

Song of the Mystic

I walk down the Valley of Silence—
Down the dim, voiceless valley—alone!
And I hear not the fall of a footstep
Around me, save God's and my own;
And the hush of my heart is as holy
As hovers where angels have flown!

Long ago was I weary of voices
Whose music my heart could not win;
Long ago was I weary of noises
That fretted my soul with their din;
Long ago was I weary of places
Where I met but the human—and sin.

I walked in the world with the worldly;
I craved what the world never gave;
And I said: "In the world each Ideal,
That shines like a star on life's wave,
Is wrecked on the shores of the Real,
And sleeps like a dream in a grave."

And still did I pine for the Perfect,
And still found the False with the True;
I sought 'mid the Human for Heaven,
But caught a mere glimpse of its Blue:
And I wept when the clouds of the Mortal
Veiled even that glimpse from my view.

And I toiled on, heart-tired of the Human,
And I moaned 'mid the mazes of men.
Till I knelt, long ago, at an altar
And I heard a voice call me. Since then
I walk down the Valley of Silence
That lies far beyond mortal ken.

Do you ask what I found in the Valley?
'Tis my Trysting Place with the Divine.
And I fell at the feet of the Holy,
And above me a voice said: "Be mine."

And there rose from the depths of my spirit
An echo—"My heart shall be thine."

Do you ask how I live in the Valley?
I weep—and I dream—and I pray.
But my tears are as sweet as the dew drops
That fall on the roses in May;
And my prayer, like a perfume from Censers,
Ascendeth to God night and day.

In the hush of the Valley of Silence
I dream all the songs that I sing;
And the music floats down the dim Valley,
Till each finds a word for a wing,
That to hearts, like the Dove of the Deluge,
A message of Peace they may bring.

But far on the deep there are billows
That never shall break on the beach;
And I have heard songs in the Silence
That never shall float into speech;
And I have had dreams in the Valley
Too lofty for language to reach.

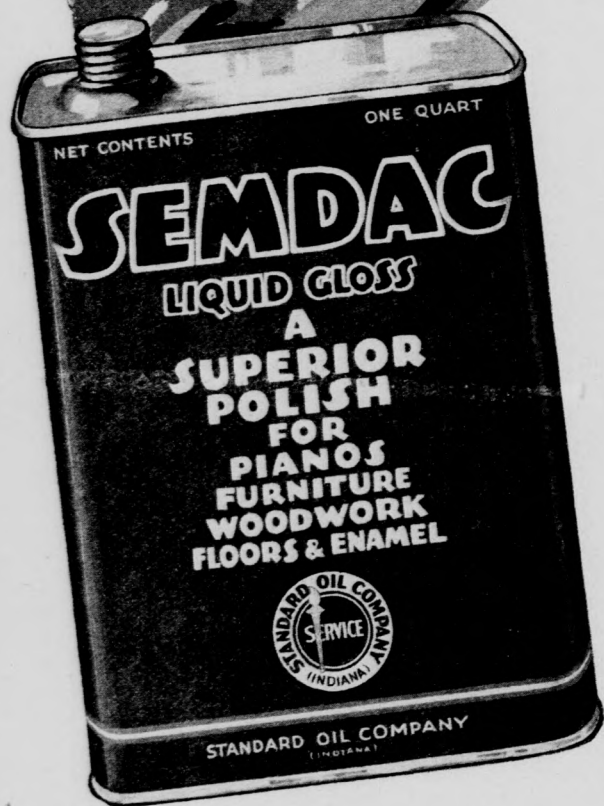
And I have seen Thoughts in the Valley—
Ah, me, how my spirit was stirred!
And they wear holy veils on their faces,
Their footsteps can scarcely be heard.
They pass through the Valley like Virgins,
Too pure for the touch of a word!

Do you ask me the place of the Valley,
Ye hearts that are harrowed by Care?
It lieth afar between mountains,
And God and His angels are there:
And one is the dark mount of Sorrow,
And one the bright mountain of Prayer.

Father Ryan.



You can sell Semdac Liquid Gloss and sell it profitably!



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Semdac has become a necessity in the home. It has won the approval of discriminating housewives. Displayed in your windows and on your counters *Semdac* will sell readily without effort on your part.

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

A YEAR OF NO PARKING.

Chicago is the only large city in this country which has made a serious attempt to enforce a "no-parking" regulation in its business center.

A little more than a year ago such a rule was put in force in the "Loop district," following an exhaustive survey of traffic conditions by the merchants' organization. This survey had shown that only a small proportion of the patrons of the large retail stores entered "the Loop" by private automobiles and a still smaller proportion used the streets for the storage of their cars. In spite of these findings, parking restrictions were opposed because of a fear that they would injure business.

The experience of the last year's test of "no parking" has shown, however, that more vehicles pass through the district by 13 per cent., that passenger automobiles using the "Loop district" have increased in greater proportion than the increase in registrations and that the speed of all traffic through "the Loop" has increased from 18 to 33 per cent. over that for the period prior to January, 1928. Notwithstanding these definite findings, it is said that the streets nowadays seem "deserted," a deceptive appearance due to the free movement of vehicle traffic.

KNOW YOUR LAWS.

It is a well-known fact that a very small percentage of American citizens have more than rudimentary knowledge of their country's laws. How many times is heard the plea that this man or that woman did not know the existence of some law of the violation of which he or she has been accused and found guilty. Every day people are swindled in one way or another because of their ignorance of the law which would protect them if they but knew it.

The American Association of Legal Authors, which has been recently incorporated, has for its object the education of the citizen in the laws by

which he is governed. This is an admirable movement. It surely is not too much to ask of a citizen that he learn something of the laws of his country. A knowledge of law should not be left entirely to those who would make law their calling. Every one should have at least an elementary understanding of legal procedure.

It is to be hoped that the spirit which has animated those behind the new association will become infectious and that citizens throughout the country will take a deep interest in the matter.

DRY GOODS CONDITIONS.

Although Easter is only a few weeks off there has not been as much gain in trade as might be expected. Volume has improved, according to all reports, but purchasing activity seems to lack vigor. Various reasons are given for this condition, with unfavorable weather in many sections cited first. But whether it is anxiety over the stock market, employment or business prospects, a certain "waiting attitude" appears to have developed. Retailers still believe that the holiday business will close with a rush and they assert that the new apparel designs just being shown have already stimulated demand quite a little.

A good deal of data on chain store sales for February are now available. The showing is a little irregular. Thus, the largest 5-and-10 system reports an increase of 2.01 per cent. The leading chain selling general merchandise gained only 1.30 per cent. over February, 1928. In almost every case the February results were well under those in January when compared with last year. There was one less business day last month, but the results this year appear to have been rather indifferent.

DRY GOODS CONDITIONS.

Retail trade activity reached a more satisfactory level during the week but is still greatly influenced by the weather. The response on sunshiny days is sufficient to lead merchants to predict a good Easter business if there is enough favorable weather before the holiday. Clearance sales have dragged somewhat but are rapidly giving place to new offerings.

The demand lacks pep due largely, it is felt, to the small opportunity retailers have enjoyed to test out new spring designs. Once consumers start buying their Easter needs in earnest, a large reorder movement is expected and the holiday business should close with a rush. The number of buyers in this market is likely to rise again shortly.

For the time being sales of cotton goods are exceeding production, and stabilized prices, together with reduced

stocks, have put the woolen industry in better shape. The rayon reduction during the week unsettled price views somewhat where fabrics of this material are concerned, but this hesitation is rapidly wearing off due to the all-around improved piece goods demand.

BRANCH STORES STUDIED.

