseph Erard, on the East side of the building, as well as the McNamara hat shop, the Royal shoe shining parlor, the Temple theater and the Savoy cafe on the other side of the building. Mr. Catel announces that he intends to rebuild. He may possibly install a bowling alley in the basement.

A lot of fellows ask for advice, but what they really want is a loan.

The Soo Creamery Co. is considering making cheese in the near future, constructing a cheese factory at Cooks, Delta county. The new plant will cost about \$5,000. The farmers near Cooks are rapidly turning to dairying, feeling the need of diversified farming. It is believed that a cheese factory would bring better prices to the farmers and

MUNICIPAL BONDS

SILER, CARPENTER & ROOSE

1039 PENOBSCOT BLDG.,
 DETROIT, MICH.
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360-366 SPITZER BLDG.,
 TOLEDO, OHIO
 Phone, ADAMS 5527

The LIFE of AN ESTATE

Many estates are quickly dissipated because they have not been properly safeguarded.

Failure to make a will, failure to appoint a trust company as executor and trustee, failure to arrange for the distribution of life insurance money under a life insurance trust—these neglects mean short-lived estates.

Safeguard your dependents by safeguarding your estate.

Let us discuss this matter with you.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

encourage dairying.

A model husband is one who doesn't get his shins kicked under the table when company is present.

Badmenten has struck our shores. The tidal wave has taken many of our business men, as well as the ladies, off their feet, so if you call on business and don't find your man, your next stop at the armory may prove a success. The only obstacle now is that it interferes with the new ski slide which opened on Sunday. They were figuring on Sunday as their banner day. The churches will also suffer, as many of the Badmentens are members of the different churches. This brings back the roller rink days, when the sport was enjoyed twice each day for seven days during the week. It is said to be doing some good, however, as some of the ladies who have been leading a quiet life for years are now coming out in the open, contributing the \$10 membership and getting more pep, which may prolong their days on this earth.

The Soo Machine & Auto Co. received a beautiful bronze tablet, mounted on polished walnut, and bearing the following inscription: "For making 100 per cent. of quota in the great Buick derby 1928." This is the first time the award has been made. It caused much pleasure to Roy D. Hollingsworth and his associates.

E. L. Welch is putting up four more cottages opposite the tourist camp, as all of his cottages were filled last season, and this next season should be a still better one, according to those connected with the tourist bureau.

The mild weather the past week is putting the country roads in bad condition, but it is breaking up the ice in the river. If it continues, the ferry between the two Soos should be in commission within the next two weeks.

Mr. and Mrs. Phil Jacobs returned last week, after having spent a part of the winter in Florida. They are the first of the Soosites to return. It will be another month or more before the remainder of our winter tourists will be back to remain during the summer.

The new Pingatore brick building, at 713 Ashmun street, is now completed and E. Pingatore & Son will hold the formal opening March 11. They will conduct one of the finest dry cleaning establishments in Northern Michigan.

The son, Orlando Pingatore, will have charge of the new business, while his father will continue in the merchant tailoring business at his former location, 109 West Spruce street.

Paul Besner, former Soosite, but now one of Detroit's wealthy real estate men, spent several days with friends here. He was called here by the serious illness of his brother-in-law, A. L. Ferguson.

Prohibition was adopted in 1920 and the Nation has been treating it like a foster child ever since.

William G. Tapert.

Household Liniment.

Oil of Turpentine ----- 1½ oz.
Liniment of Ammonia ----- 4 oz.
Tincture of Capsicum ----- 1 oz.
Water, enough to make ----- 1 pint
Mix.

Anodyne Liniment

Tincture of Belladonna ----- 4 ozs.
Tincture of Aconite ----- 4 ozs.
Spirit of Camphor ----- 8 ozs.
Mix.

Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.
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75,000 CLOCKS A MONTH



is a lot to sell but not so with a live wholesaler that sells brands like the following:

WESTCLOX, INGERSOLL, NEW HAVEN, ANSONIA,

Etc. Whenever you need any of the following clocks, remember we have them right in stock—Big Ben, Baby Ben, Sleep Meter, Black Bird, America, Monogram, Ingersoll types, Square Tell Tale, Tidy-Tot, Tick-Tock, Gothic Tat-Too, Tom-Tom, and many others. Also clocks in alarm and other styles in all the latest colors.

Drop in and see them in our new daylight sample room or ask our salesmen.

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			Belladonna		
Boric (Powd.)	10½ @	20	Cubebs	5 00 @	25	Benzoiz	2 28 @	30
Boric (Xtal)	10½ @	20	Eigeron	6 00 @	25	Benzoiz Comp'd	2 28 @	30
Carbolic	38 @	44	Eucalyptus	1 25 @	1 50	Buchu	2 28 @	30
Citric	53 @	70	Hemlock, pure	2 00 @	2 25	Cantharides	2 28 @	30
Muriatic	3½ @	8	Juniper Berries	4 50 @	7 75	Capsicum	2 28 @	30
Nitric	9 @	15	Juniper Wood	1 50 @	1 75	Catechu	2 28 @	30
Oxalic	15 @	25	Lard, extra	1 55 @	1 65	Cinchona	2 28 @	30
Sulphuric	3½ @	8	Lard, No. 1	1 25 @	1 40	Colchicum	2 28 @	30
Tartaric	52 @	60	Lavender Flow	6 00 @	6 25	Cubebs	2 28 @	30
Ammonia			Lavender Gar'n.	85 @	1 20	Digitalis	2 28 @	30
Water, 26 deg.	07 @	18	Lemon	6 00 @	6 25	Gentian	2 28 @	30
Water, 18 deg.	06 @	15	Linseed, raw, bbl.	@	86	Guaiac	2 28 @	30
Water, 14 deg.	5½ @	13	Linseed, boiled, bbl.	@	89	Guaiac, Ammon.	2 28 @	30
Carbonate	20 @	25	Linseed, bld. less	96 @	1 09	Iodine	2 28 @	30
Chloride (Gran.)	09 @	20	Linseed, raw, less	93 @	1 06	Iodine, Colorless	2 28 @	30
Balsams			Mustard, artif. oz.	@	35	Iron, Clo	2 28 @	30
Copaiba	1 00 @	1 25	Neatsfoot	1 25 @	1 35	Kino	2 28 @	30
Fir (Canada)	2 75 @	3 00	Olive, pure	4 00 @	5 00	Myrrh	2 28 @	30
Fir (Oregon)	65 @	1 00	Olive, Malaga,			Nux Vomica	2 28 @	30
Peru	3 00 @	3 25	yellow	3 00 @	3 50	Opium	2 28 @	30
Tolu	2 00 @	2 25	Olive, Malaga,			Opium, Camp.	2 28 @	30
Barks			green	2 85 @	3 25	Opium, Deodor'd	2 28 @	30
Cassia (ordinary)	25 @	30	Orange, Sweet	12 00 @	12 25	Rhubarb	2 28 @	30
Cassia (Saigon)	50 @	60	Origanum, pure	@	2 50	Paints		
Sassafras (pw. 60c)	@	50	Origanum, com'l	1 00 @	1 20	Lead, red dry	13½ @	13½
Soap Cut (powd.)			Pennyroyal	3 00 @	3 25	Lead, white dry	13½ @	13½
35c	20 @	30	Peppermint	5 50 @	5 70	Lead, white oil	13½ @	13½
Berries			Rose, pure	13 50 @	14 00	Ochre, yellow bbl.	@	2½
Cubeb	@	1 00	Rosemary Flows	1 25 @	1 50	Ochre, yellow less	3 @	6
Fish	@	25	Sandalwood, E.			Red Venet'n Am.	3½ @	7
Juniper	11 @	20	I.	10 50 @	10 75	Red Venet'n Eng.	4 @	8
Prickly Ash	@	75	Sassafras, true	1 75 @	2 00	Putty	5 @	8
Extracts			Sassafras, arti'l	75 @	1 00	Whiting, bbl	@	4½
Licorice	60 @	65	Spearmlnt	7 00 @	7 25	Whiting	5½ @	10
Licorice, powd.	60 @	70	Sperm	1 50 @	1 75	L. H. P. Prep.	2 55 @	2 70
Flowers			Tany	7 00 @	7 25	Rogers Prep.	2 55 @	2 70
Arnica	1 75 @	1 85	Tar USP	65 @	75	Miscellaneous		
Chamomile (Ged.)	@	50	Turpentine, bbl.	@	65	Acetanalid	57 @	75
Chamomile Rom.	@	75	Turpentine, less	72 @	85	Alum	06 @	12
Gums			Wintergreen,			Alum. powd and	09 @	15
Acacia, 1st	50 @	55	leaf	6 00 @	6 25	Bismuth, Subni-	2 25 @	2 52
Acacia, 2nd	45 @	50	Wintergreen, sweet			Borax xtal or		
Acacia, Sorts	20 @	25	birch	3 00 @	3 25	powdered	05 @	13
Acacia, Powdered	35 @	40	Wintergreen, art	75 @	1 00	Cantharides, po.	1 50 @	2 00
Aloes (Barb Pow)	25 @	35	Worm Seed	4 50 @	4 75	Calomel	2 72 @	2 82
Aloes (Cape Pow)	25 @	35	Wormwood	20 00 @	20 25	Capsicum, pow'd	62 @	75
Aloes (Soc. Pow.)	75 @	80	Potassium			Carmine	7 50 @	8 00
Asafoetida	50 @	60	Bicarbonate	35 @	40	Cassia Buds	30 @	35
Pow.	75 @	1 00	Bichromate	15 @	25	Cloves	40 @	50
Camphor	90 @	95	Bromide	69 @	85	Chalk Prepared	14 @	16
Guaiac	@	60	Bromide	54 @	71	Chloroform	53 @	66
Guaiac, pow'd	@	70	Chlorate, gran'd	23 @	30	Chloral Hydrate	1 20 @	1 50
Kino	@	1 25	Chlorate, powd.			Cocaine	12 85 @	13 50
Kino, powdered	@	1 20	or Xtal	16 @	25	Cocoa Butter	65 @	90
Myrrh	@	1 25	Cyanide	30 @	90	Corks, list, less	30 @	10
Myrrh, powdered	@	1 35	Iodide	4 36 @	4 60	40-10%		
Opium, powd.	19 65 @	19 92	Permanganate	22½ @	35	Copperas	03 @	10
Opium, gran.	19 65 @	19 92	Prussiate, yellow	35 @	45	Copperas, Powd.	4 @	10
Shellac	65 @	80	Prussiate, red	@	70	Corrosive Sublm	2 25 @	2 30
Shellac	75 @	90	Sulphate	35 @	40	Cream Tartar	35 @	45
Tragacanth, pow.	@	1 75	Roots			Cuttle bone	40 @	50
Tragacanth	2 00 @	2 35	Alkanet	30 @	35	Dextrine	6 @	15
Turpentine	@	30	Blood, powdered	40 @	45	Dover's Powder	4 00 @	4 50
Insecticides			Calamus	35 @	85	Emery, All Nos.	10 @	15
Arsenic	08 @	20	Elecampane, pwd.	25 @	30	Emery, Powdered	@	15
Blue Vitriol, bbl.	@	08	Gentian, powd.	20 @	30	Epsom Salts, bbls.	@	05
Blue Vitriol, less	09½ @	17	Ginger, African,			Epsom Salts, less	3½ @	10
Bordea. Mix Dry	12 @	26	powdered	30 @	35	Ergot, powdered	@	4 00
Hellebore, White			Ginger, Jamaica	60 @	65	Flake, White	15 @	20
powdered	18 @	30	powdered	45 @	60	Formaldehyde, lb.	13½ @	35
Insect Powder	47½ @	60	Goldenseal, pow.	7 50 @	8 00	Gelatine	80 @	90
Lead Arsenate Po.	13½ @	30	Ipecac, powd.	4 50 @	5 00	Glassware, less 55%		
Lime and Sulphur			Licorice	35 @	40	Glassware, full case 60%.		
Dry	08 @	22	Licorice, powd.	20 @	30	Glauber Salts, bbl.	@	02½
Paris Green	24 @	42	Orris, powdered	30 @	40	Glauber Salts less	04 @	10
Leaves			Poke, powdered	35 @	40	Glue, Brown	20 @	30
Buchu	@	1 05	Rhubarb, powd.	@	1 00	Glue, Brown Grd	16 @	22
Buchu, powdered	@	1 10	Rosinwood, powd.	@	50	Glue, White	27½ @	35
Sage, Bulk	25 @	30	Sarsaparilla, Hond.			Glue, white grd.	25 @	35
Sage, ¼ loose	@	40	ground	@	1 10	Glycerine	20 @	40
Sage, powdered	@	35	Sarsaparilla, Mexic.	@	60	Hops	75 @	95
Senna, Alex.	50 @	75	Squills	35 @	40	Iodine	6 45 @	7 00
Senna, Tinn. pow.	30 @	35	Squills, powdered	70 @	80	Iodoform	8 00 @	8 30
Uva Ursi	20 @	25	Tumeric, powd.	20 @	25	Lead Acetate	20 @	30
Oils			Valerian, powd.	@	1 00	Lace	@	1 50
Almonds, Bitter,			Seeds			Lace, powdered	@	1 60
true	7 50 @	7 75	Anise	@	35	Menthol	8 50 @	9 50
Almonds, Bitter,			Anise, powdered	35 @	40	Morphine	12 83 @	13 98
artificial	3 00 @	3 25	Bird, is	13 @	17	Nux Vomica	@	30
Almonds, Sweet,			Canary	10 @	16	Nux Vomica, pow.	15 @	25
true	1 50 @	1 80	Caraway, Po.	30		Pepper, black, pow	57 @	70
Almonds, Sweet,			Cardamon	2 50 @	3 00	Pepper, White, pw.	75 @	85
imitation	1 00 @	1 25	Coriander pow.	40		Pitch, Burgudry	20 @	25
Amber, crude	1 25 @	1 50	Dill	15 @	20	Quassia	12 @	15
Amber, rectified	1 50 @	1 75	Fennell	35 @	50	Quinine, 5 oz. cans	@	59
Anise	1 25 @	1 50	Flax	7 @	15	Rochelle Salts	28 @	40
Bergamont	9 00 @	9 25	Flax, ground	7 @	15	Sacharine	2 60 @	2 75
Cajeput	2 00 @	2 25	Foenugreek, pwd.	15 @	25	Salt Peter	11 @	22
Cassia	4 00 @	4 25	Hemp	8 @	15	Seidlitz Mixture	30 @	40
Castor	1 55 @	1 80	Lobelia, powd.	@	1 60	Soap, green	15 @	30
Cedar Leaf	2 00 @	2 25	Mustard, yellow	17 @	25	Soap mott cast	@	28
Citronella	1 00 @	1 20	Mustard, black	20 @	25	Soap, white Castile,		
Cloves	4 00 @	4 25	Poppy	15 @	30	case	@	15 00
Cococnut	27½ @	35	Quince	1 00 @	1 25	Soap, white Castile		
Cod Liver	2 00 @	2 45	Sabadilla	45 @	50	less, per bar	@	1 60
Croton	2 00 @	2 25	Sunflower	12 @	18	Soda Ash	3 @	10
Paints			Worm, American	30 @	40	Soda Bicarbonate	3½ @	10
Lead, red dry	13½ @	13½	Worm, Levant	6 50 @	7 00	Soda, Sal	02½ @	09
Lead, white dry	13½ @	13½	Tinctures			Spirits Camphor	@	1 20
Lead, white oil	13½ @	13½	Aconite	@	1 80	Sulphur, roll	3½ @	10
Ochre, yellow bbl.	@	2½	Aloes	@	1 56	Sulphur, Subl.	4½ @	10
Ochre, yellow less	3 @	6	Arnica	@	1 50	Tamarinds	20 @	25
Red Venet'n Am.	3½ @	7	Acacofetida	@	2 28	Tartar Emetic	70 @	75
Red Venet'n Eng.	4 @	8	Seeds			Turpentine, Ven.	50 @	75
Putty	5 @	8	Anise	@	35	Vanilla Ex. pure	1 50 @	2 00
Whiting, bbl	@	4½	Anise, powdered	35 @	40	Vanilla Ex. pure	2 25 @	2 50
Whiting	5½ @	10	Bird, is	13 @	17	Zinc Sulphate	06 @	10
L. H. P. Prep.	2 55 @	2 70	Canary	10 @	16			
Rogers Prep.	2 55 @	2 70	Caraway, Po.	30				
Miscellaneous			Cardamon	2 50 @	3 00			
Acetanalid	57 @	75	Coriander pow.	40				
Alum	06 @	12	Dill	15 @	20			
Alum. powd and	09 @	15	Fennell	35 @	50			
Bismuth, Subni-	2 25 @	2 52	Flax	7 @	15			
trate			Flax, ground	7 @	15			
Borax xtal or			Foenugreek, pwd.	15 @	25			
powdered	05 @	13	Hemp	8 @	15			
Cantharides, po.	1 50 @	2 00	Lobelia, powd.	@	1 60			
Calomel	2 72 @	2 82	Mustard, yellow	17 @	25			
Capsicum, pow'd	62 @	75	Mustard, black	20 @	25			
Carmine	7 50 @	8 00	Poppy	15 @	30			
Cassia Buds	30 @	35	Quince	1 00 @	1 25			
Cloves	40 @	50	Sabadilla	45 @	50			
Chalk Prepared	14 @	16	Sunflower	12 @	18			
Chloroform	53 @	66	Worm, American	30 @	40			
Chloral Hydrate	1 20 @	1 50	Worm, Levant	6 50 @	7 00			
Cocaine	12 85 @	13 50	Tinctures					
Cocoa Butter	65 @	90	Aconite	@	1 80			
Corks, list, less	30 @	10	Aloes	@	1 56			
40-10%			Arnica	@	1 50			
Copperas	03 @	10	Acacofetida	@	2 28			
Copperas, Powd.	4 @	10	Seeds					
Corrosive Sublm	2 25 @	2 30	Anise	@	35			
Cream Tartar	35 @	45	Anise, powdered	35 @	40			
Cuttle bone	40 @	50	Bird, is	13 @	17			
Dextrine	6 @	15	Canary	10 @	16			
Dover's Powder	4 00 @	4 50	Caraway, Po.	30				
Emery, All Nos.	10 @	15	Cardamon	2 50 @	3 00			
Emery, Powdered	@	15	Coriander pow.	40				
Epsom Salts, bbls.	@	05	Dill	15 @	20			
Epsom Salts, less	3½ @	10	Fennell	35 @	50			
Ergot, powdered	@	4 00	Flax	7 @	15			
Flake, White	15 @	20	Flax, ground	7 @	15			
Formaldehyde, lb.	13½ @	35	Foenugreek, pwd.	15 @	25			
Gelatine	80 @	90	Hemp	8 @	15			
Glassware, less 55%			Lobelia, powd.	@	1 60			
Glassware, full case 60%.			Mustard, yellow	17 @	25			
Glauber Salts, bbl.	@	02½	Mustard, black	20 @	25			
Glauber Salts less	04 @	10	Poppy	15 @	30			
Glue, Brown	20 @	30	Quince	1 00 @	1 25			
Glue, Brown Grd	16 @	22	Sabadilla	45 @	50			
Glue, White	27½ @	35	Sunflower	12 @	18			
Glue, white grd.	25 @	35	Worm, American	30 @	40			
Glycerine	20 @	40	Worm, Levant	6 50 @	7 00			
Hops	75 @	95	Tinctures					
Iodine	6 45 @	7 00	Aconite	@	1 80			
Iodoform	8 00 @	8 30	Aloes	@	1 56			
Lead Acetate	20 @	30	Arnica	@	1 50			
Lace	@	1 50	Acacofetida	@	2 28			
Lace, powdered	@	1 60	Seeds					
Menthol	8 50 @	9 50	Anise	@	35			
Morphine	12 83 @	13 98	Anise, powdered	35 @	40			
Nux Vomica	@	30	Bird, is	13 @	17			
Nux Vomica, pow.	15 @	25	Canary	10 @	16			
Pepper, black, pow	57 @	70	Caraway, Po.	30				
Pepper, White, pw.	75 @	85	Cardamon	2 50 @</				