While it appears likely that the plan of branch units for big metropolitan stores will eventually be worked out successfully, present application of the branch idea is not altogether satisfactory and will have to undergo substantial revision. In a number of smaller cities the branch unit idea has been applied successfully, but the problem is particularly difficult for large establishments in New York, which possibly accounts for the caution the large stores there have shown in adopting the idea.

One feature of the problem centers on the difficulty of having the branch unit match up proportionally in atmosphere, service and selection of merchandise with the original store. In other words, there seems a feeling that the branch will not give the same "institutional" impression and reaction to the consumer that the main store will give, and which it has taken years to create. For one thing, size of the branch will perforce have to be limited and goods will in many instances have to be sold from sample, which is not satisfactory to many consumers.

DISCOUNTS CHAIN PRICES.

That the price element is a smaller factor in current competition between chain stores and small "independent" retailers than the latter think it is is revealed by a report on an investigation of the matter recently made for members of the Hosiery, Underwear and Dry Goods League by Philip Stier, who visited a number of small towns where chain competition is worrying retailers. This worry, his investigation showed, is supported less by facts than by the supposition that the chain can always undersell the "independent" and thus divert business from the latter.

In his report Mr. Stier says there are five improvements which "independents" can put into effect that will enable them to meet chain-store competition. These are improved merchandising, cleanliness of the store, politeness on the part of the clerks, good equipment (particularly for lighting), and attractive methods of displaying merchandise.

STEWART'S DEFEAT.

The one-sidedness of the vote by which the Rockefeller forces triumphed over the Stewart supporters in the "battle of proxies" was a fortunate circumstance all round. A close fight

would have meant a bitter controversy over every proxy which could possibly be questioned and perhaps an appeal to the courts. This would have been an undesirable development for the stockholders on either side. And if a wide margin of victory simplified the task of the Rockefeller cohorts, it also, by removing any doubt of the result, made easier the acceptance of defeat by Mr. Stewart. The destined-to-be-deposed chairman, who presided at the meeting, won the respect of his foes by his obvious fairness in conducting the proceedings and by the way in which he received the announcement of the outcome. "I will take it standing up," he said good-naturedly, and he did. Nothing in his connection with the Standard Oil Company of Indiana became him like the leaving it.

AMERICANS IN MEXICO.

The concern felt in the United States over the revolt in Mexico is not limited to its possible effect upon the amicable relations established by Ambassador Morrow. Several hundred American tourists are tied up in Mexico City. Most of their routes to the sea or border are cut off. Many other American citizens are traveling or living elsewhere in the country. The Nation has numerous personal and property interests in the rebel states, particularly Sonora, Vera Cruz, Chihuahua and Coahuila. But American lives and property should suffer little from either the Federal troops or the organized revolutionary forces. Both groups would like to avoid friction with the United States. The principal danger to American interests in Mexico lies in the roving bands of guerrillas and outlaws. These are a menace even in times of peace.

MEXICO.

Unfortunate Mexico! Needing more than most countries the rest and recuperation that come with peace, she finds herself plunged once more into the all too familiar destruction of civil war. Were this war for a great principle its losses might be forgiven. But here we have men shedding blood, destroying property and stopping trade—for what? Merely for office. Even China has more conscience than this. After all, her long warfare is in behalf of the splendid principle of nationalism. Our people can have little sympathy with so selfish a thing as this Mexican rebellion. They will hope to see the established Government put a quick end to it.

The men who try to do something and fail are infinitely better than those who try to do nothing and succeed.—Lloyd Jones.

HODENPYL WOODS.

They Must Forever Belong To Grand Rapids.

In the early years of this century the Board of Trade of Grand Rapids took upon itself new life by changing the emphasis of its activities from the direct attempt to secure new industries in the city to the building up of a city of attractive homes, thus making it worth while for industries to seek Grand Rapids as a place for their activities. About this time we saw the woods which were so rich in natural attractions gradually receding from the city and entered upon the work of building parks within the environs to take the place of wooded areas that could never be returned.

Mr. Anton G. Hodenpyl, who is a product of Grand Rapids and who is greatly attached to the city and its future, saw that the children who were coming on would not have the great advantages of his childhood attached to excursions in the nearby woods. Having this in mind, he confided in me a desire of his heart that a piece of natural virgin timber could be secured within walking distance of the center of the city to be maintained permanently as a timber area and cared for under the modern methods in forestry so that the joys of his own childhood could be carried on through the children of later generations and that the woods could be a place of enjoyment for the childhood of Grand Rapids.

To this end and co-operating with good friends, what is now known as Hodenpyl Woods was secured. Mr. Hodenpyl not only purchased the timber area, but spent many thousands of dollars in putting it in as attractive condition as possible to turn over to the city of Grand Rapids. In the deed of transfer he put in some considerations very tactfully that would give permanence to his idea. He desired the city should maintain this piece of woods in its natural state, that it should not be considered a park with flower beds and monuments and all that sort of thing. He wanted it to be kept just as nearly like a piece of woods that he used to enjoy as it is possible under modern methods of civilization.

The city has undertaken to carry out Mr. Hodenpyl's thought. The woods have not been spoiled by trying to develop them into a park area for recreation. The undergrowth has been allowed to develop, young trees have been stimulated to grow and take the place of older ones as they should disappear; there has been no disposition to put in paved highways but to maintain a natural woods road with parking places so that it could be a sauntering place rather than a drive for rapid transit. Mr. Hodenpyl expressed the hope that classes in botany of the various high schools in the city should take an interest in these woods and enjoy botanizing in them and to maintenance of the many wild flowers and shrubs that are indigenous to our climate.

In the development of Grand Rapids and East Grand Rapids this area of woodland has been taken in by the city of East Grand Rapids and there has

been a disposition exhibited recently (because the condition is an anomalous one, to have one city hold a piece of woods within the environs of another city) to secure, if possible, the ownership of this property by the city of East Grand Rapids. This word is written to explain that this can never be accomplished, and East Grand Rapids should be happy to have the woods looked after in exactly the way Mr. Hodenpyl would desire, and the children of the little city to the East of us can have even more privileges there than our own children because they are closer to the woods.

There has been expressed on the part of some good citizens in East Grand Rapids and my good friends

will never think of requesting the city to make any transfer of this property to another municipality.

The woods about our city gave me so much pleasure as a boy and I feel to-day that they had so much to do with the development of my character and usefulness that the thought in Mr. Hodenpyl's heart, to give these privileges to the boys and girls of succeeding generations, is a beautiful one, and I think that he will be held in affection and respect for his vision and his method of carrying on to his successors.

Charles W. Garfield.

Forest Economics Plainly Stated.

The basic idea of practical forestry is a plan of management whereby there can be maintained a continuing

forest as a whole because the yield is all that the owner can get out of it.

The owner is not allowed to cut into so as to reduce the total of the foundation stock and therefore, likewise, the State has no warrant to cut into and reduce it by a tax. This is the point where present tax methods work steadily for elimination of the growing stock and consequent destruction of forests.

The State should wisely abstain from taxing that foundation stock and then we can have permanent forests.

Under management for a sustained yield the forest goes on from generation to generation of owners and from century to century of the State.

These forests are rightfully the wards of the State because the corporate capacity of the State is the only adequate agency of reliable supervision for the length of time such forests can endure.

The State cannot evade or quit the responsibility of assuring the people that the foundation stock is well maintained and adequately protected by State action wherever State action can supplement and render more certain the measures employed by the forest manager.

Frederick Wheeler,

Wood Necklaces in Favor.

Considerable interest has developed in necklaces of natural wood, and quick delivery, because of production difficulties arising from hand turning, is hard to obtain. The woods used are oak, mahogany and walnut. Interspersed between the wood portions of the necklaces are beads of Capucine shades, which afford a bright color contrast. The necklaces are intended for use with tweed garments and other sports wear. They are priced to retail from \$5 up. Coral necklaces are said to be returning to favor, the ox-blood shade dominating.

Activity in Juvenile Garments.

Re-orders for both juvenile and infants' apparel have been gaining with the nearer approach of Easter. Better quality merchandise is being sought, particularly in coats, which now are styled as effectively as garments intended for adults. There is strong interest being shown in sports coats, as well as broadcloth types in sizes up to 14. A nice business is also being done in flannel coats in pastel and high shades. Layettes, voile dresses and lighter weight versions of knitted garments are active in infants' wear.

In 1890

The world's greatest automobile maker was working in a bicycle shop. A millionaire hotel man was a "bell-hop."

America's steel king was stoking a blast furnace.

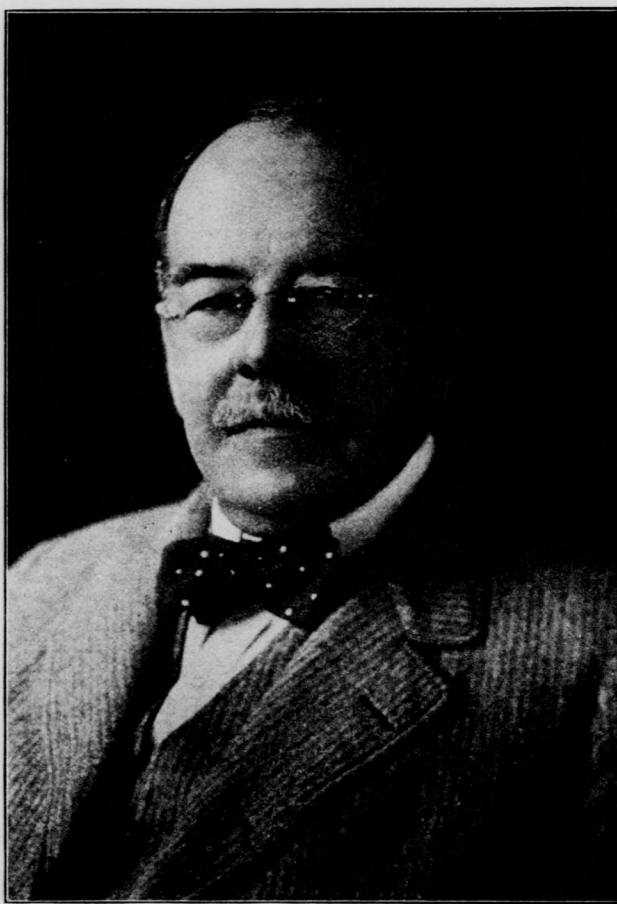
An international banker was firing a locomotive.

A railroad president was pounding a telegraph key.

In 1950—you?

For the rules of success are the same now as they were hundreds of years ago—hard, conscientious work.

Make the most of to-day and tomorrow will make the most of you.



A. G. Hodenpyl.

the desire to make it more of a park area and to spend a lot of money in putting a paved highway through it. This may seem desirable to people living there, but it is entirely contrary to Mr. Hodenpyl's original thought, and my confidence in the city of Grand Rapids and its desire to carry out Mr. Hodenpyl's wish is so perfect that I cannot think that any requirement which was indicated in the transfer of property will not be carried out by the city of Grand Rapids in the interest of both cities. I said the transfer to East Grand Rapids never can be carried out because the woods were held in trust by the city of Grand Rapids for a certain purpose and it has no legal authority to transfer it. I am satisfied that if the government of Grand Rapids carries out Mr. Hodenpyl's wishes, he

yield. This yield must be founded on and kept up by a well-proportioned growing stock and its efficient control and development.

The manager must have a training to fit him for the responsibilities of keeping that foundation stock in good condition.

The plan of management prevents or debars any reduction in the amount of this foundation stock.

The forest will then continue producing from generation to generation of owners. Each owner, while he holds title, will have use of the forest to the extent of the yield therefrom, but meanwhile subject to the responsibility of properly maintaining the foundation stock. The trees which are cut make up the owner's use of the forest. When that yield is taxed it is a tax on the

How To Handle Retail Grocery Accounts.*

When you consider that there are thousands of merchants in the State and hundreds of different lines of business; that stores vary in size from the small stand to the large department store, you will realize that it would be impossible to prepare a paper which would cover the broad subject which has been assigned to me by your committee, namely "How to handle customers accounts."

I realize that in the final analysis it is up to each individual merchant to work out his own salvation. Each merchant knows his own customers best and must employ his own business methods in forcing his customers to pay their bills promptly when they come due.

On the other hand, there are a number of fundamental things connected with the subject which are common to all stores, and with that in view, I have prepared this paper dealing with a few of these fundamentals, hoping that either the paper or the discussions which I hope will follow may be beneficial to every one present.

The big job in business to-day is to sell goods on credit and then get the money. This applies especially to the retailer, and I believe this is one of the largest problems the retailer has to solve to-day.

"But how shall I guard against losses of credit and still put accounts on my books?" you ask. The average smaller merchant is groping around in the dark for definite instruction on this very question. He knows from the condition of his books that something must be done. He knows that it is easy to sell goods, but how to collect the money; that is the big trick in business. There isn't a classification of business which extends more credit, carries along more customers, and suffers more losses than the food merchants. He is the first line of attack from the man who cannot or will not pay. Deprive the "slow pay" of credit for food and you will make him realize the importance of a good credit rating quicker than anything else. Let me say right here that if you never allow credit to any one before you know all about him, you will seldom lose an account.

Don't be "easy." The business man who gives credit to anyone who comes along is merely an "easy mark" and soon becomes known as such among the army of dead beats. There is no surer way to wreck what might be a prosperous business than to be too lenient on credit.

If your community has a merchant credit bureau, join it. Every live merchant should be a member, in order that when a customer asks you for credit you may be able to get a proper rating on him, and then be guided by that report. The bureau acts as a protector for you against bad accounts. Too many merchants grant credit first, then when they find that the parties are not reliable they apply for a rating from the Bureau. In other words, "they

lock the barn after the horse has been stolen."

Too many merchants, when a new customer asks for credit, find it so easy to say "yes" but, the merchant who can't say "no" has no place in business. If a person, suddenly requests credit, don't give it to him until you have found out all about him. "Grant credit with care." You who are retailers when you take on a new account, you should have a plain understanding as to how you expect your customer to pay his bills. Then insist on those terms being lived up to. To my mind, it is a mistaken idea to think you are doing a friend a service not to collect promptly a bill he owes you. I will agree with you, it requires a little backbone, but the retailer who is firm in a diplomatic way gains the respect of his customers.

If you are a good merchant the biggest investment you have is not your stock, but the good will of your customers.

There is a trick that a good many people use to get goods they never intend to pay for. First, they buy and pay cash. Then they buy a little on credit and pay the bill, making them appear as a desirable account. Then suddenly they run up a good sized bill and disappear. How many of you merchants here know this to your sorrow? Collect your accounts promptly. Stop being your customer's banker. Business is no longer done in a whisper. You must talk right up if you are to get what you are looking for. In conclusion, may I suggest a few fundamentals that a dealer should know about his customers before he opens the account.

1. How long has customer lived in the community?
2. Does he own his own home or farm?
3. How long has he worked in present position?
4. Where did he work before?
5. What are his habits?
6. What references can he give?