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

Pork
Scotch Peas

DECLINED

Cider Vinegar

AMMONIA

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



APPLE BUTTER

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

AXLE GREASE

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

BAKING POWDERS

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

Per case
10c size, 4 doz. 3 70
15c size, 4 doz. 5 50
20c size, 4 doz. 7 20
25c size, 4 doz. 9 20
50c size, 2 doz. 8 80
80c size, 1 doz. 6 85
10 lb. size, 1/2 doz. 6 75

BLUING

JENNINGS

The Original

Condensed

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



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

BEANS and PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans 9 50
Red Kidney Beans 11 00
White Hand P. Beans 12 00
Cal. Lima Beans 15 00
Black Eye Beans 11 50
Split Peas, Y-Flow 8 00
Split Peas, Green 9 00
Scotch Peas 7 50

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 1/2 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, 13 3 90
Cream Barley, 13 3 40
Ralston Food, 13 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., 18s 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 25 lb. 9 75
Ex. Fcy. Parlor 26 lb. 10 00
Toy 1 75
Whisk, No. 3 2 75

BRUSHES

Scrub
Solid Back, 8 in. 1 60
Solid Back, 1 in. 1 75
Pointed Ends 1 25

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
Pineapple, 2 br. sl. 2 25
Pineapple, 2 br. sl. 2 40
Pineapple, 2 1/2, sl. 3 00
Pineapple, 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
Raspberries, 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 70
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1/2 2 25
Pinnar Haddie, 10 oz 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 25

Cod Fish Cake, 10 oz.

1 55
Cove Oysters, 5 oz. 1 75
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 2 25
Sard's, 1/4 Oil, Key 6 10
Sard's, 1/4 Oil, Key 5 75
Sardines, 1/4 Oil, Kless 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 30
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., sli 1 65
Beef, 3 1/2 oz. Qua. sli. 2 15
Beef, 5 oz., Am Sliced 2 90
Beef, No. 1, B nut, sli. 4 00
Beefsteak & Onions, s 3 70
Chili Con Ca., 1s 1 85
Deviled Ham, 1/2s 2 20
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/2 Libby 50
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/2 Libby 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 25

Baked Beans

Campbells 1 15
Quaker, 13 oz 1 10
Fremont, No. 2 1 25
Snider, No. 1 1 10
Snider, No. 2 1 25
Van Camp, small 95
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 8 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 45
Peas, No. 2, Sift. 1 85
Peas, No. 2, Ex. Sift. 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 1/2 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 65
Sniders, 8 oz. 1 65
Sniders, 16 oz. 2 25
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 30

CHEESE.

Roquefort 45
Kraft, small items 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Wisconsin Daisy 27
New York June 34
Sap Sago 42
Brick 33

CHEWING GUM.

Adams Black Jack 65
Adams Bloodberry 65
Adams Dentyne 65
Adams Calif. Fruit 65
Adams Sen Sen 65
Beemans 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 45
Droste's Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastelles, No. 1 12 60
Pastelles, 1/2 lb. 6 60
Pains De Cafe 3 00
Droste's Bars, 1 doz. 2 15
Delft Pastelles 2 15
1 lb. Rose Tin Bon 10 00
Bons 10 00
7 oz. Rose Tin Bon 9 00
13 oz. Creme De Cara-que 13 20
12 oz. Rosaces 10 80
1/2 lb. Rosaces 7 80
1/2 lb. Pastelles 3 40
Langues De Chats 4 80

CHOCOLATE.

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

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
Melrose 36
Liberty 25
Quaker 42
Nedrow 40
Morton House 49
Reno 37
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, 8 doz. 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 00
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 Knickerbocker 95 00
Webster Albany Foil 95 00
Bering Apollo 95 00
Bering Palmitas 115 00
Bering Diplomatica 115 00
Bering Delloese 120 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY

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

Mixed Candy

Kindergarten 17
Leader 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 85
Nibble Sticks 1 85
Chocolate Nut Rolls 1 65
Magnolia Choc 1 25
Bon Ton Choc. 1 50

Gum Drops

16
Champion Gums 16
Challenge Gums 14
Superior, Boxes 23

Lozenges

A. A. Pep. Lozenges 15
A. A. Pink Lozenges 15
A. A. Choc. Lozenges 15
Motto Hearts 19
Malted Milk Lozenges 21

Hard Goods

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

Cough Drops

Putnam's 1 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.Mallows 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 3 60
100 Economic grade 4 60
500 Economic grade 20 00
1000 Economic grade 37 60
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 29
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 seedless, bulk 06 1/2
Thompson's seedless, 15 oz. 08 1/2
Seeded, 15 oz. 08 1/2

California Prunes

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

Hominy

Pearl, 100 lb. sacks 3 50

Macaroni

Mueller's Brands
9 oz. package, per doz. 1 40
9 oz. package, per case 2 60

Bulk Goods

Elbow, 20 lb. 07
Egg Noodle, 10 lbs. 14

GELATINE

Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 56
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
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OLEOMARGARINE

Van Westenbrugge 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 bx	4 00
Ohio Blue Tip, 720-1c	4 00
*Blue Seal, 144	4 85
*Reliable, 144	4 00
*Federal, 144	5 25

*1 Free with Ten.

Safety Matches

Quaker, 5 gro. case	4 50
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MOLASSES

Brer Rabbit
Gold Label



Six 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. cs.	6 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
Fliberts, Sicily	22
Peanuts, Vir. Roasted	11 1/2
Peanuts, Jumbo, std.	14
Pecans, 3 star	22
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	30@35
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	70
Peanuts, Spanish,	
135 lb. bags	12 1/2
Fliberts	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 50
Pint Jars, Plain, doz.	3 16
Quart Jars, Plain, doz.	5 50
1 Gal. Glass Jugs, Pla.	2 10
5 Gal. Kegs. each	8 50
2 1/4 oz. Jar. Stuff.	1 35
6 oz. Jar. Stuffed, doz.	2 35
9 1/2 oz. Jar. Stuff.	3 75
1 Gal. Jugs, Stuff.	2 75

PARIS GREEN

1 1/2	34
1 1/2	32
2 1/2 and 5 1/2	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 "F"	65.1
Transmission Oil	65.1
Pinol, 4 oz. cans, doz.	1 50
Pinol, 8 oz. cans, doz.	2 25
Parowax, 100 lb.	9.3
Parowax, 40, 1 lb.	9.5
Parowax, 20, 1 lb.	9.7



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75
Sweet Small	
16 Gallon, 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 Steers & Hf. 15 1/2	@22
Med. Steers & Heif.	20
Com. Steers & Heif. 15	@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	15
Heavy hogs	16

Loin, med.	24
Butts	21
Shoulders	18
Sparer bs	16
Neck bones	06
Trimnings	14

PROVISIONS

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

Lard

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

Sausages

Bologna	18
Liver	18
Frankfort	21
Pork	31
Veal	35
Tongue, Jellied	19
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
Mixed Hams	@21
Bacon 4/6 Cert.	24 @29

Beef

Boneless, rump	28 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
18 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
18 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	1 75

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

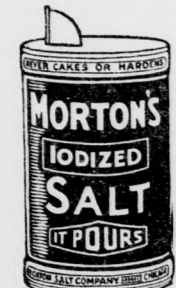
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH

Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 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.	24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	40
35, 4 lb., per bale	2 45
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

BORAX

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

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	4 20
Export, 100 box	3 85
Big Jack, 60s	4 75
Fels Naptha, 100 box	5 50
Flake White, 10 box	4 20
Grdma 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, 12s	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS

Imit. Maple Flavor	
Orange, No. 1 1/2, 2 dz.	3 50
Orange, No. 5, 1 doz.	4 99

Maple and Cane

Kanuck, per gal.	1 50
Kanuck, 5 gal. can	6 50

Maple

Michigan, per gal.	2 75
Welch, per gal.	3 25

COOKING OIL

Mazola	
Pints, 2 doz.	6 75
Quarts, 1 doz.	6 25
Half Gallons, 1 doz.	11 75
Gallons, 1/2 doz.	11 30

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	85
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

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 20. We have to-day received the schedules in the matter of Try Me Bottling Co., Inc., Bankrupt No. 3654. The schedules show assets of \$5,350.64 with liabilities of \$6,955.40. The first meeting of creditors will be called promptly, note of which will be made herein. This is an involuntary case. The list of creditors of said bankrupt is as follows:

Henry A. and Magdalena Dise,	\$3,200.00
Grand Rapids	200.00
Frank A. Pasch Co., Milwaukee	200.00
Ancient Order of Hibernians, G. R.	66.67
Ernest Boyce, Grand Rapids	87.97
Bixby Office Supply Co., Grand R.	2.25
Best Malt Products Co., Chicago unknown	6.00
D. J. Bielzoff Prod. Co., Chicago	68.00
Brown & Biglow, St. Paul	8.75
Boyd Auto Sales, Muskegon Hts.	545.75
Citrus Prod. Co., Chicago	26.66
Consumers Power Co., Grand Rap.	6.65
Century Fuel Co., Grand Rapids	5.00
John W. Compton, Chicago	100.00
Dietz Beverage Co., Indianapolis	13.25
Foot & Jenks, Jackson	726.25
Fox Head Beverage Co., Milwaukee	45.83
G. R. Ass'n of Commerce, Grand R.	10.00
Glynus Transfer Co., Grand Rapids	100.00
G. R. National Bank, Grand Rapids	10.00
N. C. Geyer Co., So. Whitley, Ind.	5.30
G. R. Paint & Enamel Co., Grand R.	30.00
Grimes & Madigan, Grand Rapids	252.00
Howdy Co., St. Louis, Mo.	13.25
Hertz Straus Co., New York	80.00
W. H. Hutchenson & Son, Chi.	18.45
Investigating & Adj. Co., Grand R.	50.00
Kent State Bank, Grand Rapids	16.96
Liquid Carbonic Co., Chicago	8.97
Lyons & Orser, Grand Rapids	131.95
A. E. McGraw, Grand Rapids	177.75
McKenna Brass Co., Pittsburgh	25.88
Mich. Bell Tel. Co., Grand Rapids	96.18
Mundet & Co., Detroit	13.74
N. Y. Underwriters Co., New York	5.00
Henry H. Ottens, Philadelphia	2.25
Proudt Looze Leaf Co., Grand R.	392.68
Frank T. Pasch Co., Milwaukee	20.00
Rex Co., Duluth, Minn.	25.41
Riverside Lumber Co., Grand Rap.	8.00
Rysdale Candy Co., Grand Rapids	30.00
Standard Oil Co., Grand Rapids	60.00
Ben Sharp, Grand Rapids	13.50
R. W. Snyder Co., Battle Creek	6.99
Smith's Show Card, Grand Rapids	43.45
March Wells, Grand Rapids	18.43
Mr. Shanteaw, Grand Rapids	12.00
X. Cigar Co., Grand Rapids	

Feb. 21. We have to-day received the schedules, reference and adjudication in the matter of Rodney McLeod, Bankrupt No. 3698. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Oshkema township, and his occupation is that of a laborer. The schedules show assets of none with liabilities of \$8,977.45. 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. 21. We have to-day received the schedules, reference and adjudication in the matter of Edward Fischer, Bankrupt No. 3699. 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 furniture worker. The schedules show assets of \$277 of which \$250 is claimed as exempt, with liabilities of \$825.05. 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. 20. On this day was held the first meeting of creditors in the matter of Lynn C. Gardner, Bankrupt No. 3673. The bankrupt was present in person and represented by Corwin, Norcross & Cook, for Thomas Smurthwaite, attorney for the bankrupt. Creditors were represented by Belcher & Hamlin and Central Adjustment Association and C. W. Moore, agents. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. P. P. Schnoorbach, of Manistee, was named trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

In the matter of Henry Benjamin and Alfred Benjamin, copartners as H. & A. Benjamin, Bankrupt No. 3404. The final meeting of creditors has been called for March 11. The trustee's final report and account will be approved at such meeting. There will probably be a first and final dividend for creditors of this estate.

In the matter of Walter E. Morris, Bankrupt No. 3354. The final meeting of creditors has been called for March 11. The trustee's final report and account will be approved at such meeting. There will be a final dividend for creditors of this estate.

In the matter of Joe Chiarello, Bankrupt No. 3426. The final meeting of creditors has been called to be held March 11. The trustee's final report and account will be approved at such meeting. There probably will be a small first and final dividend for creditors of this estate.

Feb. 21. On this day was held the first meeting of creditors in the matter of William E. Bassett, doing business as Cedarcraft Co., Bankrupt No. 3616. The bankrupt was present in person but not represented. Creditors were represented by attorney Rolland E. Barr and G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was

sworn and examined, without a reporter. Willis E. Lafayette, of St. Joseph, was named trustee and his bond placed at \$1,000. Appraisers were appointed. The first meeting then adjourned without date.

Feb. 21. On this day was held the first meeting of creditors in the matter of St. Joseph Motor Supply Co., a corporation, Bankrupt No. 3668. The bankrupt corporation was represented by attorney Arthur E. Lecker and its president and secretary-treasurer were present in person. Creditors were represented by G. R. Credit Men's Association. Claims were proved and allowed. The officers of the bankrupt present were sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was appointed trustee, and his bond placed at \$3,000. The first meeting then adjourned without date. The sale of assets will be held at the premises occupied by the bankrupt, at St. Joseph, on Feb. 28.

In the matter of DuBois-Munn Co., Bankrupt No. 3573, the trustee has filed his first report and account, and an order for the payment of expenses of administration, taxes and for the declaration and payment of a first dividend to creditors of 30 per cent. has been made.

In the matter of F. Chester Lee, individually and doing business as Lee's Pharmacy, Bankrupt No. 3657. The first meeting of creditors has been called for March 12.

In the matter of Stephen J. Aniston, individually and trading as Manhattan Cafe, Bankrupt No. 3675. The first meeting has been called for March 12.

In the matter of Try-Me Bottling Co., successor to Joyce Bottling Co., Bankrupt No. 3654. The first meeting of creditors has been called for March 12.

In the matter of Rodney McLeod,

Bankrupt No. 3698. The first meeting of creditors has been called for March 12. In the matter of William H. Greene, Bankrupt No. 3685. The first meeting of creditors has been called for March 12. In the matter of Henry D. Didama, Bankrupt No. 3692. The first meeting of creditors has been called for March 12.