When he gives you references, don't be afraid to call up his references right in his presence. And don't take it for granted that his references are all right and let it go at that. From this information you will be able to discriminate between good and poor risk. If you will follow the rule of knowing instead of guessing, and learn to say "no" as easily as you say "yes," your problem will be 90 per cent. solved.

Finally, may I suggest that success in storekeeping is not entirely made up of keeping your accounts down. Success also comes through keeping overstocks down, keeping the variety up, keeping the goods plainly marked, keeping the bargains attractive, keeping the public informed, keeping the store and its people clean, keeping at it all the time.

By the appearance of your store will you be judged; by its cleanliness and good order, not only by your customers and competitors, but by those from whom you ask credit, as well as to whom you give credit.

Gentlemen, I thank you for your pa-

tience. I am in hopes I have given you one or two thoughts, which you will carry home with you and practice in your business.

Those Scotchmen.

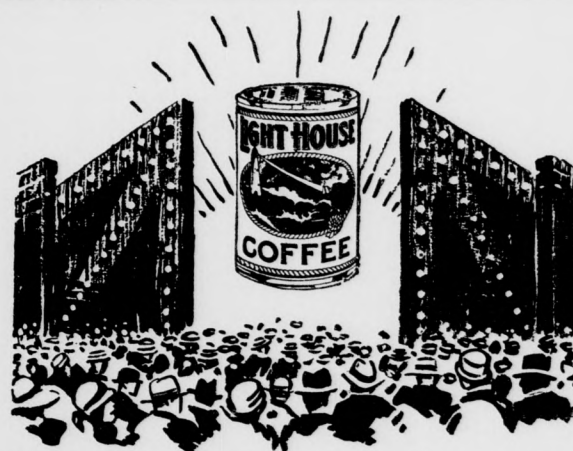
A Scotchman, wanting to purchase an empty bottle, went into a drug store. He picked out one and asked its cost.

"It'll cost you a cent empty but you can have it for nothing if you have anything put into it," said the clerk.

"Put a cork in it then," said the Scotchman.

Every man is said to have his pet ambition. Whether it be true or not, I can say for one that I have no other so great as that of being truly esteemed by my fellow men by rendering myself worthy of their esteem.—Abraham Lincoln.

The nature sharps tell us half of every tree is under ground. Nearly all of a family tree is.



The Choice of Millions because of the Double Flavor



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

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

LIGHT HOUSE COFFEE

NATIONAL GROCER CO.

*Paper read at grocers' convention by Dick Miles, of Holland.

MOVEMENTS OF MERCHANTS.

Detroit—Isador Oppenheim sold his meat market at 9930 Wyoming avenue to Ernest Labe.

Detroit—R. L. Berry has purchased the meat market of G. A. Berry at 17540 John R. street.

Lansing — The Vandervoort Hardware Co. has increased its capital stock from \$60,000 to \$100,000.

Portland—The Builders Lumber & Supply Co., has increased its capital stock from \$12,000 to \$35,000.

Detroit—The Harper Meat Market, 7030 Harper avenue, has been incorporated with a capital of \$5,000.

Iron Mountain—R. J. Reynolds, proprietor of the Broumart Shoe Store, is conducting a closing out sale.

Detroit—Pauline Weinstein has taken over the meat market at 611 Dakota avenue from Hyman Weinstein.

Hastings—A. Tolles & Co., dealer in produce and poultry, has increased its capital stock from \$6,000 to \$9,000.

Detroit—Oscar Esakowitz has sold his grocery and meat market at 3121 Hastings street to Hyman Wisberg.

Jackson—Keehn Hupmobile Incorporated, 112 East Pearl street, has changed its name to Keehn, Incorporated.

Kalamazoo—The Van Halst Stop and Save Grocery and Meat Market has been opened at 246 East Main street.

Harbor Springs—Maurice A. Powers has sold his plumbing business to George Marshall, who has taken possession.

Milford—R. K. Wigglesworth has re-opened the grocery meat market which was formerly operated by H. McCormick.

Cooks — The Soo Creamery Co. is building a cheese factory which it expects to have in operation the latter part of May.

Detroit — Stanislaw Oleszkiewicz has purchased the grocery and meat market at 8960 Astor avenue from Louis Schwartz.

Detroit—Sam Berin, 3706 Fenkel avenue, dealer in boots and shoes, is offering to compromise with his creditors at 20 per cent.

Detroit—Josephine Zitka is the proprietor of the grocery and meat market at 6475 Clifton street which was formerly owned by Joseph Zitka.

Detroit—Kraetke Bros., Inc., 2493 East Grand boulevard, dealers in machinery, have increased their capital stock from \$10,000 to \$100,000.

Hancock—The Hancock Hardware Co. has purchased the stock and fixtures of the Funky Hardware Co. and will consolidate it with its own.

Negaunee—The Twin Cities Dairy of this place and the Cloverland Dairy of Marquette, have consolidated under the style of the Tri-Cities Dairies, Inc.

Ishpeming—Nels Perttula has removed his grocery stock and meat market from Division street to the Skoglund building at 106 First street.

Ironwood—J. A. Jones announces plans for the erection of a new building on the corner of Lawrence and Aurora streets, costing approximately \$5,000.

Cass City—L. Levinsohn, of Saginaw, has purchased the stock and store fixtures of E. A. Zemke department store and removed it to his Detroit auction rooms.

Caro—L. Levinsohn has purchased the clothing and furnishings stock of St. Mary Bros., who recently suffered a loss by fire and is conducting a fire sale on the premises.

Cloverdale—The C. & A. Co. has been incorporated to conduct a general mercantile business with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in in cash.

Lansing — The Andridge-Gleason Hardware Co., 221 West Washtenaw street, has been incorporated with an authorized capital stock of \$15,000, \$3,000 of which has been subscribed and paid in in cash.

Ironwood — The Beth Perry Gift Shop and Parisian beauty parlor are now located in the Rouse building at the corner of Ayer and Suffolk streets, formerly occupied by the Dishneau & Peterson Shoe Co.

Merrill—The Big Four Oil Co. has been incorporated to deal in petroleum products and auto accessories, with an authorized capital stock of \$50,000, \$31,900 of which has been subscribed and \$10,000 paid in in cash.

Detroit — The Everett-Taylor Co., 21732 Grand River avenue, has been incorporated to conduct a general hardware business, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in.

Lansing—The VanDervoort Hardware Co., Michigan avenue, has voted to increase its capital stock from \$60,000 to \$100,000. The company is now remodeling its store building preparatory to increasing its stock and service.

Escanaba—The Peninsula Tire Co., 610 Ludington street, has been incorporated to deal in radio, auto accessories, etc., with an authorized capital stock of \$20,000, \$5,000 of which has been subscribed and paid in in property.

Ironwood—Taylor's Clothing, Inc., 118 East Aurora street, has been incorporated to conduct a retail clothing business with an authorized capital stock of \$20,000, \$6,000 of which has been subscribed and paid in in cash.

Detroit—The Detroit Dru Fruit Co., Inc., 2373 Russell street, has been incorporated to deal in produce and dried fruit with an authorized capital stock of \$15,000, all of which has been subscribed and paid in, \$3,000 in cash and \$12,000 in property.

Howard City—Charles Brunner has leased his two-story business block to Warner Bros., a chain store organization which will take possession about April 1. This will necessitate the finding of a new location by Harry Solomonson for his restaurant.

Detroit—The King Cake Co., 9210 Gratiot avenue, has been incorporated to conduct a wholesale and retail baking business with an authorized capital stock of \$20,000, all of which has

been subscribed and paid in, \$1,900 in cash and \$18,100 in property.