Feb. 23. We have to-day received the schedules, reference and adjudication in the matter of David Bow, Bankrupt No. 3700. 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 mechanic. The schedules show assets of \$275 of which the full amount is claimed as exempt, with liabilities of \$819.90. 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. 25. We have to-day received the schedules, reference and adjudication in the matter of Leo J. Joslin, Bankrupt No. 3701. 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 laborer. The schedules show assets of \$100 of which the full amount is claimed as exempt, with liabilities of \$907.15. 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. 26. We have to-day received the schedules, reference and adjudication in the matter of Martin J. Vandenhout, Bankrupt No. 3387. 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 \$125 of which the full amount is claimed as exempt, with liabilities of \$11,263.40. 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. 26. We have to-day received the schedules, reference and adjudication in the matter of William C. Truman, Bankrupt No. 3702. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Luther, and his occupation is that of a retired merchant and postmaster. The schedules show assets of \$200 of which the full amount is claimed as exempt, with liabilities of \$2,955.90. 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. The list of creditors of said bankrupt is as follows:

W. B. Pool, Luther	400.00
Hazeltine & Perkins Drug Co., G.R.	60.50
C. W. Mills Paper Co., Grand R.	56.50
C. J. Farley & Co., Grand Rapids	385.61
Paul Steketee & Sons, Grand Rap.	120.00
Butler Bros., Chicago	95.00
Parrotte, McIntyre & Co., Chicago	100.00
Selz, Show Co., Chicago	85.00
Converse Rubber Co., Chicago	79.50
Mary Louise Garment Co., Owosso	9.47
Symons Bros. Co., Saginaw	56.00
Endicott-Johnson Shoe Co., Endicott	350.00
Alco Co., St. Louis	12.50
Ball Brand Rubber Co., Mishawaka, Ind.	180.00
McCall Co., New York	10.79
Frank J. Neuman, Grand Rapids	955.00

Feb. 26. We have to-day received the schedules, reference and adjudication in the matter of William L. Douglas, Bankrupt No. 3703. The matter has been referred to Charles B. Blair as referee in

Quicksale Stores Have Invaded Michigan!



The Grange Store of Allegan. Walyer Tiberski of Dowagiac. S. Sabota of Grand Rapids. Diomand of Eau Claire and 22 others now have Quicksale Stores. Each has increased its sales. Each owner KNOWS he has the liveliest, most successful store in his community. Who will own the Quicksale store in YOUR neighborhood?

Are you interested in arrangement and equipment that will give YOU a leading store? A neater, more attractive interior with earning power? Would you like to talk personally with these men who have installed these Quicksale Stores, men who have never failed to create success? To see this new, modern equipment? If you are stop at Boot & Co. during the Retail Grocers and Meat Dealers Association of Michigan Convention March 12-13-14. They will be on the job and will give you unquestionable proof of a Quicksales Stores Success.

If you aren't coming write now for an interview that will hold you under no obligations.

THE E. O. BULMAN MFG. CO., INC.

GRAND RAPIDS

MICHIGAN

bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a janitor. The schedules show assets of \$285 of which \$250 is claimed as exempt, with liabilities of \$6,497.29. 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. 26. We have to-day received the schedules, reference and adjudication in the matter of James Modjeska, Bankrupt No. 3704. 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 grocer. The schedules show assets of \$445.89 of which the full amount is claimed as exempt, with liabilities of \$2,272.89. 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: Industrial Mfg. & Invest. Co.,

Grand Rapids	\$100.00
Gas Co., Grand Rapids	88.00
Schust Co., Grand Rapids	31.38
Rademaker-Dodge Co., Grand Rapids	155.06
M. J. Dark & Sons, Grand Rapids	35.77
Worden Grocer Co., Grand Rapids	35.77
Worden Grocer Co., Grand Rapids	21.78
Mills Paver Co., Grand Rapids	14.82
Thomas & Cornell, Grand Rapids	11.56
National Grocer Co., Grand Rapids	80.89
Johnson Candy Co., Grand Rapids	22.50
Specialty Candy Co., Grand Rapids	18.90
Fredonia Seed Co., Grand Rapids	49.70
Fredonia Seed Co., Fredonia, N.Y.	9.06
W. F. McLaughlin Co., Chicago	2.07
David Simpson, Grand Rapids	203.00
Clarence D. Sullivan, Grand Rapids	115.00
Butterworth Hospital, Grand Rapids	126.00
John Ebels, Grand Rapids	431.00
Geo. L. Plunon, Grand Rapids	500.00
C. A. Geer, Grand Rapids	150.00
Prange's Credit Dept. Store, G. R.	95.50

Feb. 26. We have to-day received the schedules, reference and adjudication in the matter of Harry Hull, Bankrupt No. 3706. 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 \$160 of which the full amount is claimed as exempt, with liabilities of \$458.69. 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.

Is Not Any Distribution Better Than Waste?

(Continued from page 20)

But as he protested I looked about his store. In the middle front was a solid display stand. On it was nothing but dusty junk. His candy case was not so dirty as some I have seen; but his glass trays within it were empty—not a thing displayed there for sale. On his floor in front was a box wrapped in green tissue, on the sides of which were tacked banana cutouts; and I knew that the banana demonstrator had been there to show him how to make money out of selling bananas. But I saw that after the display the banana man had arranged was sold—and sure it sold—nothing further was done. On a hook back in the store hung a frouzy bunch of bananas on the stem, decaying as they had done before the demonstration.

These are but suggestions of the dirt, neglect and evidence of laziness which pervaded the store on every hand. The much-heralded individual gives the chain cards and spades by neglecting all selling effort and then wonders why the chains get part of the trade. For even at that the American consumer wants service so badly and persistently that even such grocers survive. It is not the chains—it's you. Paul Findlay.

What our denominational machinery needs at times is not power but traction. The wheels go round but we lack the grit to go forward.

All is not gold that glitters, but a great deal more in life would glitter if gold were more freely consecrated to the business of spreading the light.

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—CASH or TERMS. Butter-Kist pop corn and peanut machine, with electric blower. All electric; the most complete and highest priced one they make, now sold for \$1,250. Mechanically perfect, and can be bought now for about one-third price of new one. Address P. H. Lewis, Watervliet, Mich. 35

For Sale—Concertina. Plays by rolls. Other novelties. Pamphlets free. Chas. Pittle, New Bedford, Mass., Dep't. 6. 34

For Sale—Small, well-selected stock of furniture. Good location. Splendid opportunity for real furniture man. F. B. Doherty, Clare, Mich. 36

For Sale—New and refinished Northey coolers, refrigerators, freezer and top display cases. Send for special 1st. High class salesman wanted. S. B. Rosenthal, district salesmen, 3240 Rochester Ave., Detroit, phone Garfield 7750; or address Northey Mfg. Co., Box 538 T, Waterloo, Iowa. 37

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. 33

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. 33

I OFFER CASH!

For Retail Stores—Stocks—Leases—all or Part. Telegraph—Write—Telephone

L. LEVINSOHN

Saginaw, Mich.

Telephone Riv 2263W

Established 1909

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. 30

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. 28

CASH FOR MERCHANDISE

Will Buy Stocks or Parts of Stocks of Merchandise, of Groceries, Dry Goods, Shoes, Rubbers, Furniture, etc.

N. D. GOVER, Mt. Pleasant, Mich.

Consult someone that knows Merchandise Value.

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

ABE DEMBINSKY

Auctioneer and Liquidator

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

THE JAY A. BERG SALES CO.

211 Ashton Bldg., Grand Rapids

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GRAND RAPIDS, MICHIGAN

A Clean Full Coverage Automobile Insurance Policy
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Of Course You Are Going to the Third Better Merchandising Conference and Exposition

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MASONIC TEMPLE MARCH 13, 14, 15



You are cordially invited to inspect our special exhibit of Westinghouse electrical appliances for all practical purposes.

The Commercial Electric Supply Co.

Distributor of Westinghouse Products

138-142 CONGRESS ST., E. — DETROIT

Branches — Grand Rapids — Flint

Permanent Forests and Their Destruction.

Virgin forests have come down through the centuries.

Thoughtful people look them over and realize that with needful human protection the forests can remain through coming centuries a blessing to humanity.

A system of selective logging would be the means by which the rules of forestry could be used to maintain the virgin forest in a continual producing condition.

Having heard that one forest owner was handling his virgin timber under such a system of selective logging a letter was sent enclosing a folder on Permanent Forests with a request for information as to how it would work out under our present system of taxation. The answer came: Every agency that had anything to do with taxation matters is doing everything that can possibly be done to increase the cut-over land problem by confiscatory methods of taxation which compel the owner to denude the timber lands he has just as rapidly as possible, discouraging selective cutting and production of timber on a sustained yield basis, and through forcing liquidation of the standing timber remaining, cause an overproduction of lumber and wasteful practices in manufacturing and utilization. In our own present logging operations we would very much like to practice selective logging. The conditions are ideal for it and we believe it would be the proper method, were it not for the fact that in the particular section where this timber is located, the taxes are outrageous and timber left to stand for future cutting would be confiscated through present tax methods. Therefore, we are cutting the land clean just as rapidly as we can, taking every stick that has merchantable value, including the cordwood, and very likely will turn much of the land over to the State to worry about when we have denuded it."

We, the people of Michigan, must seek to gain some wisdom by learning from the experience of France, where, with the background of centuries of forestry, there is legal recognition of forests as a resource standing apart from other sources in its need for extraordinary care and protection.

Hon. J. W. Judd in his written opinion, "Timber Land Taxation", points out the right the State has to adequately protect forest resources and our duty to take positive action and the means of doing our duty in the matter by classifying forest lands for taxation in such a way as to keep them producing timber.

It is evident that we of Michigan have need of getting to the root of the matter. We must search until we find the way of proper forest taxation. We cannot allow forest valuation to remain tied in with mass valuation of all other forms of property. Experience and thoughtful analysis points to classification as a sure method of equitable control.

Under such classification the procedure should be in accord with the rule of forestry. In any one year the trees of a forest are naturally thought of as

being in two divisions, first those which are due to be cut that year and the remainder which are not to be cut. These latter constitute the growing stock which the rules of forestry recognize as a mass of living trees constantly growing on for the time of cutting and being constantly reproduced under necessary forms of management. The rules of forestry guard this growing stock from the ax of the owner that would deplete this foundation reserve stock. And by all the logic and rational justice of economics and social progress, the rules of forestry should be mandatory against the State. The State should not in any way deplete or sanction the depletion of that necessary growing stock. In other words, the State cannot justly tax that growing stock any more than it can rightfully allow the owner to cut into it. As I have heretofore written, the formative stage is the vitally needed and sole basis of the producing stage and therefore our tax on forest growth should be limited to a certain per cent. of the stumpage cut. As stated above, management of the forest under the rules of forestry assures a definite quantity of growing stock. The owner has the use of the forest to the extent of the quantity that is in excess of the required growing stock and he has the responsibility of maintaining the forest under that condition. For him the forest is that which he is allowed to cut during the time he holds title. It is rational to conclude that the rate of tax on the stumpage cut should not be higher than the rate on other forms of property. That is as far as the State ought to go and, in view of the responsibility upon the owner of maintaining the growing stock, the State ought to be prepared to give the highest type of advisory supervision whenever needed.

When we consider a reforestation project, the application of these facts will bring exemption from tax during the formative period.

The forest is in embryo. The State should co-operate actively and effectively to assure that the forest be developed under the rules of forestry which preclude the taxation while the growing stock was accumulated and thereafter allow taxation only on the amount permitted to be cut.

Forest taxation under the present system leads directly toward the destruction of forests. It is not just to the owner.

It debars the real progress of the State. The longer it remains a part of our laws the greater will become the reproach to our intelligence and good faith. It is a denial of the equal justice that is a constitutional right. We are slowly reaping the devastating effects and have not yet put our hand to the effective remedy. We are told that local tax units must be taken care of. The State was and is at fault in maintaining laws that did not adequately protect the forests while the forests were on a going basis.

It is the duty of the State now to settle with the local units—if we want real progress in reforestation on private land.

If you give careful thought you will

find the facts here presented go to the root of the matter and that they represent intensive study of this problem.

This is presented hoping that you will make the most of it as an appeal for individual and State action.

Frederick Wheeler,

President Michigan Forestry Association.

Will the Chains and Independents Bury the Hatchet?

Jeff Storey recently said, before the Business Men's Club of Lockhart, Texas: "We believe that the merchants of Lockhart are tolerant towards chain store competition. At least we have tried to be. The chain stores are here and have taught us a good deal. We believe that there is business enough for all of us, both chains and independents, and we welcome them to our town. We are friendly towards them and we believe they are friendly towards us." A representative of this paper, who heard Mr. Storey's talk, believes that this is the new attitude of independents toward the chains. We believe that with this attitude, plus intelligent buying, stockkeeping, financing and selling, the independent merchants will give the chains a good battle. Jeff Storey devotes most of his time to the affairs of the mercantile establishment of John T. and A. A. Storey. Jeff's father, John T. Storey, devotes most of his time to the affairs of the bank, of which he is head. Jeff's uncle, A. A. Storey, devotes considerable of his time to the store and to his other interests, which are many and varied. The founders and owners of this store went through the ignorance, prejudice and poverty which followed the civil war. They have survived floods, droughts and the famous year of 1925, in which so little rain fell that no crops were planted. They have seen Lockhart grow from a little town on two branch railroad lines, which could once be reached only by muddy dirt roads, to a clean and progressive little city. The men connected with this store know almost every citizen of the entire community which it serves. When they go to New York or Chicago to buy, wholesalers and manufacturers will testify that they know merchandise. Plus their knowledge of the people, their knowledge of markets, the aggressiveness of the young men in the firm, and the good judgment of the older men, this mercantile enterprise will prove an almost indigestible bite for any giant chain which attempts to gobble it up. All over the country, from Maine to California, and from Oregon to Florida, there are similar local merchants. It is true that many of them have been forced out of business and that many others have been absorbed by the chains, but it is equally true that thousands and thousands of them have gritted their teeth and tightened their belts, cleaned up their stores, modernized their methods, and, without any boast or bombast, have said, "let the chains come, we will give them a run for their money."

Facts rush in where fiction fears to tread.

Umbrellas Take on Gay Designs.

Umbrellas are being made with designs in keeping with the new costume styles, both in the handles and body parts. New silks are introduced which match better than heretofore with the season's new dress fabrics. Self-patterned prints are seen now, as well as silks in monotone effects, which are used with and without borders. Contrasting colors are also indulged in, the conservative prints being used. Solid colors with odd border treatments in contrasting weaves are also to be seen. For instance, a top of heavy taffeta will be finished with a border of satin, or a plain silk with one of grosgrain. Or again, the borders alone may carry the only embellishment.

The handles seem to command most attention. The new ones are decidedly "swagger" and are not at all confined to any particular type or material. The new composition materials, which now are made to simulate the semi-precious stones, amber, tortoise-shell, bone and colored glass, give unlimited sway to the imagination of the designers. Silver and gold are also introduced with the composition in some of the new handles, and often repeated in ferrule. Twisted loops in imitation amber are noted on umbrellas of beige and brown printed silk. In these the tip of the ferrule is finished with a thin plating of gold. One umbrella of navy blue taffeta with a conservative satin border has a crooked handle of imitation tortoise-shell and a fancy bit of silver applique, on which initials may be engraved.

Oddly shaped handles in knobs and animal figures are especially attractive when they top the new printed silks. They also go well on the umbrellas made in the new wide, flat shapes, which look more like miniature sun canopies than anything else. These umbrellas are really designed for a two fold purpose for either sun or rain. It is expected by many of the leading designers that more and more liberty will be taken in the use of colors and odd handles as the season advances.

Looking Generations Ahead.

At a cost of more than \$20,000 the San Antonio Drug Co. chartered some Pullman cars and took some of their retail druggist customers on a trip to St. Louis and Alton, Illinois, to inspect the Illinois Glass Co. factory; to Indiana to visit the pharmaceutical house of Eli Lilly & Co.; from Indiana these retailers visited Chicago, where they were entertained in a Walgreen drug store and lectured to by Mr. Walgreen himself. They also visited Bauer & Black, Bastian Blessing Co. and others. To many wholesalers this may seem expensive, but we believe that long after Mr. Ochse, the president, and Mr. Lewis, the vice-president of the San Antonio Drug Co., are dead the company will be receiving benefits and profits as a result of the information these independent druggists obtained on this trip. More than that, the good will built by this enterprise cannot be taken away from the San Antonio Drug Co. by any power under the sun so long as the company continues to deserve it.

Bankrupt Land — Scrub Oak and Stunted Aspen.

In running survey lines I have gone long distances over land which was worth not more than two cents per acre.

If left without systematic effort to improve the tree growth those acres would continue just as worthless. If left without protection from fire such lands would be a menace to the few acres which happen to be in better condition to support tree growth or are growing up under the care and systematic effort of some interested owner. Even the few acres in better condition would not in many years produce timber in paying quantity.

Some fourteen years ago on a road in Kalkaska county, a woods worker with an ax on his shoulder stated the case exactly: "No one could run fast enough to give me a deed to the best of it." At that time he could go elsewhere and get paid \$1.50 to \$2 per day for steady work. Wages have gone up since then and the contrast is now greater between land and labor, and the elements of land economics prove the land is as vividly bankrupt as at the time the woodsman named it as being in that bankrupt class.