Kalamazoo — The Porter-Barron Hardware Co. has filed a petition in bankruptcy, listing liabilities as \$15,601.53, of which \$12,745.84 is in unsecured claims. Assets are given as \$10,609.25, of which \$2,673.39 is in open accounts and \$6,841.86 in stock in trade.

River Rouge—Ehrlich's, 10417 West Jefferson avenue, has been incorporated to deal in jewelry, etc., with an authorized capital stock of 1,500 shares at \$100 a share, of which amount \$100,000 has been subscribed and paid in, \$3,268.82 in cash and \$96,731.18 in property.

Ishpeming—The Rosberg Mercantile Co., headed by Kiri Rosberg, has added another store to its chain in the Western end of the Upper Peninsula, having purchased the Pulkila & Lustic store at Ewen, a large mercantile establishment which has been operated for the past three years.

Detroit—Paul V. Haertter, dealer in confectionery, patent medicines, ice cream, etc., has merged his business into a stock company under the style of Haertter, Inc., with an authorized capital stock of \$25,000, all of which has been subscribed and paid, \$700 in cash and \$24,300 in property.

Detroit—Samuel Jacobson, dealer in women's and children's wearing apparel has merged his business into a stock company under the style of S. Jacobson, Inc., with an authorized capital stock of \$20,000, all of which has been subscribed, \$12,000 paid in in cash and \$1,000 in property.

Newberry—Lauerman Bros., of Marinette, Wis., who recently took over the dry goods and shoe stock of Cowell & Burns, have now purchased the clothing and furnishings stock of the Oscar Sundstrum estate and combined the two stocks in the Hunt building, on Newberry avenue, where the business will be continued.

Dearborn—The M. B. Wallace Lumber & Coal Co., 210 West Michigan avenue, has merged its wholesale and retail business into a stock company under the style of the M. B. Wallace Lumber Co., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$10,000 in cash and \$20,000 in property.

Lansing—The Central Trust Co., of this city, has been named temporary receiver for the M. J. & B. M. Buck Co., following a petition of B. Russell Buck and William T. Jenkins, majority stockholders to dissolve the corporation. The Buck company was founded nearly eighty years ago, specializing in furniture and undertaking and has been located since its inception at Washington avenue and Ionia streets.

Manufacturing Matters.

Lansing — The Lansing Motor & Pump Co., South Hosmer street, has increased its capital stock from \$10,000 to \$75,000.

Grand Rapids—The Knappe & Vogt Manufacturing Co., 658 Richmond street, has increased its capital stock from \$58,000 to \$258,000.

Muskegon — The Woodland Sleeve Piston Ring Co., 16 West Webster avenue, has decreased its capital stock from \$150,000 to 25,000 shares at \$1.50 each.

Detroit—Sweedish Charcoal Steels, Inc., 2865 East Grand boulevard, has changed its name to S. K. F. Steels, Inc., and increased its capital stock from \$50,000 to \$200,000.

Kalamazoo—The Fisher-Graff Iron & Metal Co., North and Walbridge streets, has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in.

Dearborn—The Peter Smith Heater Co., 10501 Haggerty avenue, has been incorporated with an authorized capital stock of 10,000 shares at \$2 a share, \$20,000 being subscribed and paid in in property.

Detroit—The Use-All Welder Point Co., 13518 Plymouth Road, has been incorporated to manufacture and sell machinery and appliances with an authorized capital stock of 3,000 shares at \$1 a share, \$3,000 being subscribed and paid in in cash.

Detroit—The Towne Robinson Co., 5736 Twelfth street, has been incorporated to manufacture and sell nuts, bolts, screws and small machines, with an authorized capital stock of \$40,000, all of which has been subscribed and paid in in property.

Muskegon—A voluntary petition to throw the Michigan Biscuit Co. into receivership and dissolve the company, was filed in Circuit Court last week by counsel for the stockholders. The Bankers Trust Company is named receiver. Receivership action follows closely the taking of a decree of foreclosure in Circuit Court by the Bankers Trust Company, which holds notes, bonds and mortgages totaling \$42,000 on which it foreclosed. June 30 is the date named for sale of the assets of the company, or as many of them as are necessary to satisfy the terms of the foreclosure. The Michigan Biscuit Co. is a \$150,000 organization, with \$147,000 in capital stock issued. Its assets are listed at \$205,000 and liabilities at \$128,000 in the petition. Lack of capital is responsible for the receivership. No plans have been announced as to the course stockholders will pursue in future, but it is believed that some of the stockholders will buy in the company and effect a financial re-organization. Among the assets listed in the petition for receivership are cash, merchandise and accounts receivable, \$30,000, and land and buildings, machinery and equipment, and furniture and fixtures, \$175,000. Liabilities include notes payable, \$68,000, accounts payable \$16,000, accrued taxes and interest \$2,000, and mortgage to Bankers Trust Company, \$42,000. The Michigan Biscuit Co. is the successor to the Hasper Biscuit Co., following the re-organization of two years ago. At that time the company built a new building at Apple and Emerald streets, modern equipment was installed, and for some time thirty employees have been on the payroll.

Essential Features of the Grocery Staples.

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

Tea—The market has been quiet during the past week, although some business has been doing every day. Prices have shown no important change since the last report. Ceylons, Indias and Formosas are still selling pretty actively and lower grade Ceylons, which have been easy for a good while, have advanced 2 cents a pound in primary markets.

Coffee—The market for Rio and Santos coffee, green and in a large way, and for future delivery, has had a rather soft and sluggish week, and even spot Rio and Santos has felt the effect of it by declining about $\frac{1}{4}$ c per pound. The reason is disappointing conditions in Brazil. At present Rios are slightly easier than Santos. Mild grades show no change for the week. Jobbing market on roasted coffee is about unchanged, except as individual sellers, make adjustments to fit buying conditions.

Canned Fruits—Spot fruits are quiet and the market holds firm on all items except California $2\frac{1}{2}$ cling peaches, which, owing to a plentiful Coast supply, are available at easy prices.

Canned Vegetables—Southern canners report satisfactory sales of futures to date, but they have been booked more to other markets rather than to New York factors. The lima bean market is practically bare in the South, with only mixed green and white available in good qualities. Packers are not anxious to sell futures, many being already booked to the limit. There was nothing spectacular in spot or future corn buying last week and prices maintain at an even keel, with spots continuing to show weakness in some of the lower grades. The shrimp market is quiet but firm, with stocks on hand abundant, though not well distributed. Before long, California will be naming prices on 1929 asparagus, as canning operations will soon be getting under way. The market will open in a better position than in some years and new pack comes upon a well cleaned up market.

Dried Fruits—Recent postings from the Coast state that important operators are entirely sold out on the higher grades of apricots. Standards and choice are still in fairly abundant supply, with holders firm in their ideas. Spot supplies are far from being over-abundant and the price tendency is toward advances. Local operators are showing little interest in replacement business from the Coast, finding it hardly profitable to do business when there is such a slight difference between the two markets. A similar condition exists in the market for California prunes, and trading is almost altogether a spot proposition. Prunes are firmly held on the Coast, with an advancing tendency in the larger sizes, particularly 40s. A good movement of both California and Oregon prunes continues here, with a good demand for all sizes, in both package and bulk. Peaches are moving moderately well and prices are fully sustain-

ed. The Coast market is firm. New crop citron maintains a strong advancing tendency, and many local importers believe the market will continue its advance of last week until cured halves are as high as 30@35c per pound. The trade, however, does not seem particularly interested in taking advantage of the advancing market.