We, the people of Michigan, have that problem to face now. We gain nothing in glossing it over by saying there is stuff growing on it. What little is on, most all of it, is left-over sprouts from old-time undergrowth or aspen and pin cherry seedlings. One trained forester stated that such growth would never amount to anything.

I have seen where farmers would drive out a mile or two and bring in firewood, but I took notice they would not assume the burden of paying taxes on the land where they got the fuel. Much of the land would eventually produce some fuelwood when fire is kept out, but there would have to be a market for such fuel within a few miles or the wood cutter would not be able to pay taxes. As the forester said, there is nothing paying a sufficient return as long as such land is left to struggle along in its present condition, and the woodsman sensed it and told it in a way for us to consider.

If we hope for individuals to interest themselves in such land we must face the problem as it exists.

Without interested care the land is worthless. If someone can be interested enough to undertake systematic effort to improve the surface conditions by planting suitable trees, the land should be his without a land tax as long as good timber is kept growing and what he is able to cut from it should be subject to a yield tax on the stumpage cut at a rate the same percent. as that of the State average of general property taxes. There is no justice in asking that the land or tree growth be subject to a tax while he is building up the forest growth and getting it ready to produce something. The State is very much in need of forests that have been built up so as to produce good timber and are to be maintained for continuous production.

If we start out with a tax while the long process of growth accumulation

is going on, we cannot justly expect people to reforest. The nature of tree growth demands the storage in that growth of large amounts of capital in order to bring it to sufficient size and value to pay its cost. We will be able to establish a permanent forest law when we have that law genuinely in accordance with the inherent nature of tree growth.

This inherent nature places it in a classification for taxation purposes different from other forms of property. Such a classification is where it rightfully belongs and therein it must have rational treatment; as equitable and just as the most precious rights of man, for which enactments are made to endure for ages. Well kept forests will endure for ages and there is abundant reason why we should now institute a proper foundation.

Frederick Wheeler,

President Michigan Forestry Ass'n.

Group Buying Evils.

It is natural for wholesalers to condemn indiscriminate selling by the manufacturer most of whose output they distribute, especially when the smaller part goes direct to the buying syndicate composed of retailers, their logical customers. In the opinion of Alvin E. Dodd, director general of the Wholesale Dry Goods Institute, the ultimate effect of such a policy, carried on for any period of time, will be to disrupt the manufacturer's distribution completely, since it first destroys public confidence in his distributors and ends by destroying confidence of his distributors in his own policies. The practical reasons for this are manifest. There is unmistakable merit also in Mr. Dodd's other points, that direct sales often have to bear the costs of wholesaling, passed on by the buyer, and may involve dangerous surrender of all price control. But reasoning, however sound, from any set of facts is safe only when the premises include all the essential facts. In this case Mr. Dodd pays so much attention to effects that he seems to omit consideration of causes, though the latter are the more important. Direct group buying and direct chain buying, like exclusive dealer arrangements and union of manufacturers with chain outlets, all tending to check independent wholesaling, are products of changing conditions growing out of increasing interest all along the line in the ultimate consumer. Mass selling followed on the heels of mass production, and in the train of both came mass buying, responsive to economic law. The wholesaler may make a palpable hit in pointing out dangers in policies arising out of efforts to keep in mid-stream of the new current that is sweeping through the commerce of the world. In doing so he may gain temporary benefit here and there. But he is more likely to find permanent advantage through impartial study of all the underlying facts and efforts to adjust his business to prevailing tendencies.

Judging by the way they act, most middle-aged people must feel younger than they look.

Manufacturing Furriers Since 1903

MARKS FURS

Herman and Ben Marks

1211 GRISWOLD : DETROIT, MICHIGAN



All Indications Point to a Great SPRING SCARF SEASON

We offer all fashionable types of fur scarfs, in almost unlimited variety and will ship to responsible merchants on two days approval for selection.

DETROIT'S LARGEST STOCK
CARRYING HOUSE OFFERS

For Immediate Delivery

THE NEWEST SPRING STYLES IN
COATS, SUITS, DRESSES, SKIRTS

Coats from \$6.75 to \$39.75

Dresses from \$3.75 to \$10.75

PICK THEM OF THE RACK

WRITE, WIRE OR CALL CAD. 1490-1491

SMALL-FERRER COMPANY, Inc.
1217 Griswold Street, Detroit

FISHER WALL PAPER CO.

Michigan's Largest Wholesale Wall Paper House
514-520 RANDOLPH ST. DETROIT

MICHIGAN BRANCH HOUSES

Brownson Fisher Wall Paper Co. Flint

Fisher Watson Wall Paper Co. Saginaw

Fisher Hamilton Wall Paper Co. Lansing

Fisher Drummond Wall Paper Co. Grand Rapids

RETAILERS CAN SUCCEED.

Must Meet New Conditions With New Methods.

It is a characteristic of rapidly changing conditions in any line that the most significant and far-reaching of these changes are usually the ones that are least sensational, possibly because they do not spring up over-night but are the composite result of many causes, some of which bear no apparent relation to the effects which they produce.

For example, the widespread popularity of the automobile might seem to bear little reference to the sale of shoes, while the gap which separates radio and kitchen utensils would appear to be a wide one. But the demand for "style" which has been so profitably stimulated by automobile manufacturers has been directly reflected in the sale of women's footwear—and, conversely, in the lack of demand for men's shoes where the style element is lacking and the consumption of sole leather has decreased in direct ratio to the use of gasoline—while the effect of the radio in centering public interest once more upon the home has unquestionably been of great assistance not only in the sale of kitchen wares of all types but in connection with many other articles of home use as well.

Therefore, in order to determine what is necessary to retail success at the present time, at least some of the changes which have marked the past few years must be studied at close range in order to appreciate the effect which they have had upon retail business, the greatest single industry in the world—an industry of which the sales volume in the United States alone reaches a total of from \$40,000,000,000 to \$45,000,000,000 a year.

Only a few years ago a limited stock of staple merchandise insured patronage for stores of all types. To-day, a buying public that is far better educated, far better equipped to travel from place to place in search of its needs and far better able to pay for what it wants naturally confers the favor of its patronage upon those retail establishments which evidence a knowledge of these needs and an earnest desire to fill them.

Possibly the most important of all the changes which have marked the last few years of retailing and the one which has the greatest bearing upon the immediate future is that it is the public, rather than the manufacturer, who is now dictating what will be bought.

Formerly, neither manufacturers nor stores were much concerned with the buying habits of the consuming public, because these were largely due to local conditions. The manufacturer made what he wanted to make. The store stocked it. The public bought it. But, in 1929, there are no "local conditions." The entire length and breadth of the United States is tied together in a manner which enables demand to spread with the speed of a radio wave from one coast to the other, from the Lakes to the Gulf, building up an insistent call for merchandise, which

must be supplied. To-day, the consumer, rather than the manufacturer, is in the driver's seat—and heaven help the store which fails to recognize this fact!

Because of the speed with which we are surrounded, because of the facilities which are now at our disposal, time is too short and life is being lived too fast to permit of continual pilgrimages from store to store in search of what we desire. We want what we want when we want it, and the store that gives it to us is the one which will get the bulk of our patronage.

"What we want, in the majority of instances, is something at least a trifle different from what we have had—which is, in itself, a reflection of the age of speed in which we live. Heirlooms are things of the past, fit only for museums, and the great bulk of the merchandise that is bought to-day, be it furs or furniture, laces or lamps or lingerie, is bought mainly for style. This does not mean that quality should be played down or its value as a sales point underestimated. But it does mean that the wearing qualities of any item are by no means as important as they formerly were because, long before the dress or coat or chair are worn out they have, from the viewpoint of the purchaser, outlived their usefulness because they have been superseded by something else which keeps pace with the constant march of that parade of progress referred to as fashion.

Barring the food and drug markets, it is probably no exaggeration to say that at least nine out of ten purchases made to-day are discarded long before they have been worn out—a tendency which, of course, makes for greatly increased retail sales but at the same time makes it essential for the merchant to keep his finger on the pulse of public demand in order that he may not find himself overstocked with goods as out of date as high shoes for women or battery-operated radio sets.

Coupled with this demand for style is an ability on the part of the public to pay for what it wants, for never before in history have the consumers of the United States been in a better position to buy what they would like to have. According to government figures, we had \$27,000,000,000 more to spend in 1926 than in 1921, an increase of some 45 per cent. in five years, while our average income rose from \$1,637 in 1921 to \$2,210 in 1926—and is still headed upward.

Some industries—notably automobiles and radio—have ridden the crest of this wave of increased earnings and a better standard of living in such a way as to capitalize their advantages to the utmost. Others—like women's wear and jewelry—have secured their benefits almost automatically. But there are still those—among them the furniture, rug and men's shoe trades—that are lagging far behind through a lamentable failure to recognize the sales value of style, with the result that what should have been their share of the increased expenditures of the

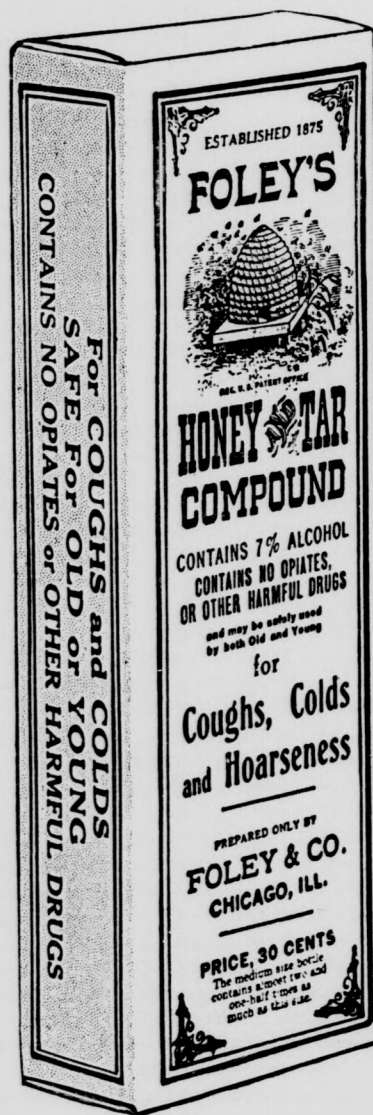
LIPTON'S TEA

GOLD MEDAL QUALITY

Always asked for by discriminating buyers who want the finest!
Be sure you have it in stock.



THOMAS J. LIPTON, Inc., 28 East Kinzie Street, Chicago, Ill.



NOW

as in the past 50 years, when a customer asks for "HONEY and TAR" every dealer in Michigan knows he wants FOLEY'S Honey and Tar Compound, and no other.

Satisfy your customer by selling him the Original and Genuine

FOLEY'S Honey and Tar Compound.

50 years of satisfied customers attest its worth.

Effective alike for Children and Grown Persons.

30c-60c-\$1.20 sizes.

Prepared only by

FOLEY & CO.
945-947 George St.
Chicago, Ill.

SPECIALISTS IN
Women's and Children's Knitwear
The Newest Creations in
Knitted Sports Wear

AT NEW YORK PRICES
NEW GOODS ARRIVING DAILY

BRAUN KNITWEAR CO. Distributors & Importers
169 West Jefferson, Detroit

Exhibiting at the Third Better Merchandising Conference and Exposition, March 13, 14 and 15

public has been distributed through other channels.

Certainly in this day of luxury buying, when cigarette lighters that cost as much as a carload of matches are commonplace and the ten-cent pen-holder has been almost entirely replaced by the ten-dollar fountain pen, so that we may save the precious second or two that it takes to dip the pen in the inkwell, price cannot be said to occupy a very prominent place in connection with efficient merchandising. Yet eight out of ten retail advertisements still put the price mark in the blackest of black-face type and cheer lustily about the few pennies which it is possible to save by dealing with that particular store.

To-day, the appeals which register most strongly with the buying public are (1) style, (2) quality and (3) price—and the store which changes this order of presentation is the store which will groan most loudly about its lack of profits at the end of the year.

It is, however, a strange commentary on conditions as they are when we note that, during an era of unprecedented spending, we are also passing through an era of installment selling on a scale greater than has ever been known before. The absence of accurate statistics which characterizes the entire retail industry prevents any definite conclusions as to the extent of this stimulant to selling at the present time, but it is estimated at anywhere from \$6,000,000,000 to \$8,000,000,000 a year, a considerable portion of the forty to forty-five billions of dollars that pass across the retail counter every twelve months.

Like the chain store which, in the United States, dates back many years, and which probably flourished in the time of the Egyptians, installment selling is far from being a new element in retail merchandising. It is said to have had its origin in the early nineties in connection with book and piano sales, but there can be no doubt that, as is the case with so many other changes in retailing, it secured its greatest impetus from the automobile and has long since passed any price bounds or line restrictions.

In a number of stores throughout the United States to-day it is possible to buy anything from a paper of pins to a complete outfit of furniture on the installment plan, the partial payment plan having become an accepted part of our National retail structure. Provided the present prosperous condition of the country as a whole continues—and there is no immediate indication of any weakness in that respect—the tremendous volume of installment selling does not constitute a menace to business. But if any marked slump should make its appearance, the list of retail failures due solely to over-extended credit would read like a casualty list of a new world war.

In considering the essentials for retail success during the present year, the establishment of and adherence to a sound credit and collection policy should stand well up on the list.

Another extremely important point is that of closer co-operation between the merchant and the manufacturer—

co-operation which may be defined as "intelligent teamwork in an effort to solve common problems." The day has passed when the manufacturer can dictate to the merchant, insisting that he buy so much of this, that or the other or else suffer penalties of divers kinds. The day has also passed when the merchant can lord it over the manufacturer, placing twelfth-of-a-dozen orders here, there and everywhere over the mercantile map.

But, through the operation of a proper type of stock control, the store is now in a position adequately and accurately to forecast its needs in practically all lines, thus avoiding the lost sales and lost prestige which invariably accompany the statement, "We're just out of that," and also permitting the manufacturer to lay his plans sufficiently far in advance to secure the economies resulting from intelligent buying and continuous operation.

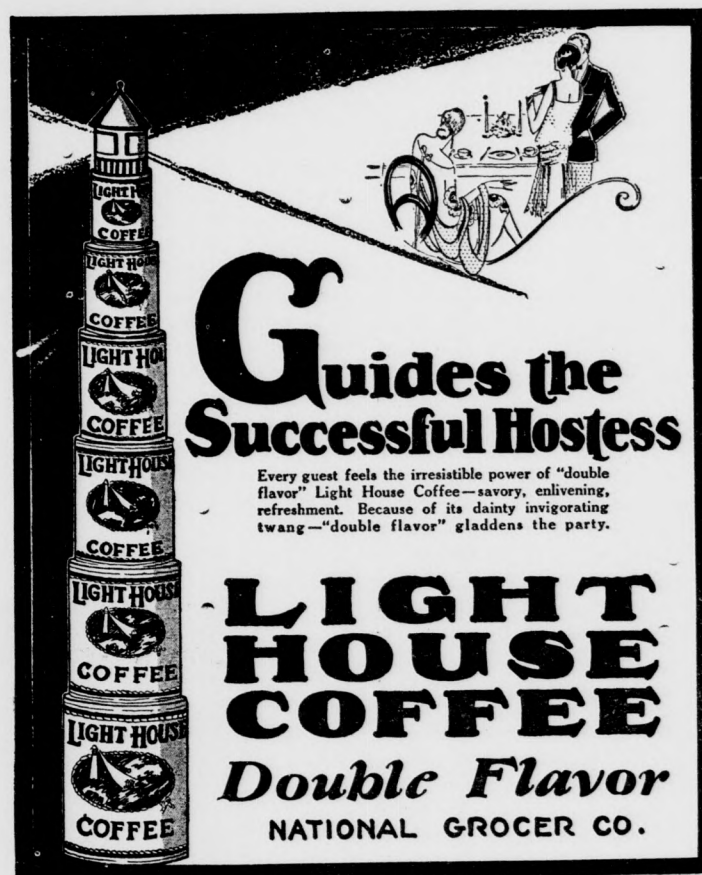
The tendency toward so-called hand-to-mouth buying—a natural reaction to the "load-'em-down-with-our-goods" policy which manufacturers had been following for many years—is now giving place to the happy medium of inventory control, assuring manufacturers of a free outlet for their products and, at the same time, acting as a safeguard against the clogging of shelves with merchandise which will lose its value long before it loses its price.

Coupled with this is the very healthy movement toward price and line concentration already apparent in many quarters and which, it is to be hoped, will continue to spread to others. The more the merchant regards himself in the light of the purchasing agent for his community—the more he realizes that profit, rather than volume, is his sole reason for existence—the more essential it becomes for him to place his stock under the microscope and dissect it, finding out just what lines and price-ranges are really selling and which ones are sticking close to the shelves. An analysis of the territory served, backed by a careful study of sales figures for the past six months, will usually bring to light some surprising conclusions in this respect—conclusions which will make it possible for the store to lessen its stock investment, to cut down the number of lines handled and, at the same time, materially to increase its annual profit percentage.

This, however, cannot be capitalized to the fullest possible extent without paying adequate attention to two of the most important factors of retail merchandising, factors which are often pitifully neglected—those of advertising and salesmanship inside the store.

So far as the outlook for 1929 is concerned, the retail horizon is cloudless, for not even chain-store competition, which threatened to develop to the proportions of a severe storm, can be regarded as a bar to the progress of the independent merchant who maps out his plan of campaign well in advance and who pays sufficient attention to the shifts in consumer demand which are so inevitably reflected in his own business.

(Continued on page 39)



Guides the Successful Hostess

Every guest feels the irresistible power of "double flavor" Light House Coffee—savory, enlivening, refreshment. Because of its dainty invigorating twang—"double flavor" gladdens the party.

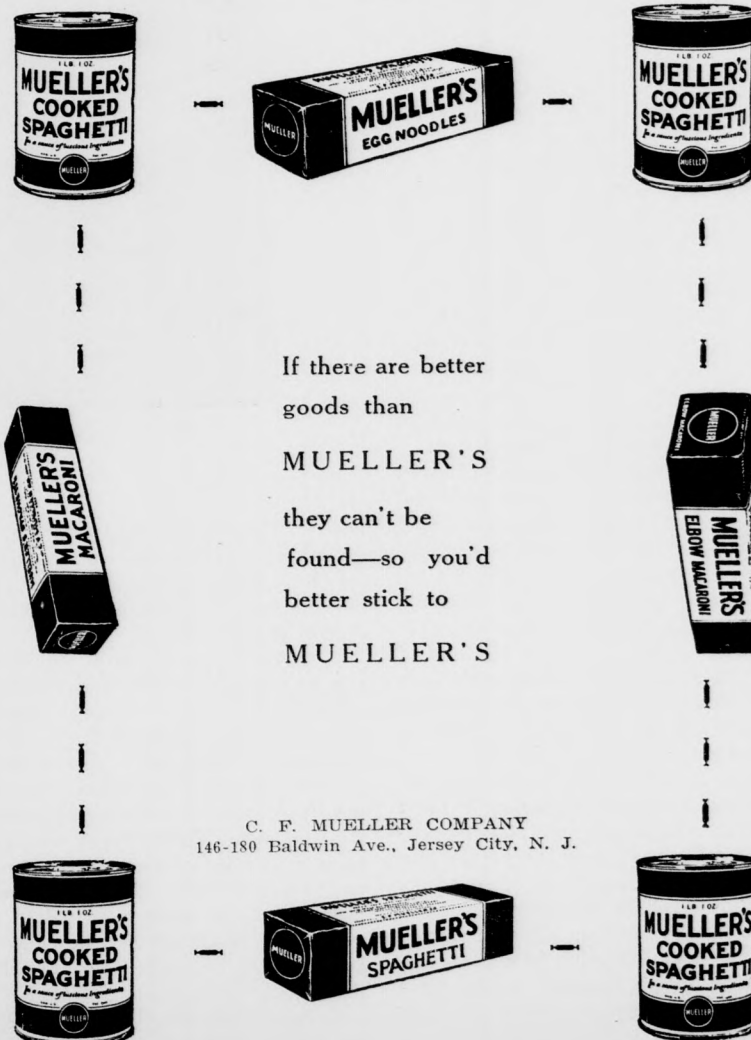
LIGHT HOUSE COFFEE

Double Flavor

NATIONAL GROCER CO.

MILLER PEANUT PRODUCTS CO.

Michigan's Greatest Exclusive Peanut Products
Manufacturers and distributors to the Jobbing Trade
OUR LEADING BRAND — PLAYERS PEANUTS
1996 GRATIOT AVENUE DETROIT, MICHIGAN



If there are better goods than
MUELLER'S
they can't be found—so you'd better stick to
MUELLER'S

C. F. MUELLER COMPANY
146-180 Baldwin Ave., Jersey City, N. J.

SCHOOL SAVINGS.

Effect of System From an Educator's Viewpoint.*

In the promotion of rational educational methods, the importance of the distribution of emphasis cannot be over estimated.

The study of philosophy, psychology, literature, the plan of the universe, is fascinating, cultural, and opens wide fields of vision. But the human race must be fed and, in our climate, clothed, and getting a living is the most vital thing in any scheme of education aiming at the betterment of the human race.

When we give a prayer of thanksgiving for opportunities afforded us for service and happiness in this world, we do well to ponder the obligation forced upon us in all our steps of progress in education, to think seriously about the position thrift should take in the arrangement of our curricula.

Because I am inclined to look upon the effulgence of the "lamp of experience" favorably as compared with the "candelabra of philosophy," I am inclined to make this presentation somewhat personal. In my own experience the incidentals to scholastic education have made a deeper and more important impress than carefully prepared curricula. The informal and sympathetic talks given by teachers, touching upon human relationships, values in working together, happiness in one's occupation, and the acquirement of habits of thrift as attached to getting on in the world and exercising a salutary influence in industrial, commercial, educational and social conditions, have been etched into life's activities, while most of the tuition aimed at scholastic attainments has a minor place in the promotion of life's processes.

Observations in travel have been of inestimable value to me, and this observation lands me in the middle of the subject which has been assigned to me.

About the time that France had demonstrated her wonderful ability to pay the enormous debt imposed upon her by the settlement of the Franco-Prussian war and had given to the world a marvelous demonstration of the value of thrift to national life, I took a bicycle trip through Europe, spending some time in going to and fro through France, and I was deeply impressed by the habits which had been inculcated in the people for the fulfillment of the enormous obligation placed upon the nation by a victorious enemy. I tried to look at the root of the demonstrated success, and while on every hand I saw the elimination of waste and the exhibition of thrift in small things, I learned that the French people had begun this work with the children and that the teaching of thrift in the schools had been made an important factor. And there I learned first about the usefulness of the school savings bank in the educational system. I absorbed an idea that seemed to me worth carrying home to a nation of people engaged in the most

wasteful habits on the face of the earth.

One illustration will suffice to indicate the type of my investigations. As my companion and I were riding along a country highway, we saw a girl of apparently fourteen years guarding a little flock of sheep in pasturage. She sat on a rock with a book in her lap, and her fingers were rapidly engaged in manipulating a crochet hook fashioning a garment. We dismounted and gathered from conversation that she spent several hours each day in guarding the sheep for her father and the book was a textbook used in the school she attended, and she was preparing for the next day's recitation. She was crocheting a garment that when finished she could sell for five

earlier instituted a plan of school savings. Being a member of the school board and having clearly defined ideals concerning practical education, he had instituted in his little city the school savings bank plan practically based on the French method of tuition. Through my correspondence with him I became more enthusiastic than ever and an optimist in hopes for things.

I did not comprehend the job before me. I began with our own bank directors, using all the blandishments of oratory I could bring to bear upon them and the immediate result was that they didn't feel that it was the province of a bank to enter the field of education: that a bank was a hardheaded business institution, instituted for the prosecution of business in the aid of

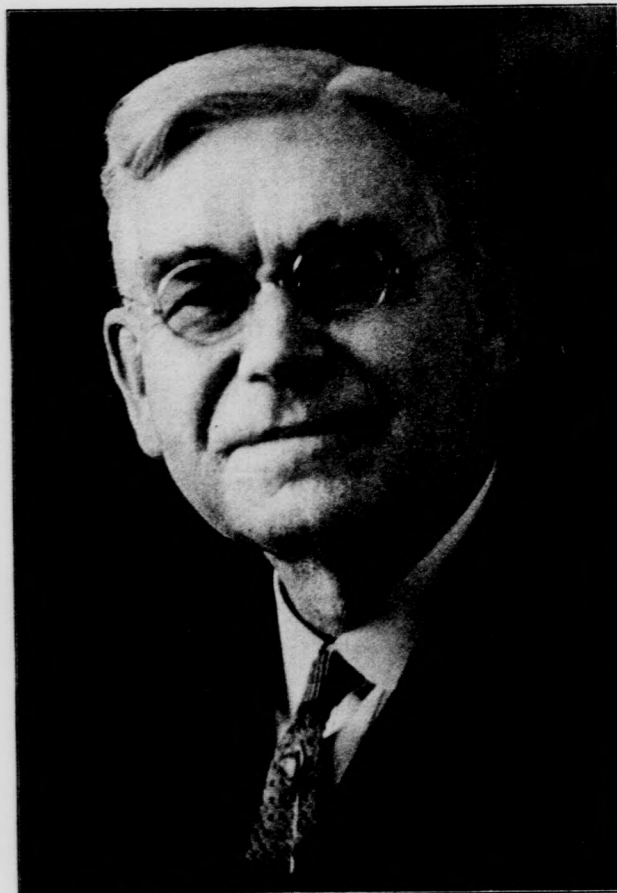
progress in education, was not a successful venture on my part. Fortunately, our Cashier and the Superintendent of Schools were warmly sympathetic and we worked along for two years with indifferent success, when the thought came to mind that possibly we could induce both the bank and the School Board to try an experiment with four schools. Reluctantly, the opportunity was given and we made a wise selection of four primary schools which had women of vision as Principals and teachers who caught the spirit of our thought and were willing to be factors in the experiment. Enthusiasm and wise publicity made a great success of this venture. So complete was the success that at the end of a three months' trial the Board of Education voted to place the plan in all the schools of the city.

My bank directorate began to be impressed with the value that might develop if this movement should be as successful over the entire city as it had been in the first experiment. In our steps of progress we met all sorts of objections; but the demonstrations of the wisdom of teaching children habits of thrift and in connection therewith giving tuition in business methods and particularly the details of doing business with a bank, made a deep impression. We answered successfully the objection on the part of many people that we were developing our children into little misers by putting so great emphasis upon the hoarding of money, by connecting with this saving an objective in the use of the money. In all our publicity I put the emphasis upon saving for a purpose, and when that purpose could be subserved, the money gathered could be spent with just as much gratification as a matter of education as the acquirement of the bank savings.

When I survey the wonderful success of the school savings bank as a factor in the banking business of our country and the prominence that is now given to it in our state and national banking organizations, I feel that the seed sown by Mr. Thiry has had a fruition which would delight his heart if he were living to observe it.

I am inclined to illustrate in our experience the importance of attaching an altruistic purpose to the tuition given in matters of thrift. We have garnered a rich harvest of incidents that, if they were to be used, could be of great import in the promotion of school banking. One of our children through earnings with her little hands acquired a considerable bank account, and we found that she had in mind her heart's desire—the acquirement of a violin. She had a taste for music, her people were poor and could not give her facilities for a musical education; but the thought of doing something for herself was suggested through the school savings bank. She is now a successful teacher of music and has a great reputation as a violinist. The initiative and impetus were given by the school savings bank.

A little family in our city found in the maintenance of the family obligations that the wage earner of the family could no more than meet the or-



Charles W. Garfield.

frances. The money earned in this way she placed in the school savings bank for future needs. It was an interesting object lesson in thrift as fostered in the scheme of education.

With all the tuition given our Nation by the immortal Franklin, and because of the wealth contained in our virgin soil, our wonderful forests and our waters teeming with valuable food products, we have attained to the unenviable reputation of being the most wasteful nation in the world. I came home with a bee in my bonnet and began to investigate the educational methods of our country and learn if any special work had been attempted anywhere in the promotion of thrift through our educational processes.

I found that Mr. J. H. Thiry of Long Island City had a couple of years

business, that dividends might be made upon investment in its capital stock, and through serving the community, become an influential business institution. They argued with me that there were larger things for a bank to do of greater importance than saving pennies and having a great lot of petty accounts to take care of that would be a bill of expense rather than a source of income.

At that time our Board of Education was a political body. The members were elected by wards, and the positions being somewhat attractive, the whole plan of carrying on the education of our city was mingled closely with party politics. Trying to convince a large board of this character that penny savings and the teaching of thrift was an important field for

*Paper read before Bankers convention, held in Grand Rapids last week, by Hon. Charles W. Garfield.

Sharing the Responsibility

Every reliable manufacturer who ships his products into your store, willingly assumes a definite share of the responsibility for moving them into the homes of your customers.

The Procter & Gamble Company spends millions of advertising dollars to tell your customers why its goods represent greater value; why they will serve household needs better.

Many more millions are spent in supplying display material which tells your customers that you have these better products.

Procter & Gamble display material is especially designed to serve customers conveniently and to save your time. It is pre-tested . . . it makes P. & G. products move rapidly with a minimum of sales effort.

Display material for any of the products listed herewith may be had from your Procter & Gamble salesman. It will pay you to use it frequently.

Ivory Soap
Camay
Lava Soap
Oxydol
Chipso
Ivory Flakes
Guest Ivory

P and G
The White
Naphtha
Soap

Star
Washing
Powder
—
Crisco

**Procter
&
Gamble**
Cincinnati
Ohio

“
The
better
it's
known,
the
easier
it
sells
”

dinary expenses of family maintenance. As a safeguard the head of the family had carried for some years life insurance. A stringency in the times resulted in the loss of his job temporarily. His life insurance premium became due and he had no means of meeting it. It was a matter of very earnest discussion on the part of the father and mother and a source of deep anxiety. The children heard these discussions, and for several years they had been gathering through the school savings bank, with little thought on the part of their parents, sums of money of which they were quite proud. Two of them, a boy and a girl, drew out their savings and it was an amount sufficient to meet the premium on the life insurance policy, and startled their parents by putting it in their hands and saying, "Here are our savings; take this and pay the insurance money." This tided over a very trying period, and upon the restoration of better times and renewed employment the family entered upon a period of prosperity. The children gradually became wage earners and the family, to-day in good circumstances, often refers to this incident as the most trying and the most important in their family life.

Some years after we had instituted the school savings bank system in our city, a gentleman acquaintance of mine came into the bank with a young lady, and inasmuch as he had never been a patron of the bank, as he carried his account in another institution and I had never seen him in our corridor, I stepped forward and greeted him and said, "I'm glad to see you. Have you ever been in our bank before?" And he said, "No, I haven't," and then explained that he was induced to come by his daughter who had a duty that she thought he ought to perform for her. In chatting with them I found that the daughter had started with the school savings bank as a little child and had saved money for the purpose of meeting the expense of a college education. This saving had come on quite largely through little gifts and earning methods that she had instituted, and when the decision was made to go to college, she had with some enthusiasm confided in her father the fact that she had a savings account and she wanted to pay her first year's expenses in college from her own savings. She had brought her father in to sign the proper check to draw out the savings which had accumulated for this purpose. To his astonishment the amount was something over \$500. He said to his daughter, "I am just as proud of you as I can be, but I can't allow you to use this money that you have saved by littles through sacrifices to pay for your college expenses; I am able to do that and am grateful for the opportunity to do it. Keep your savings for incidental uses and I will exhibit to you my pride in what you have done by taking care of your college expenses with delight." The thrifty daughter, however, insisted upon carrying out her original purpose, and I could see that it was one of the most interesting things that ever came into the life of that family.

I was visiting some years ago in California and was invited by the University Club of Los Angeles to a dinner and something was made of the event in the papers and just before we went in to dinner a man came up to me and said, "I am not a member of the University Club and cannot take part in this function, but learning through the paper that you were here, I took occasion to come and just greet you and say in a word that I was a lad in Grand Rapids when you started the school savings bank and was one of the first to save my pennies and develop a bank account. The lesson I learned in connection with that process was the most important thing in connection with my career. It has been a successful one and all you need to do to corroborate my statement is to make any enquiry about me in any of the banks of Los Angeles. I wanted you to know this and have taken this occasion to introduce myself to you and to tell you this brief story because I think you ought in the promotion of that wonderful enterprise, to have this as an object lesson in the continuance of your good work."

Unnumbered letters have been received from time to time corroborative of these bits of testimony which I have given you. It is with pride and satisfaction that I review the educational influence of the school savings bank system in our city, and it is a source of gratification to me that the present Board of Education considers the school savings bank as an important incidental feature in the progressive educational methods that have been instituted for the broad development of our children of to-day to be the citizens of to-morrow.

I think I have demonstrated in the growth of the school savings bank in our country its value as a concomitant of our best educational processes, but I feel that we have not used it for all it is worth in giving tuition in banking methods that might very profitably be carried on as an intrinsic part of the processes involved in the success of the school savings bank as a wholesome educational process in our schools.

It seems to me that while we have been largely successful in the primary schools, we have not carried into our high schools the same enthusiasm that we have engendered in the primary departments. By making the school savings bank a factor in the school curricula and actually carrying on in connection with it banking processes attached to the teaching of commercial methods, we can greatly add to the values we are already expressing in the field of education and make the plan attractive to the pupils in the upper grades.

I congratulate you and the great national banking organization of our country upon the success that has been attained so rapidly in the development of the school savings idea, and I trust the relationship between the banks and the schools may be a closer one and the co-operation engendered may make an impression in our country which has been accomplished in our sister republic, there initiated by the great

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Soon you will be able to call with confidence the Harvey Authorized Plumbing and Heating Dealer.

In your locality he has been selected because of his proven reliability and competency to make satisfactory installations.

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MANUFACTURING COMPANY

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And a family is only as safe as the amount of its estate. Life insurance is the quickest, surest and safest way to build up an estate. A life insurance estate is not hampered by taxes, mortgages or bad debts. The New Era Life Association specializes in building estates for young married people. Our policies are the finest of the kind now obtainable. If you have not already insured the New Era way, it will be profitable for you to investigate.