Canned Fish—Shrimp is very scarce at the source, while spot supplies are fairly large and buyers not easy to find. The catch in the South has been unusually light this year, weather conditions being unfavorable to fishers. Salmon has been going along at a slow rate and prices have held steady and unchanged.

Salt Fish—Demand for all grades of salt fish has been very good so far this Lent. Mackerel, as has been previously reported, is scarce and high. So is Holland herring.

Beans and Peas—No development has occurred in any variety of dried beans during the week, except that the demand has fallen off and some prices have shown signs of weakness. Domestic marrows, however, have worked up slightly, but pea beans have declined about 25 cents. Red kidneys are also somewhat easier. California limas are unchanged. Blackeye peas about unchanged. Demand for dried beans and peas is not very good.

Nuts—Jobbers are almost down to bare floors in all unshelled nuts now, but they continue to restock in a hand-to-mouth way, and with no speculative interest being manifested, prices merely hold steady and have little chance to advance. California walnuts still hold the limelight as a seller, and appear likely to continue to do so for some time to come. The market on 1929 Brazil nuts is 10 $\frac{1}{2}$ c for large washed. Almonds in the shell have been a pretty good seller, and prices hold steady, with the exchange entirely sold out on the Coast in all varieties. Nothing new or exciting developed in the market for shelled nuts last week. The market on French walnut meats might bear watching, however, as the statistical position of all grades, more particularly fancy, is strong to the point of being bullish, and importers are predicting an advancing market. The California Almond Exchange has made an advance of 1c per pound on all grades of shelled almonds, which becomes effective to-day.

Pickles—The pickle situation is about as previously reported, with trading seasonally normal, though buying has not been heavy of late. Dills continue scarce, and the primary markets say they are closely sold up. All large pickles are hard to obtain, and as a consequence manufacturers are pushing the sales of other sizes and neglecting the larger ones. Relishes are seasonally quiet. Prices on all pickles are unchanged.

Rice—Enquiry from domestic and foreign markets continues at an encouraging rate and further business has been transacted in satisfactory volume. There seems to be a tendency on the part of the trade to take advantage of these quiet moments to fill their requirements, as that period of the year will soon be here when the

market will be influenced by news from the growing crop, usually of a bullish nature. The South reports the market on rough continues higher than on clean, and millers are not anxious to dispose of their stocks, evidently looking forward to a better market in the near future. Prices here are unchanged.

Sauerkraut—A slight lull in trading is reported, but it is expected at this season of the year. After the Lenten season is over a normal activity is expected. Supplies in first hands are becoming scarce. Prices remain as quoted last week.

Syrup and Molasses—Sugar syrup is still being rather scantily made and with an active demand. Prices are firm. Compound syrup is steady, with fair demand. There have been no changes since the advance of January 15th. Molasses is quite active at firm prices.

Vinegar—Trading in vinegar is sluggish. It is usual at this time of the year, however. With spring approaching better times will soon be here. Prices are unchanged.

Cheese—Supplies of cheese have been small during the week and the market has been steady with a moderate demand.

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—Unchanged from a week ago. 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., \$3 per crate of 5 doz.

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

Cauliflower—2.75 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 ----- \$9.75
Light Red Kidney ----- 9.50
Dark Red Kidney ----- 9.50

Eggs—The market has declined 7c per doz. during the past week. Local jobbers pay 26c per doz.

Garlick—23c per lb.

Grapes—Calif. Emperor in sawdust, \$4.50 per keg.

Green Onions—Shallots, 50c per doz.

Green Peas—20c per lb.

Green Peppers—60c per doz.

Lemons—Ruling prices this week are
360 Sunkist ----- \$6.00,
300 Sunkist ----- 6.00

360 Red Ball ----- 6.00

300 Red Ball ----- 6.00

Lettuce—In good demand on the following basis:

Imperial Valley, per crate ----- \$4.00

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 ----- 4.00

252 ----- 3.75

216 ----- 3.75

288 ----- 3.75

324 ----- 3.50

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, \$2.50@3; new from Florida fetch 12c per lb.

Parsley—75c per doz. bunches.

Pieplant—Ill. hot house, \$3 for 20 lb. box.

Radishes—45c per doz. bunches.

Spinach—\$1.10 per bu.

Strawberries—45c per quart.

Sweet Potatoes—\$2.75 per hamper for kiln dried Jerseys.

Tomatoes—\$1.10 for 6 lb. basket from California.

Turnips—75c per doz. bunches for Florida.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 28c

Light fowls ----- 25c

Heavy Roaster ----- 30c

W. L. Broilers ----- 22c

Veal Calves — Wilson & Company pay as follows:

Fancy ----- 20c

Good ----- 18c

Medium ----- 15c

Poor ----- 12c

Hides and Pelts.

Green, No. 1 ----- 10

Green, No. 2 ----- 09

Cured, No. 1 ----- 11

Cured, No. 2 ----- 10

Calfskin, Green, No. 1 ----- 17

Calfskin, Green, No. 2 ----- 15 $\frac{1}{2}$

Calfskin, Cured, No. 1 ----- 18

Calfskin, Cured, No. 2 ----- 16 $\frac{1}{2}$

Horse No. 1 ----- 4.00

Horse, No. 2 ----- 3.00

Pelts

Lambs ----- 75@1.25

Shearlings ----- 25@1.00

Tallow.

Prime ----- 06

No. 1 ----- 06

No. 2 ----- 05

Wool.

Unwashed, medium ----- @ 40

Unwashed, rejects ----- @ 30

Unwashed, fine ----- @ 30

Detroit—Koploy & Ross, manufacturer and dealer in radio, has merged its business into a stock company under the style of Koploy & Ross, Inc., with an authorized capital stock of 750 shares at \$100 a share, \$1,000 being subscribed and paid in in cash.

Detroit—The Johnson Paint & Varnish Co., 321 Jefferson avenue, has been incorporated with an authorized capital stock of 30,000 shares at \$10 a share, 60,000 shares at \$1 a share and 90,000 shares no par value, \$1,000 being subscribed and paid in in cash.

Detroit—The Majestic Tool & Manufacturing Co., 1926 First National Bank building, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$12,000 paid in.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

J. N. Peterson, formerly traveling representative for the National Grocer Co., is now on the road for the International Advertising Service, which was mentioned in this department last week. Mr. Peterson says he has investigated the organization thoroughly and is prepared to recommend it to his customers.

In view of the use by commercial business concerns of names which include such words as "Associations," "Guild" and "Bureau" it is interesting to note that the Federal Trade Commission considers such names misleading. The Commission has issued a complaint against the Radio Association of America, Inc., of Chicago, in which it alleges that the advertising of the company is misleading.

In a cease and desist order issued against the Ohio Leather Company, the Federal Trade Commission has again ruled that the use of a coined word or trade name in conjunction with the name of a fabric or leather, does not indicate to the public that the product is imitation. The respondent since 1922, had, sold a calfskin under the copyright trade name "Kaffor Kid." In its order the Commission directed the respondent to discontinue the use of the word "Kid" alone or in combination with "Kaffor" as a trade name or as a description of any leather other than kidskin.

The word "wool" shall not be used in advertising and selling knit underwear unless the wool content of the latter is distributed throughout the body fabric, according to a rule now affirmatively approved by the Federal Trade Commission following adoption last November by the knit underwear industry at a trade practice conference.

Two rules adopted at the conference have been affirmatively approved and placed in "Group I" while a third rule was accepted as an expression of the trade and designated "Group II."

The second rule in Group I is to the effect that if mention is made regarding fiber content of trimmings, bindings, and adornments, then it shall be accurately stated as applying to such trimmings, bindings, and adornments. The rule placed in Group II is as follows: "Resolved, that the testing procedure for the fiber content shall be that recommended by the National Bureau of Standards."

Manufacturers, trade associations, the National Better Business Bureau and United States Bureau of Standards, were represented at the conference, which was held in Washington. Former Commissioner Abram F. Myers presided.

"Tampa" as a designation for cigars should not be used unless such cigars are products of the city or district of Tampa, Florida, according to provisions of a stipulation agreement between the Federal Trade Commission and a manufacturer and seller of cigars.

Tobacco used by this manufacturer in his cigars came mostly from Pennsylvania, although tobacco grown in Porto Rico was used as a filler. It was also represented that these cigars were "The Genuine," or "The Original," and purchasers were counseled to "Beware of Imitations." The company signed a stipulation agreement with the Federal Trade Commission to discontinue misuse of the word "Tampa" in connection with the sale of cigars.

In the Government's trial against the promoters of the Canario Copper stock on charges of using the mails to defraud investors, now going on in New York City, the prosecution is producing startling evidence of the sinister and deceptive methods employed by which investors are lured into pitfalls.

The case as it unfolds itself reeks of testimony concerning doctored financial statements, wash sales and other forms of chicanery that would create an appearance of financial respectability unless a person through the proper channels of investigation uncovered evidence that there was something wrong sufficient to arouse the needed suspicion.

Experienced investors are not caught by such tricks as were employed by the promoters of Canario Copper. They are not enticed into making purchases by artificial market stimulation applied to stocks. They dig behind the activity and find out what causes it. If there are no substantial facts available to justify the activity that is sufficient warning for them to leave the proposition severely alone and in most instances the final outcome justifies their caution.

It is the small investor eager to snatch sudden riches who succumbs to the allurements with which financial schemers invest their propositions. Yet they need not do it when there is available to them such bodies as the Better Business Bureaus, reputable investment bankers and nearly all the prominent newspapers, which have the data through which to learn whether a promotion is a reputable one or not.

Just as soon as the average investor learns how much it is to his advantage to "Investigate Before Investing" a fewer number of them will find themselves among the victims of financial dishonesty.—Financial World.

Scotchman Still Looking For a Job.

The Chicago correspondent of the Congregationalist chronicles the following circumstance:

Saturday night. The trade in the A. & P. chain store at the corner had slackened a little. It had been a busy day, as Saturdays always were in that store. The manager, a quiet Scotchman, was surprised to see the district manager of the chain of stores, of which his was a part, enter. After a word of greeting the district manager said, "When you close the store tonight you may bring the key to my office and you need not come back. We are permanently closing this store and thirteen others in the district."

The Scotchman was astounded. He asked, "Haven't I made a good manager and conducted the business fair-

ly?" "Yes," replied D. M., "but this store is one of the number which does not keep its transactions up to \$350 per week and so we cannot afford to keep it open." The Scotchman thought a moment and said, "But you aren't going to let us out in the middle of the winter after I have served you faithful-

ly and honestly these years, without at least giving us a week's notice, are you?" "Yes," replied the D. M., "those are orders," and he left the store. This occurred a month ago and the Scotchman is still looking for a job.

Money won't buy everything, but it flavors everything.



PHONE 94121

ASSOCIATED TRUCK LINES

Announce complete organization for handling Merchant Freight. We go to 167 Cities and Towns in Michigan, and make deliveries to suit present day requirements. We furnish the greatest aid to successful merchandising. Adequate delivery. All lines are regulated by the Michigan Public Utilities Commission.

ASSOCIATED TRUCK LINES

108 MARKET AVE.

GRAND RAPIDS, MICH.



*America's foremost coffee for more than half a century

*It is a matter of record in the history of the coffee trade that Seal Brand was the first coffee ever packed in sealed tins.

CHASE & SANBORN'S SEAL BRAND COFFEE



Grocers supplied by Chase & Sanborn, 327 North Wells St., Chicago

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.

THE BEST EVER.

Annual Meeting of Retail Grocers and Meat Dealers.

The thirty-first annual convention of the Retail Grocers and Meat Dealers' Association of Michigan convened at the Pantlind Hotel Tuesday afternoon.

The convention was called to order by Garret Van Der Honing, President of the Grand Rapids Retail Grocers' Association.

After an invocation by Rev. John Dykstra, Lee H. Bierce gave an address of welcome, which was responded to by A. J. Faunce, of Harbor Springs, as follows:

It is a pleasure and privilege to have the opportunity of replying to this gracious and hearty welcome we have just received.

In behalf of the Retail Grocers and Meat Dealers Association of Michigan, I wish to thank the Grand Rapids Association for the tireless effort they have put forth to make this convention a success. All cities vie with one another in entertaining conventions, but seldom, if ever, have I visited a city where the people put forth a greater effort or are more friendly and cordial than yours.

Your retailers are a live up-to-date group and we are fortunate indeed to have such men as Mr. VanderHoning, Mr. Hanson and Mr. Gezon to handle the affairs of this meeting and bring it to the success it now promises to be.

Our thanks are due the wholesalers for their assistance. These men are of the very finest and are always willing and glad to give a helping hand and good advice to the retailers throughout the State.

It is also with a great deal of pleasure that I mention our trade journal, the Michigan Tradesman. No association has a more staunch friend or one more deeply interested in assisting to solve the problems which confront the independent retailers than Mr. Stowe. If it were not for his advice and fighting spirit demonstrated through the columns of the Tradesman in our behalf, we would not feel the assurance of the future that we now do.

In conclusion, let me say that the Association will always feel grateful to the city of Grand Rapids, and you may be assured that the benefit and pleasure derived from this convention will long be remembered by each and every member.

President Hans Johnson was then introduced by Mr. Vander Honing and proceeded to deliver an interesting annual address, including several suggestions pertinent to the grocery and meat business for the consideration of the conventions.

Secretary Gezon then read his annual report as follows:

As another year draws to a close we can look back with some degree of satisfaction, although nothing of a spectacular nature has transpired through this office.

A few local difficulties have been threshed out and settled and some co-operation has been given to the National Grocers' Association and the Federal Trade Commission.

Our financial condition is as follows:
Cash on hand April 17, 1928 ..\$1,371.59
Total cash received 2,160.51

Total 3532.10
Total cash paid out 2,165.84

Balance on hand\$1,366.26

There has not been as much activity as usual among our local grocers organizations and the quality service stores have had setbacks in some towns.

New organizations sponsored by jobbers have crowded out the G. S. stores in some cases, but not in every case. Muskegon, Grand Rapids and some other towns still remain true.

I want to encourage our organized towns to keep up courage and strive to get your Association on a higher plane. As groups study the methods of the chains and beat them at their own game.

In the three years we have had the chains next to us we have learned that they are good merchants and that they could teach us a lot.

At the present time there are before the Legislature three bills which demand our attention, yet none of which need cause any retailer to lose much sleep. They are the bad check bill, the garnishment bill and the chain store licensing bill. I hope the Legislative Committee will have a report.

In closing, I wish to report that the Federal Trade Commission of Washington is recommending that trade associations be licensed so that they may work in closer harmony with the Government.

If the Government recognizes us as a useful factor in the business world, should not we, the members, support the work and encourage the officers at all times?

It is the wish of the officers that the program as outlined be closely adhered to and I am sure you will be better merchants if you give close attention to the addresses and also to the discussions.

Dick Miles, of Holland, read an interesting paper on How To Handle Customers' Accounts, which is published verbatim elsewhere in this week's paper.