New Era Life Association

(A Legal Reserve Organization)

Second Floor, Grand Rapids Savings Bldg. Grand Rapids, Michigan

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necessity resulting from an unholy war, and that we may through our educational system exert a potent influence upon the habits of our people, so that as we recede from the virgin values in our domain and are compelled to get away from our wasteful methods, our successors may have the training in thrift which will make the readjustment less trying and more successful.

RETAILERS CAN SUCCEED.

(Continued from page 35)

It is only the man who insists upon retaining principles that were successful ten or even five years ago—who follows blindly maxims that have become outworn and antiquated within the short space of half a decade—who persists in the belief that he, rather than his customers, is the master of his business—it is only a man of this type who cannot attain success during this year or any of those immediately ahead.

William Nelson Taft.

Making the Most of Your Man Power

Frequently the retailer has the problem facing him of what to do with an unusually valuable employe who has learned the business so thoroughly that he can possibly operate it as well as the owner. Salary increases alone may not satisfy such a man, and giving the salesman fancy titles, such as vice-president or general manager means little if the store is a small one.

When conditions reach that point there are really but three things that can be done. Naturally you wish to keep the man, and dismissing him when he asks for another increase is impractical. There is sometimes an opportunity to make the one man organization into a firm or partnership, provided there is enough business to warrant such an arrangement. In other cases the best policy, if it can be financed, is to establish a second store, either in the same town or some nearby one, sell the clerk an interest to be paid for in course of time, and install him in charge of the branch as vice-president in charge.

It seems unwise to let really good men go, on account of not being able to pay them enough to hold them when the opportunity exists. Of course there are some men who could not be paid enough to keep them merely on a salary, or a percentage of sales basis, as they are energetic and ambitious to succeed, and wish to get into business for themselves, at least to the extent of being a partner. If a merchant, by developing first class men and placing them in charge of branch stores, can build up a string of five or six stores, in all of which he has a fifty-one per cent. interest, or control, he will thereby multiply his volume and profit opportunities and meet his chain store competitors on their own ground.

Building a Sales Staff.

"It takes 30 days to break in the average newly acquired salesman in the shoe business," declared J. W. Banks, manager of one of the three retail stores of Feltman & Curme in Denver, Colo., in discussing the type of an organization best for the small shoe shop, and personal turnover.

"It makes little difference how good a shoe salesman the new man is, he requires time to become familiar with the stock and its placement, the store policies and the store clientele.

"Not only that but the new man cannot sell 75 per cent. of the number of shoes that the old salesman sold and he will slow down the other salesmen considerably by having to ask them questions concerning the stock, and advice regarding certain items of policy that may come up.

"It is to our advantage, then, to keep a man in our organization as long as possible and to do this we must overlook some idiosyncrasies and minor errors. I keep a man just as long as I possibly can without injuring the sales force morale, the customers' feelings and the store's reputation.

"A good salesman builds up a following which makes him all the more valuable to the store, and while it has been said that it costs at least \$125 to break in a new salesman—even the lowest paid salesman in an organization—I venture to say that replacing men in such an organization as ours, costs several times that amount.

"The result is that I pick my men with caution. We sometimes hold sales and must employ extra help. I watch the extras, and, if I need a regular salesman, I pick from them a man who has the qualifications."

Far-Reaching Influences.

More than personal friendship lies behind Henry Ford's gift of five million dollars for a Thomas Alva Edison museum and technical school to commemorate the inventor's "unparalleled life of achievement." Mr. Ford is not without mechanical ingenuity himself, but what has distinguished him is his ability to put at the disposal of the masses of the people the most useful fruits of applied science and engineering skill. It is the practical business man that has paid tribute to Mr. Edison as a notable incarnation of ideas which inspire the constructive imagination of manufacturers alert for opportunity to enhance the standard of living. All the more impressive is the testimonial because of the fact that Ford's work is not directly concerned with Edison's major creative enterprises. The car builder, like most successful men, sees the value of the general principle even when its particular application is not of primary consequence to himself except as one individual among many. The incident is suggestive. We live in an age of specialization, and are inclined to find advantage rather than handicap in the single-track mind that concentrates in spite of temptation to divergent interests. Mr. Edison's own versatility as inventor and observer of human affairs marks him as a conspicuous example of great scientific ability nourished by broad sympathies. In Mr. Ford's recognition of his friend's contributions to human welfare we get a clue to the far-reaching influences that feed dynamic power in industry.

The simplest way of solving the taxation problem is to levy a tax on proposals for new taxes.

A COMPLETE stock of Bigelow-Hartford Rugs and Carpets in all popular colors and designs. Bigelow-Hartford Spring lines are carefully styled to meet all requirements—on display at our store.

Smith-Barrymore-Masland combined lines of floor coverings, well known for their beauty of style finish and wearing qualities.

We specialize in Armstrong linoleums and Quaker felt base products. A large stock carried in our warehouses in Toledo, Cleveland and Detroit assuring prompt shipment of orders for these goods.

Carpet and linoleum stock sheets issued twice monthly. We'll be glad to add your name to our mailing list on request.

Our large, splendidly equipped cut order department assures prompt service and guarantees quick shipment on any order taken.

You are cordially invited to make our store your headquarters whenever you are in Detroit—and especially when you visit the Third Better Merchandising Conference and Exposition at the Masonic Temple, March 13, 14, 15. You will find our exhibit instructive and interesting.

BURNHAM STOEPEL & COMPANY

IMPORTERS AND WHOLESALEERS

Floor Coverings, Draperies, Carpets, Rugs, Linoleum,
Lace Curtains.

Jefferson Ave. East, at Beaubien

Detroit

OLD DETROIT

Graphically Reconstructed By Resident in the '50's.

In a city of rapid and amazing changes like Detroit, both the older residents and the new comers may find pleasure and profit in letters and narratives which in some measure reconstruct the past, set back the old residences on ground now occupied by skyscrapers, department stores and office buildings and revive the memory of ghostly figures and notable people who once walked the streets, conducted its business enterprises and directed its government.

O there are voices of the past,
Links of a broken chain,
Wings that bear me back to times
Which cannot come again;
Yet God forbid that I should lose
The echoes that remain!

Mrs. Elizabeth Ganson Taggart of Grand Rapids, who was a little girl in Detroit during the 1850's, known to her companions as "Lillie" Ganson, has written a letter in reply to enquiries of C. M. Burton with regard to some of Detroit's residents of that period. Her letter, in part, reconstructs for the reader the Woodward avenue of that period which was mostly occupied by frame cottages—above the Campus Martius, and was almost entirely a residence street above State and Gratiot.

The street was wide, as now, in those days but very different in appearance. The people were near neighbors because most of the lots, 60 feet wide, were occupied by two houses, as if the inhabitants, long accustomed to living closely packed inside a stockade of log pickets, were still afraid to spread out and to occupy and possess large areas and homesteads. The houses set back as a rule about 20 feet from the line of plank sidewalks and inside and outside these walks were green lawns. A row of shade trees stood outside the sidewalks on each side of the street and the yards were set with syringas, flowering almond, lilacs, Japanese quince and other blooming shrubs. When business crowded into this area and the shade trees were felled and the lawns were dug out to make foundations for stores right up to the sidewalk line the old settlers sighed. They could not fold their tents like the Arab and silently steal away, but they moved many of the houses far up Woodward avenue and set them here and there on the then new streets laid out in the Park Lots section of Detroit.

Mrs. Taggart's father, C. N. Ganson, was teller in the Michigan Insurance Bank, of which John Owen was president and in which he was associated with H. K. Sanger and William A. Howard, who was afterward postmaster of Detroit and a member of Congress. Following are extracts from Mrs. Taggart's letter:

"Father came to Detroit in 1846 or 1847. In September, 1848, mother brought my sister and myself—a baby of three months, from Buffalo by boat—a journey of four days. We lived for a time with mother's half-brother, Reuben Town, on the West side of Woodward avenue. Later we moved to a house on the West side of Wood-

ward avenue between Grand River and John R street, West side. (For a short time Clifford street was known as John R street.) This was a frame house owned by Mr. Woodbridge. We lived there a number of years. I have heard my mother say that she has seen wagons stuck and sunk in the mud to their hubs on the avenue. It was paved with cobblestones when I remember it.

"On the corner of Grand River avenue was a bakery where I used to get fine cream cakes. At the Southwest corner of Grand River and Woodward lived Mr. Edward Shepard, a hardware dealer. Our next door neighbors were delightful, Mrs. F. B. Phelps on one side and the Bartholomews on the other. One of Albert Bartholomew's daughters married a Mr. Ducharme. They were of the hardware firm of Ducharme & Bartholomew. When the Bartholomews left the Taylors moved in. There was a son, Dewey (Dewitt) Taylor. Still later a Dr. William Cahoon, dentist, moved into the house.

"Mr. Dewitt C. Holbrook lived at the corner of John R, on the East side of Woodward. (Mr. Holbrook formerly lived on the West side of Woodward below Grand River but was burned out there in October, 1852.) As I recall the street all the houses were frame buildings. When I was about 8 or 9 years old we moved to the corner of Madison and John R, where the Home Telephone, now an insurance building, now stands. The last time I walked through Madison I noticed that the little parks in front of the houses had been taken into the yards. Many a time I have rolled my hoop around the East Grand Circus Park. It was all fenced in then.

"Uncle Reuben Town afterward lived in our block on Madison. Next to him was the home of Ashley Pond, who married Miss Hattie Pearl, whose father had a popular private school West of Woodward. His cousin, Miss Pollay, preceptress of the high school, lived with him and his mother. Later she married my cousin, Col. Charles H. Town, who went into the civil war as a captain in the First Michigan Cavalry. Later he became a major and when Col. Brodhead was killed he was made colonel in his place.

"Reuben Town must have been an old resident. He had a successful wholesale dry goods business, the firm being Town, Smith (E. B.) and Sheldon (Allen). I think Senator Chandler had an interest in the firm.

"We always attended Dr. George Duffield's church—the First Presbyterian, situated at Gratiot and Farmer street, N. W. (Site of the J. L. Hudson Co. store). Dr. Duffield's wife was a Bethune. Their oldest son was a lawyer named Bethune and another son, Samuel P., was a druggist on the avenue. A daughter of the Duffields married Dr. Morse Stewart.

"Mr. Alanson Sheley was our Sunday school superintendent. He lived on the East side of Woodward avenue where the entrance to Hudson's store is now located. His oldest daughter married Jacob S. Farrand, a druggist. (Founder of the firm of Farrand,

PLANNED *Selling*

Distribution today is undergoing many changes from many different causes. The dry goods trade ranks first among all distributive industries except food—a measure of its problems may be gathered from this fact.

Old hit and miss methods are obsolete, the man who plans only for today and thinks not of tomorrow is on very unsafe ground. The dry goods business is no different in fundamental principles than any other business. New wants are here, shifting the old channel of buying. A new higher education of the masses has changed the type of appeal. New living conditions have revised habits.

He who does not realize these changing conditions and who is not making efforts to get in tune may not be in business very long.

We believe in close cooperation with our retail distributors, particularly with merchants in the medium and smaller towns who have not the necessary facilities to develop modern sales helps which stimulate their business and aid them to compete more aggressively for their share.

We would appreciate an opportunity to discuss with you some of the many planned selling events which we have prepared to help make your business better for the balance of 1929. Many of these have already been tested and proved by hundreds of live merchants in this territory.

We hope to see you at the third annual Better Merchandising Conference and Exposition at the Masonic Temple, Detroit, March 13, 14, 15. Booths—83 to 88.

EDSON, MOORE & COMPANY DETROIT

For over fifty years wholesalers of
DRY GOODS NOTIONS FURNISHINGS FLOOR COVERINGS

Williams & Clark). A second daughter married Lorenzo E. Clark. (Vice-President of the First National Bank.)

"I recall the Checkered Store of James Stevens on the West side of Woodward avenue just above the City Hall. (Site of Sanders Candy Store. The Checkered Store was the first department store in Detroit). The Campus Martius was then an open market place. I often went there with my mother and I remember her buying vegetables from Nancy Martin who often handed me an apple or a pear. Harper Hospital was established by the gift of Walter Harper and Nancy Martin, I believe.

"My older sister and I attended the private school of the Misses Georgia F. and Isabella H. Snow between Woodward avenue and Griswold street on State street. Later we went to the Capitol school where Delia Howard, now Mrs. T. J. O'Brien, of Grand Rapids, and I were seat mates and devoted friends ever after. On leaving the Capitol school Delia and I went to the Cass school. When we moved to Grand Rapids we were delighted to have the Howards still with us.

"I must not forget Dr. J. H. Farnsworth, our fine dentist, nor our beloved Dr. E. M. Clark. I can see Dr. Clark's two-wheeled gig stopping at our door on a bright morning when he would ask to borrow me for a trip to a country patient. He would always stop at a bakery and get two large round ginger cookies, scalloped around the edges and, on reaching his destination, he would send out a glass

of milk to go with them. He lived on Fort street West.

"I remember Mr. Fyfe's shoe store, as we always got our footwear there. A Mr. T. K. Adams, a relative of Maude Adams, had a similar store on Woodward. The Adams lived on Fort street and attended the First Congregational church, at Fort and Wayne streets. There were also the R. W. King family. Fanny married Lawyer C. A. Kent. She was the first of my friends to marry and it gave me quite a thrill. The red letter day of my life was in the late 1860s, when a friend took me to hear the operatic soprano, Parepa Rosa—my introduction to fine music.

"I remember Mr. and Mrs. Simon Mandelbaum, who lived on the South side of Fort street. Mrs. Mandelbaum's brother, Mr. Senter, of Eagle River, married a friend of ours. My older sister was maid of honor and I a guest. The wedding was at Mrs. Mandelbaum's and I remember it was the first time I had ever seen a mirror set in the wall and reaching from floor to ceiling. While dancing—I discovered it just in time." George B. Catlin.

He Meant Well.

A woman entered a fruit store and said to the man: "Two of those apples you sold me yesterday were rotten. I intended to bring them along to show you, but I forgot."

"Oh, that's all right, lady," said the man, reaching for a bag, "your word is as good as the apples."

Two Salesmen Who Succeeded.

Many salesmen constantly complain about conditions being all wrong—wrong with their company, wrong with their product, wrong with their territory. What is actually wrong in most instances is the salesman himself. The president of a company doing a nationwide business, after commenting on a recent article on selling, gives these interesting facts:

A young man in a prominent Southern city wrote applying for the privilege of selling our product. From the start he obtained an order every day and kept this up for several years. We asked a traveling representative to go and spend three or four days instructing this new man believing that, considering the ability shown, he would produce even better results after instructions from our representative. When his report came in it was to the effect that the young man was a bank clerk and did all of his selling in the noon hour, a time when the average so-called salesman tells you you can't do business. He is still doing well.

We once received an application for our agency from a man in another Southern city, considered one of the slowest in the South, over half the population being black. As his three letters of recommendation, written on the stationery of a lawyer, a doctor and a minister, were splendid, we gave him the agency. During the summer months in that Southern city, with more than half the population black, he sold more machines than many of our old representatives in prosperous Northern cities of equal or somewhat larger size. In September he wrote thanking us for permitting him to sell our machines and stated he was sorry he couldn't continue as he had made money enough to go back and finish his education at Tuskegee. This was

the first intimation we had that he was a colored man. We later found that those who recommended him were all colored.

Here was a case of a negro selling white people in a Southern city during the hot summer weather, doing a better business than white men in white cities in the North. We haven't since been able to get a white man in that city to do equally well.

It is my opinion that in both cases it was just a case of the man putting in every minute of the hours he could work covering the territory closely, working from door to door, getting away from the beaten path covered by those who had preceded him and finding prospects in unexpected places, which the others had concluded were not worth working.

Maybe this recital will put fresh courage into some salesmen disposed to feel that things are going badly with them. Success or failure is determined mainly by the use we make of what lies under our hat—not forgetting to use our legs energetically whenever necessary.

Black and White in Men's Wear.

To make up for what has been described as a "lack of outstanding novelties," efforts are being put forth to launch a black and white vogue in men's wear. This is particularly noted in men's shirts and also in pajamas. The shirts, mainly collar attached styles, have white or gray grounds on which are printed all-over designs in fairly heavy black effects. To provide color relief, ties in very bright shades are being featured to go with the shirts. Solid white shirts in broadcloth materials still retain volume leadership.

MICHIGAN MUTUAL LIABILITY COMPANY

RESOURCES
MORE THAN
\$4,000,000.00



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TO POLICYHOLDERS
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DEPENDABLE

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Ionia, Benton Harbor, Charlotte, Mt. Clemens, Owosso.

MUTUAL HOSPITAL
2730 East Jefferson Ave.
Telephone Edgewood 4240

FIFTY YEARS AGO.

Precious Memories Which Hover Around Ghost of Eagle.*

I do not take orders from many men, but there are some men who can have anything they want at my hands. Prof. Strong belonged to this small class. When Charley Garfield drafted me to write a few reminiscences of Grand Rapids for this occasion, I bowed my head in silence. It is a pleasure to take orders from such a man, who never betrayed a friend, who never failed to keep a promise, who never refused to perform any duty for the public good.

My first glimpse of Grand Rapids

I became an humble citizen of the Valley City.

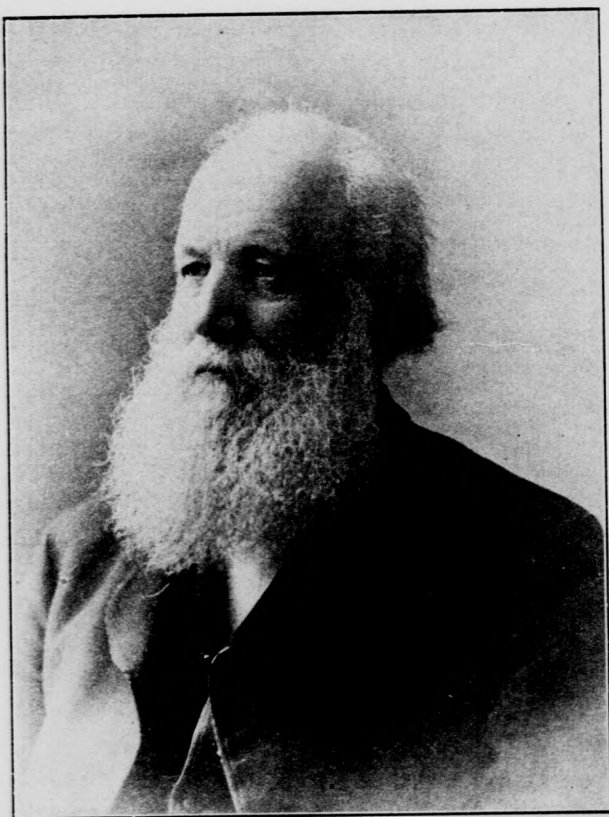
I left a typesetting job in Big Rapids which paid me \$15 per week to take a reportorial job at \$6 per week in Grand Rapids. I had then in mind the establishment of a trade journal which found expression **six years later** in the Michigan Tradesman and realized that I must have some knowledge of editing a paper, in addition to the trade I had acquired by an apprenticeship at Big Rapids. My first job was on the Daily Times owned then by Tarbox, Henderson & Gage—all now dead. It was subsequently purchased by Nathan Church—also now dead. At White was then city editor of the

p. m., the editorial room received the following distinguished callers in the order named:

Prof. Franklin Everett
Thos. B. Church
Julius Houseman
Noyes L. Avery
Thomas D. Gilbert
Ransom E. Luce
Aaron B. Turner

Those who did not smoke their own cigars helped themselves to smoking tobacco from Mr. Baxter's box and within ten minutes the smoke was so thick one could scarcely see across the room. The sole subject of conversation, day after day, year in and year out, was incidents of the early days in Grand Rapids. Most of these men had come to Grand Rapids in the '30s or '40s and had been active participants in the events they described so graphically. Mr. Gilbert had lived in Grand Haven for many years—had been sheriff of Ottawa county for several

ing incidents in his career. As I now recall the situation, Aaron B. Turner considered his greatest achievement, next to founding the Eagle and assisting in founding the Republican party, the assistance he rendered Emma Abbott in aiding her to secure her musical education. Miss Abbott began her musical career by singing in the choir of Plymouth church. Henry Ward Beecher was so struck by the promise of her wonderful voice that he obtained repeated contributions for her education from the wealthy friends of his church. Miss Abbott came to Grand Rapids quite often in the early days of her educational career en route to Newaygo county to visit her father, who was then in rather poor circumstances. In some way she had formed the acquaintance of Mr. Turner, who became familiar with her limited financial resources and her great ambition to be a dramatic concert singer. He adopted



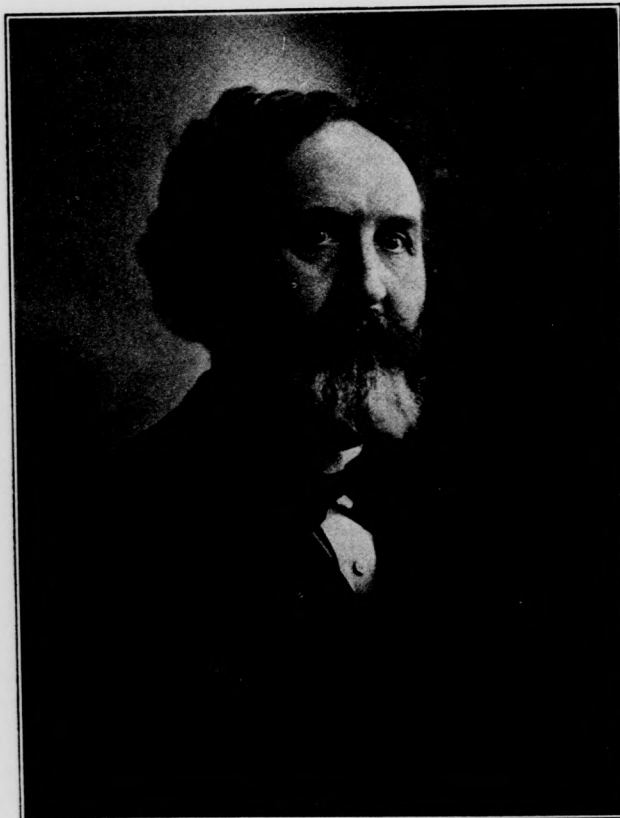
Albert Baxter.

was in April, 1870—nearly fifty-nine years ago. It was from a bedroom window on the Pearl street side of Sweet's Hotel, which looked down on Grab Corners and the Daniel Ball steamboat, tied up about where the county jail is now located. Our destination was Lamont, where I resided long enough to get well acquainted with the then thriving villages on Grand River and the country round about. Lamont was then the most important trading point on the river between the Rapids and the Haven, with the exception of Spring Lake, Coopersville gave little promise of becoming the thriving village she has since developed.

I became a permanent resident of Grand Rapids, Jan. 1, 1877, fifty-two years ago. The city had then about 25,000 people, so I have seen the community grow at least seven fold since

*Paper prepared by E. A. Stowe to be read by Hon. Charles W. Garfield at annual meeting of Old Residents Association.

Democrat, drawing the enormous salary of \$8 per week. So far as my knowledge goes At. White is the only person still living, besides myself, who was actively engaged in newspaper work in Grand Rapids fifty years ago. I subsequently worked on the Daily Democrat, Daily Leader and Daily Eagle. I succeeded Alpha Child as news editor of the Eagle. My associates on the Eagle were Albert Baxter as managing editor and editorial writer and Ernest B. Fisher as city editor. Mr. Baxter had two fundamental theories which he cherished above all others—never to print an untruth and never to permit the use of a word in the columns of the Eagle which would cause a child to ask a question. As a result of his scrupulous care in the latter respect, the Eagle was a welcome guest in many families where no other daily paper was permitted to enter. As soon as the Eagle went on the press at 3:30



Ernest B. Fisher.

years—and knew nearly every man, woman and Indian on lower Grand River. Realizing that these men were all past 70 years of age and that the situations and accomplishments they discussed with so much freedom from restraint would sometime be valuable historical matter, I made copious notes of the incidents described by these men, which have served me to good purpose for nearly half a century. I have always been sorry I could not have taken the talks down in shorthand, so they might have been reproduced word for word.

Each of these men had taken an important part in the development of the Grand River country and from time to time each one related interest-

a novel plan to help her. He accompanied her to the principal saloons on Monroe and Canal streets, where he passed the hat among the occupants with the understanding that no one deposit less than \$1. He located Miss Abbott on a chair and started her singing. He stationed himself by the door and as men undertook to enter, attracted by the wonderful harmony pouring out of the saloon, Mr. Turner assessed them each \$1, which they usually paid without protest. Mr. Turner told me that he frequently received \$200 in one afternoon in this manner to assist Miss Abbott in securing her musical education. Mr. and Mrs. Turner always entertained

(Continued on page 46)

KARAGHEUSIAN PRODUCTS ARE WORLD-RENOUNDED

The Popularity of Carpets for floor coverings is increasing!

... thanks to Hampton Court

Hampton Court has encouraged the trend back to carpets. With Hampton Court seamless carpeting, dealers are assured of the usual high quality that characterizes all Karagheusian products. Hampton Court carpets are adaptable to every kind of floor covering requirement and are equal in wear to much more expensive fabrics.

Interior decorators have always been partial to plain colored fabrics. But they never realized till they saw Hampton Court that such evenness and depth of tone could be achieved in a fabric which costs very much less than the cheapest Chenille and yet gives sturdy, durable service. *Hampton Court stands high on the list of the fastidious decorators' recommendations.*

HAMPTON Court Seamless Carpeting is made in widths 27 in., 36 in., 54 in., 9 ft., 12 ft. Our Detroit distributor carries a full line of widths and colors.

The Gulistan de Luxe has revolutionized rug values ... and is creating new rug buyers

In New York the buyer of a leading chain of furniture stores observes that "customers who balk at paying \$70 for a cheap Wilton walk over to my Gulistan pile and pay \$150 without hesitation."

To the average individual the Gulistan de luxe is indistinguishable from a costly oriental. Yet, thanks to Karagheusian production, this remarkable weave is available at no more than the cost of a Wilton.

Buyers everywhere are concentrating on their sales efforts on the Gulistan de Luxe rug—and why shouldn't they? This new American rug has a tremendous sales appeal. It has the luxurious sheen and the beauty of a true Oriental and is actually superior in wearing quality to many types of the popular priced Oriental rugs.

BE sure to see this wonderful line when you are in Detroit. It comes in 22 different colors — made in all sizes.

C. A. FINSTERWALD CO.

MICHIGAN'S LARGEST EXCLUSIVE RUG, CARPET AND LINOLEUM HOUSE

Workroom and estimator service for customers on special sized carpets and linoleum jobs anywhere in the state.
BATES AND CONGRESS STREETS DETROIT

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See our special Rug making exhibit at the Third Better Merchandising Conference and Exposition.

A. & M. KARAGHEUSIAN, INC., 295 FIFTH AVENUE, NEW YORK

What a Business President May Mean To America.

At last a business man has been elected Chief Executive of "the largest business organization in the world."

What is this likely to mean to the United States during the years lying immediately ahead?

No man can accomplish miracles, but Herbert Hoover can be counted upon to do more for the strengthening, the solidifying, the upbuilding, the expansion and the prosperity of American business than any other President was qualified to accomplish. The Nation is confronted with several major economic problems which Herbert Hoover is fitted to guide towards successful solution.

For example:

Nine years ago Congress passed legislation providing for the consolidation of all our many railroads into approximately a score of large, well-rounded systems. Due mainly to the obstructive tactics of the Interstate Commerce Commission, little progress has been made. President Hoover can be depended upon to use his influence to have this wholly unsatisfactory situation taken up in a businesslike way and handled without further unconscionable delay. Unquestionably his attitude will favor that taken by Congress in the Transportation Act of 1920. What a satisfactory solution of this whole problem would mean in the way of stimulating cheerfulness and confidence, it would be difficult to overestimate.

Consolidation and co-operation are the main goals of industry and business to-day. Legislation has already made possible the formation of a few export associations, enabling certain American industries to cope with foreign combinations of buyers and to obtain better prices than would have been possible under cut-throat competition.

But industrial co-operation at home has been held more or less in check by the anti-trust laws now on the statute books. These laws have also been operated to prevent numbers of planned consolidations. No man has done more in this country than Herbert Hoover in his position as Secretary of Commerce to bring about the abolition of waste and loss through uncalled-for competition and to effect colossal economies through standardization of products. It can be safely assumed, therefore, that, as President, he will favor a continuance of this policy. And it may be that he will recommend the modifying of anti-trust laws so as to permit certain types of co-operation and consolidation now under the ban of these laws passed when national and international economic conditions were very different from what they are to-day.

In the important realm of public utilities President Hoover's influence is likely to be felt beneficially. He has had far too mature business experience to be enamoured of Government ownership and operation. Some of the one-sided tactics of the Federal Trade Commission in its current probe into public utility activities are little likely to receive his endorsement. He

logically can be expected to support the present trend in public utilities towards the ideal set up by Congress for our transportation systems. Developments of gigantic magnitude are likely to be witnessed in the utility field, a field most intimately involved in our national prosperity.

The next few years are destined to bring far-reaching developments in bank control and bank ownership. Notwithstanding existing Federal and state restriction on branch banking, ways and means are being found by the able and the ambitious and the influential to extend their hold upon banks and banking operations. "Group banking" is most in favor at the moment; meaning the acquisition of a controlling stock interest, sometimes entire ownership, of a group of banks in one state or in several states by a central interest, usually in the form of a holding company. That the universal economic trend towards bigness and towards multiple ownership can be or will be completely thwarted in the banking world is unthinkable. With or without additional legislation, the strong are certain to overthrow the weak in banking as in other spheres. Just as the rapid spread of chain stores will bring a decrease in commercial failures, so the spread of strong ownership of banks will cut down bank failures. President Hoover's attitude towards banking, it may be deduced, is unlikely to be very different from his attitude towards industry, transportation, utilities and general business.

In all matters involving international interests President Hoover doubtless will act vigilantly and intelligently. For instance, it is entirely reasonable to expect him to push aggressively the construction of the long-discussed Nicaraguan Canal. The need for a second waterway linking the Atlantic and the Pacific will daily become more urgent from a commercial viewpoint, and, of course, the project is invested with considerations of our national defense.

In short, a business Chief Executive cannot fail to prove helpful to business and, therefore, to American workers alike in our factories and on our farms.

Some express apprehension lest President Hoover stir up the opposition of radicals by appearing to favor business overmuch. This fear is likely to prove groundless in view of Mr. Hoover's long training in taking every conceivable factor into calculation and consideration before reaching a decision.

May his occupancy of the White House prove a blessing to us all whatever our station in life.—Forbes.

Carbohydrates From Wood.

Chewing on a piece of wood would appear pretty hopeless from the point of view of nutrition, and yet, working on a large scale, from 60 to 70 per cent. of dry wood can be converted into digestible carbohydrates. For years work has been carried on to obtain sugar or foods from wood without development of an economical process. The German chemist Bergius apparently has found a solution, and a factory is now operating at Geneva.

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Redundant and Superfluous Legislation

Like most of the old boys who have been watching the wheels go round for the greater part of a century I have my own independent notions about things in general. As a consequence I occasionally become disgusted with the redundant and superfluous legislation that, like the old-time proprietary medicines, is expected to cure all earthly ills, but without the supplementary label "to be well shaken before taking."

You remember that, following the celebrated "hawbuck and squawbuck" sessions of the Legislature when the new statutes were thrown on the dump as fast as they came before the Supreme Court, it was suggested that the Supreme Court be asked to read and approve all bills before they would be enacted into statutes. The Supreme Court replied, sententiously, that it was a judicial, not a legislative body. In spite of that, however, the Supreme Court seems, of necessity, to have become a legislative body as a corrective, if not a destructive agency. We have several volumes of statutes which mean nothing at all in their original text because each time one of them comes before the higher court it is modified or nullified in some of its particulars by a qualifying decision. Every few months we get a bundle of sheets of slips to paste on the margin of these statutes referring the reader to volume (?) and section (?) of the Michigan reports and this has gone on until in the case of some of the laws there is no longer any margin left for pasting references to the changes. Looks as if eventually we may be forced to the iron-clad type of the laws of the Medes and Persians which even the king could not modify.

The News has always been opposed to capital punishment—until the last session of legislature. Then, influenced by a few aggravated cases somebody among the powers lost his head, or his balance, and we whanged away ineffectually for the death penalty, regardless of consequences or the records of the past. I touched upon it very lightly in my little book but I have additional data that would fill half such a book.

Few people of this locality know that Jean Coutincineau and Nancy Wiley were hanged on the public common where Woodward and Jefferson avenues intersect on June 26, 1776, for the theft of beaver and otter skins of the value of four pounds sterling. Their bodies were buried in coffins at the foot of the gallows. Many years later, when the bluff was graded down to an easy slope to the river, these remains were uncovered and it was found that poor Nancy had turned over in her coffin after she had been buried. At that time a "domestic theft"—the stealing of property by a servant to the value of one shilling—was punishable by death.

Just across the river, at Sandwich, it was the law that "all murderers, horse thieves and sheep thieves shall be hanged in chains beside the public highway, and left hanging until the flesh shall rot from their bones." People were hanged just the same and the

practice was continued until public protest brought reform and the air was no longer poisoned nor the sensibilities shocked by such gruesome punishments. When Blackstone finished his celebrated commentaries in 1769 there were 160 offenses for which the punishment was death. Fifty years earlier the number was 240. The result was a far more offensive decoration of the wayside than the modern bill boards. Punishments were abated and crime immediately began to decrease. But what does the average legislator, who goes forth to advocate a particular statute for a particular interest, know about the past—or care indeed?

Geo. B. Catlin.

Semi-Sports Style Shoe Introduces Innovations.

An unusually attractive new semi-sports shoe is just being shown. It is an oxford of leather with triple eyelets and is made up in two colors, dark brown with a rich beige. Heels, toes and eyelet parts are of the brown, while the remainder is of the beige. The beige section is perforated in all over design which lends a very "swagger" appearance to the shoe. The heels, too, are different from those seen recently; they are high, with straight lines, yet comfortable, and very flattering to most women's feet.

For day wear there are new steel cut shoe buckles in square, oblong and oval shapes. The designs are worked out in conventional leaf patterns, solid effects and modernistic motifs. Those for evening wear are made on a white gold or aluminum base with crystals, rhinestone or colored stone settings. These are made with the thought of matching the shoe color, or to lend a touch of brightness.

Silverware Sales Keep Up.

Although the coming of Lent, which is always marked by a reduction in the number of weddings, has slowed down immediate business in silverware here, advance buying continues active. The early coming of Easter is held responsible. Particular stress on wedding gift pieces is laid in the orders placed. Sterling ware is particularly favored by buyers, and values are said never to be greater. Gifts ranging from sterling-handled cake and pie services to sell at \$3 to 300 piece chests of silver selling at \$2,000 are included in the merchandise retailers are taking. High-priced tea and coffee services also are selling well.

Good Orders For Knitwear.

Volume business is developing nicely in adults' and children's knitted garments, and manufacturers express confidence that the season will be one of the best in some time. The demand at the moment is running strong on two and three piece ensembles and slipover sweaters to be worn with separate skirts. Zephyr yarn types have led so far, with increasing interest noted in lighter weight rayon garments for later delivery. Tangerine and Araby green are two of the newest shades introduced. Jersey sweaters have sold well in both children's and infants' wear.

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DETROIT

FIFTY YEARS AGO.

(Continued from page 42)

Miss Abbott at their home on Sheldon avenue and she never came to Powers Opera House after she became famous as the head of the Emma Abbott English Opera Company that the Turner family did not have a box reserved for them by the famous prima donna they had helped in her younger days.

Considering that Mr. Baxter had scarcely no schooling in his younger days, due to the poverty of his family and the fact that he was the oldest of thirteen children and had to do his part to support the family, he became a self learned man and studied words and their origin with as much fidelity as other men study sciences and professions. He had no patience with correspondents who threw in Latin words and French phrases, which were carefully translated into study Anglo Saxon before the articles were permitted to go to the composing room. He had no use for coin names which were not sanctioned by Webster. I well remember how he reproved me for using the word "orate" on one occasion. He wrote most of his editorials the night before, so he might scan the proof of matter sent in from all departments the day of publication and prevent the appearance of any word or phrase which did not come up to his exacting requirements. If you wish to know more about this remarkable man—remarkable for his day and age—read his autobiography on page 266 of Baxter's History of Grand Rapids.

I have always felt that the people of Grand Rapids never gave Albert Baxter the recognition he deserved. His last years were devoted to writing and compiling a history of Grand Rapids which has never been equalled in scope and accuracy by any other historian. Without Baxter's history we would be poor indeed. He was to receive a modest sum for this painstaking labor of love, but he was swindled out of every penny due him by a dishonest publisher. He was always loyal to the city of his adoption, loyal to the memory of his first and only wife, loyal to the party he served from the time it was organized under the oaks at Jackson and loyal to every friend who placed confidence in him. Such a life, lived simply, without ostentation or pretense, should, in my opinion, have recognition of a permanent character in some niche of our public library.

I am aware that some of my friends will gasp in astonishment if I couple the names of Strong and Baxter as the two great pioneer educators of the city. They had little in common. I do not know that they even knew each other. Each blazed his own pathway and made his own record. The debt we owe both men can never be paid. They should both have had more recognition at the hands of the people who profited by their unselfish devotion to the cause of public education and public instruction than the single oil painting of Mr. Strong which hangs in the main hall of Central High school.

No reference to the editorial force of the Eagle fifty years ago is complete without taking into consideration Ernest B. Fisher, who became

city editor in 1871 and remained in that capacity until the paper was sold to the man who quickly wrecked it. With his large head, expressive eyes, heavy red beard, flapping raincoat and cane, Mr. Fisher was a notable figure on the street and one of the best known men in Grand Rapids for many years. He had a remarkable memory and seldom made notes of any conversation or interview he had for publication purposes. He wrote all his copy out in long hand—there were no typewriters or linotype machines to expedite newspaper work in those days—and he was exceptionally accurate in all his statements. The most exciting day Grand Rapids had in my time was the breaking up of the great log jam in July, 1883, which wrecked three railway bridges. Mr. Fisher worked on the details of the catastrophe from early morning until noon, when he came to the office and ground out a two column article inside of two hours. It was the most graphic account ever published of that event. I have always regarded this as the greatest news achievement ever recorded to the credit of a Grand Rapids newspaper man, considering the handicap he labored under.

I cannot resist the temptation to say a word in this connection in regard to Charley Belknap. He was one of the first men I met when I came to Grand Rapids. I never knew a man who found more enjoyment in doing the right thing in the right way than Capt Belknap. Because he wanted to believe that every man had a streak of goodness in him, he was frequently imposed upon by unworthy individuals, but such experiences never made him sour or bitter. He was one of the greatest optimists I ever knew. He wanted to think well of everyone, but did not look for perfection in any human being. I was pretty close to him for more than fifty years. I frequently accompanied him on trips to the country back in the old bicycle days. He knew more of the romance about trees and shrubs—information he said he had acquired from the Indians—than any man I ever knew. He had a wonderful grasp of the Great Out Doors, which made him the most valuable instructor for Boy Scouts the city has ever known. His kindness of heart was proverbial. I never heard him say a cross word or utter an oath of any kind, but I do not think any man could slight his work, violate a law or be unjust to a woman or unkind to a child without being made to understand how Capt. Belknap regarded such actions if they were brought to his attention. We will never see his equal in many respects again. Considering the life he led and the amount of outdoor exercise he took, I cannot understand why he should not have lived to be 100 years old.

A "business conference" is a gathering where the others nod heads wisely while the one who runs things tells what he is going to do.

It is no longer a hick town if you don't dread having to explain why junior came home from college.

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Hotels of Character and Distinction
Kept always up to Modern Standards

Rates \$2.00 to \$4.00 Single
ERNEST H. PIPER, Genl. Mgr.

Mass Output and Style.

The Eureka Vacuum Cleaner Co. reports net sales in 1928 of \$10,099,713, nearly 21 per cent. less than in 1927, and net profit of \$867,727, compared with more than twice as much the year before. Unfavorable though this statement appears on its face, it is actually uncommonly good when account is taken of the fact that it was in 1928 that the company changed the model of its machine and so was obliged to hold up production for a considerable period. The figures have a broad interest, reflecting as they do in the most practical manner one of the stiffest problems with which mass production is now confronted. It has been estimated that Ford's change in the model of his car cost him forty million dollars; the Maytag Co. passed through an experience similar to Eureka's; and General Motors is just emerging from the difficulties surrounding the substitution of six cylinders for four in its Chevrolet car. In all these cases there is evidence that good will had been so firmly established that, in spite of keen competition, protracted delay in deliveries did not wear out the patience of customers. This has been demonstrated most impressively, perhaps, by the remarkable comeback of Ford, who for one reason or another had the most trying task and suffered the longest interruption. But it is obvious that the success of these concerns in getting over the hurdle of adjusting enormous output of a single article to shifting tastes does not warrant the easy deduction that no one else in like case need worry about his ability to make the jump. It is a fair inference that where effective measures have been taken to ensure the loyalty of customers the feat can be undertaken with reasonable confidence that in the long run temporary losses will be made good and that customers will be favorably impressed by evidence that no pains are spared by the producer to keep abreast of their desires. For this reason, it should be needless to add, manufacturers on a grand scale are put on notice that any relaxation of effort to keep their good will alive is fraught with utmost danger. At the same time, however, it would be foolish to assume that engineers of production can safely rest on their oars. Style flexibility has put on their labors a strain that can be sustained only where resources are ample and conditions favorable.

Rising Buying Power.

There is no more eloquent testimony to our rising buying power than is to be found in the record of automobile production in 1928. It was easy to surpass the output of 1927 when Ford was out and general conditions were not particularly good. To pass the peak of 1926 was no small achievement. But what stands out as most significant for the future is the fact that production in the last six months of the year was practically equal to that of the first six months. The only parallel to this was in 1925, when, under the impulse of a determined sales drive, more cars were turned out after July 1 than in the six preceding months.

This presaged the hitherto unprecedented volume of 1926. A dwindling trend toward the end of even that wonderful year admonished us of the slowing down that came in 1927. By the same token only favorable auguries are to be found in the fact that while the whole output in 1928 exceeded that of 1926 by little more than 1 per cent., the gain in the last half of 1928 over the last half of 1926 was 11 per cent. To cynical observers great prosperity in the automobile industry is looked upon as evidence merely that the car builders are getting more than their share of the consumer's dollar. In the larger view there is no better proof of widespread well-being or any better stimulus to industry in general. Mr. Sloan, from the vantage point of head of General Motors, foresees further

great expansion of the motor vehicle industry in the not distant future.

Tightening the Bolts on the Chain Store.

We have been so busy marveling at the chain store's horizontal spread that we have failed to appraise it vertically; failed to see that it was having very serious problems of its own, causing gray hairs to sprout on executives' heads. The independents know now the Achilles heel of the giant—the personal touch and the customer-merchant relationship. This is the reason, for instance, that chain meat stores have not been attempted widely—consumers very particularly rely on the butcher's knowledge.

President Karker of the Jewel Tea Co. recently very frankly in his house

organ told of the new intensity of effort called for. "Years ago the efficiency of a branch," he says, "was judged almost entirely on the basis of collections. Things are different today. Sales and collections are budgeted and watched; merchandising ideas are developed and men carefully selected. Much of the hit or miss of the old days is replaced by knowledge based on facts. We now actually obtain facts faster than we learn how to use them."

That's a line worth repeating—"we now actually obtain facts faster than we learn how to use them." However, there are still in office some executives who would consider this a demerit. It is, however, only the modern way of saying "we keep a little ahead of the game."

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THE progress made by Sally Frocks, Inc., and the established position built up by this prosperous business illustrate the rapid growth and sound economic standing of conservatively-financed, capably-managed chain store systems.

With the exception of the original capital of \$39,000, the growth of Sally Frocks, Inc., has been accomplished entirely through the reinvestment of earnings. Today, the Company operates 20 stores in the principal cities of the Middle West. Centralized control and supervision, standardized inventories, tested merchandising methods and other advantages are factors responsible for its continued success.

Net earnings in 1926 amounted to \$19,278, to \$131,404 in 1927 and to \$264,356 in 1928. These earnings are equivalent per share on this stock to 19c in 1926, \$1.31 in 1927 and to \$2.64 in 1928. Net sales increased from \$587,422 in 1926, to \$2,906,940 in 1928. Sales for January, 1929, showed an increase of 65% over January, 1928. Send coupon below for further information.

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105 S. LaSalle Street, Chicago

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The Traveling Man and His War Bag.

The cartoonist usually identifies his subject by some special mark, or peculiarity of apparel, which is instantly recognized by the general public as applying to the person or calling in question. If he depicts a figure with a long face and a high hat, we know that he is referring to a prohibitionist. Should we see a cartoon of a man with a white apron with triangle flap, we do not need to be told that he is depicting a Mason. Labor has been wearing a square cap in pictures for years although I have never seen one in use. A villain must always have a dark mustache, top hat and diamond stud—while a minister would not be recognized without a frock coat and reverse collar, etc.

Now everyone who carries a grip is not a traveling man, but every traveling man carries a grip; and when you see such a person in a railroad, bus or hotel lobby, you can just about gamble that nine times out of ten he is a road salesman. It is estimated that there are 900,000 commercial travelers in the United States alone, and anyone who travels much will be inclined to agree that these figures are nearly correct.

For about thirty years, and forty weeks each year, my grip has been a constant companion. I have cursed it sometimes, because of its bulk and weight, and have stopped many times on a hot day to mop the perspiration or on a cold day to get circulation into cramped fingers. But when the day is ended, and you drift into your room for the night, what a welcome friend and companion that bag is.

Many times, as I have watched the porters or baggage men handling the assortment that comes to them daily, I try to speculate about the owners of those bags. What a revelation it would be to look into some of them and see what each individual believes are the necessary things to carry.

Have you ever been mystified to watch a magician take a trunk full of things from a plug hat? Well, he has nothing on the average traveling man when it comes to unpacking his grip. Would you like to look into mine? Perhaps each man thinks his is the best and most complete. Watch the "gang" in the dressing room of the Pullman any morning. No man's equipment is like any other man's. I suppose every traveling man frequently has the same wonder that I have, when the time comes to "check out" as to whether all the things distributed around the room will ever go back into the bag from which they came. But they always do.

In packing my bag there is always a mental list to check. 1. Toilet outfit, consisting of comb, brush, razor, shaving brush, soap, talcum powder, tooth brush, paste, scissors, strop, etc. 2. Shirts, collars, handkerchiefs, socks, ties, pajamas, union suit. 3. Raincoat, rubbers, slippers. 4. Catalogues, samples, new goods, order book.

All must weigh not more than 25 pounds, yet one must be prepared for any emergency of weather. Few "regulars" carry an umbrella, and if the weather is seasonable, all is fine. The great trick is to be comfortable in the

winter time when you are prepared for cold weather and it turns Indian summer or in the summer time when it unexpectedly turns cold.

One trick that is good to know, is to wear two suits of underwear which is fine protection from the cold, and much easier to negotiate than an extra coat. If it turns warm, all you have to do is shinny off one suit during the hot spell.

The modern one-day laundry is a fine help to road men. It cuts down the necessity of carrying so many extra pieces of under apparel, and yet you have fresh linen all the time.

It is remarkable that in all my traveling I have been in a hotel with bed bugs only twice. One experience was almost a nightmare. When I was shown my room I did not pay much attention to it until after dinner and my writing had been done. When I went to "turn in," it was late. The town was crowded, and I had been driving all day. Imagine my feelings as I turned on the light and saw a great army of bugs crawling on the walls and ceiling. Fortunately, there were none in the bed, but I pulled it away from the wall, put all my clothes in my bag, shoes and all, covered the bag with a newspaper, put it on a chair in the middle of the room, away from the chandelier, put out the light, and went to bed but not to sleep.

Most traveling men get a good deal of kick on going into a hotel and having a bell hop take the bag. The look of surprise that often comes on the traveling man's face is cause for a smile.

When I see the trunks and bags that some people feel it necessary to take on a two weeks' vacation, I begin to appreciate how ingenious the traveling man is in his preparations for a trip that may last only two weeks but which may be extended to a month before he gets back to his "home base."

Seymour N. Sears.

Refrigerator Research Under Way.

Research aimed at improving the quality of devices used for household refrigeration is under way by a committee of five representatives of retailers. It is expected that the committee will make a report within the next three weeks, with stress placed on the adoption of standards. Appointment of the committee, which is functioning under the auspices of the Merchandise Managers' Group of the National Retail Dry Goods Association, followed suggestions by several home furnishings merchandise managers of representative stores throughout the country.

Dress Goods Start Season Well.

Advance showing of a number of women's wear Fall fabrics to that portion of the garment trade which operates early has resulted in a good response. The business placed is held indicative of heavier orders when general lines are opened than was the case a year ago. Favoring this are the clean seasonal stocks in the hands of both cutters-up and the mills, and the absence of any substantial carryover from last Fall. Most prices on Fall dress goods are expected to be practically unchanged.

Now!

*in larger quarters made necessary
by expanding business.*

**We specialize in Linens, Crashes, Towels, Bed
Spreads, Blankets, Sheets, Pillow Cases, Sheeting,
Tubings, Rosemary Basco Cloths and Napkins.**

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Hosiery is our business and receives our undivided
attention.

Men's, women's and children's hosiery at prices that
allow you to meet all competition.

BRODER BROTHERS

LET US QUOTE YOU ON CASE LOTS

218 W. Jefferson Ave.

Detroit

Why Sacrifice Profits?

It is not necessary when you stock and sell well-known merchandise on which the price has been established through years of consistent advertising.

In showing the price plainly on the package and in advertising

K C Baking Powder

Same price for over 38 years

25 ounces for 25¢
(more than a pound and a half for a quarter)

we have established the price—created a demand and **insured your profits.**

You can guarantee every can to give perfect satisfaction and agree to refund the full purchase price in which we will protect you.

**Millions of Pounds Used by Our
Government**

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART

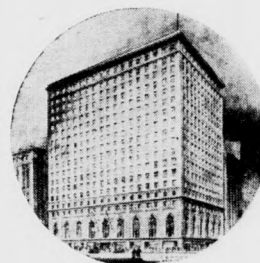


for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

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

New Product Received with Enthusiasm



Repeat Sales on Velveeta Exceed All Quotas

Velveeta is no experiment. Repeat sales to the consumer have already established an acceptance for this new health food surpassing every expectation.

For here is a product with a universal appeal. Delicious in flavor—containing all of the healthful properties of rich whole milk—slicing firmly when chilled—spreading like butter—a cheese product which blends perfectly with all other foods in cooking. A health food for everyone, Velveeta is highly relished by all who try it.

Velveeta has unusual qualities. It is an attractive, new item and has big sales possibilities. Now is the time to get behind its sale. Ask your wagon distributor or jobber.

KRAFT-PHENIX CHEESE CORPORATION, General Offices, CHICAGO
Makers of "Philadelphia" Cream Cheese