Edward Hesse, of Muskegon, gave an interesting talk on Price Tags and Price Cards, which was well received and was followed by instructive addresses by other members of the Association.

No evening session was held, so as to give the members ample opportunity to attend the food show now in progress in the Klingman building under the auspices of the local association.

Rare Sugar From Waste.

Through the joint efforts of the Bureau of Standards, the Alabama Polytechnic Institute, the University of Alabama and the Alabama Industrial Development Board, the cost of xylose, a rare sugar, may be reduced from \$100 a pound to 50 cents or less, and Alabama farmers may find a market for their cottonseed bran and peanut shells. Xylose, which is useful in the food, textile and leather industries, has been recovered from these waste products of the farm on a laboratory scale which justifies the building of a small factory to try it out commercially. Present indications are that it can operate on a basis that will produce xylose at a cost of about 50 cents a pound. The first factory will produce about 100 pounds of sugar a day, which will be sufficient to determine its commercial usefulness.

Relabel.

Doc. Thompson: The man who got up the label for this bottle of Cure for Chills must have a strong sense of humor."

Druggist: Why?

Doc.: It reads "Shake well before using."

As Your
AGENT

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

Your securities are **yours**, always immediately available, but the responsibility for their care and custody is **ours**.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

Why Not Provide for the
Certainties?

A man provides against the uncertainties of life—against the chances that he will die before he is 60—through life insurance, accumulating out of his income a fund that is payable upon his death.

One's income, just as life insurance funds are built. One of the safest and at the same time most productive ways of building such a reserve is through investment in sound bonds.

But the same man often neglects to provide for the certainties of life—the certainty that he will want a comfortable financial independence at 60, and that out of every hundred men who reach that age, eighty are dependent upon children, relatives or charity.

For example, \$50 a month will build an estate of \$25,000 in twenty years if invested in 6½ per cent. bonds and the interest re-invested at the same rate. Systematic investment, plus compound interest, is a powerful and sure way of gaining financial independence. If you have never bought bonds or if your present holdings are limited, let us explain fully the advantages of a real investment program.

Independence in later years can be assured by building an investment reserve out of

HOWE SNOW & CO.

Incorporated

NEW YORK
CHICAGO
SAN FRANCISCO

GRAND RAPIDS
PHILADELPHIA
WILKES BARRE

DETROIT
ROCHESTER
BOSTON

BUILDING OPERATIONS LAG.

From the reports now at hand on the progress in major industries last month it is found that several new records were made. Thus the average daily steel output was the highest of all time and the automobile industries hung up a record output. Steel operations have been fed by tremendous motor car production and also by the marked revival in freight car purchases by the railroads. The latter even this early in the year represent 70 per cent. of the entire purchases for 1928.

Despite these evidences of progress in industry, the ebb in building, which with automobile manufacture has been the keystone of the prosperity arch, still continues, and contracts last month were some 22 per cent. under February, 1928. This phase of the situation and the crisis in credit contribute two definitely unfavorable elements to the outlook. Whether automobile producers are overestimating their market remains to be seen. In 1924 they forged ahead for three months, then eased up under a glut and dropped schedules rather radically for the rest of the year.

Five years ago the reaction which set in soon after the spring might have been charged against the coming election, but there was better ground for blaming overproduction in many lines. Industry had to hold down operations until the surpluses were cleared.

In the inaugural address of President Hoover little was discerned of new business interest, although the overhauling of the Federal judiciary machinery may reduce litigation waste and also, perhaps, remedy the bankruptcy conditions now so largely in the public eye. The special session of Congress called to begin April 15 is regarded as a mixed blessing in business quarters since it may bring unfavorable legislative proposals along with its few tariff advances.

FAR-REACHING INFLUENCE.

At the conference of executives recently held in Louisville to study the progress being made in the grocery survey undertaken there, O. H. Cheney, Vice-President of the Irving Trust Co., points out that the study will not only help the grocer find out where he is going but "what he needs even more at the present time, to find out where he is." Mr. Cheney it was who first explained the "new competition"—the battle of industry with industry for the consumer's dollar. At Louisville he pointed out that the problem of how to meet competition—what each business has to do about it—is of little vital importance compared with the far greater problem of what society should do about competition. "We are paying too high a price for it," he stated. Competition up to a certain point, he explained, stimulates distribution, develops new wants and the means of filling them, cuts costs and increases efficiency. "But beyond that point," he added, "competition does just the opposite."

Many of the evils which the Louisville survey will undoubtedly bring out

will be traced directly to competitive effort—cutting prices needlessly, adding lines beyond the point of profit, purchase under pressure only to overload shelves already overstocked and a host of other ill-advised actions. What the study will also indicate is just how a store must be run to operate at a profit; in short, it will answer Mr. Cheney's plea for intelligent competition.

This work sponsored by the Department of Commerce and the food interests of Louisville is likely to have a very far-reaching influence not only in the food industry but in other lines, because in general the problems of the grocery business there are the questions being asked elsewhere.

MERGERS MAKING PROGRESS.

Another batch of store mergers during the week gave evidence that, while there is a great deal of discussion and any number of rumors flying about, there is also concrete progress being made in advancing these retail combinations. Just how all these enterprises either under way or planned will fare is a question no one is fully prepared to answer because of the varying conditions involved. As a general proposition, it seems safe to predict that success or failure will depend very largely on management. Intelligent management will see that the units are adapted for the service planned; it will be careful to pay a fair and not an exorbitant price, and it will proceed to operate its system of chain distribution on tested and approved lines.

A peculiar feature, of course, in the present development toward chains in the general merchandise field is that to all appearances these chains would have prospered to a much larger extent in former days when the demand was for staples and there was not the style acceleration common to the present. With the "consumer in the saddle" as it is put, the flexibility of an independent establishment appears to be a good deal more suited to the quick procession of new wants and desires.

Of course, a chain store may readily acquire a flexibility of its own. Frequent changes in design would be offered, but only in standardized articles, in much the same way as the automobile manufacturer has dealt out his standardized models. This view of possibilities is strengthened by the likely project that store mergers will be met on an increasing scale by mergers of manufacturers in the merchandise lines.

"NO MONEY IN BOOTLEGGING"

The hotel proprietor who, following his arrest on a charge of selling liquor, said, "There is no money in bootlegging," made a statement entirely too broad. When he was arraigned the Assistant United States Attorney described him as a disillusioned member of the "rum racket." And the defendant added mournfully that profits were lacking in bootlegging "because of the overhead expense."

For some of the speakeasy proprietors there may be little or no profit in the sale of illicit liquor under present conditions. Many of them have testified to that. But this by no means indicates that bootlegging is not an enormously profitable thing. It all depends upon which end of the business one is in. If one is a member of any of the great rum manufacturing and distributing rings which exist in every part of the country there can be no question about profits. Such bootleggers make millions. And they make them after paying all "overhead," a large part of which consists of protection money paid to the police and others whose duty is presumably to enforce the Prohibition law.

But the small fellow—the man who operates a hole-in-the-wall liquor dispensary—frequently makes little or no money. His profits must be "cut" too many ways. After he has bought his stuff from the syndicates at prices that afford the latter a great profit, paid his rent and last, but not least, "covered the palms" of grafting officials, without whose connivance he would be closed up, it is small wonder that his profits vanish. His own profits, indeed are slender simply because the profits of others connected with the bootlegging business are disproportionately large.

SENATORIAL SPITE.

The Senate in its last moments committed an act of petty spite.

It instructed its Judiciary Committee to investigate whether the President has a legal right not to present for confirmation the names of Cabinet members carried over from the preceding regime and whether Mr. Mellon's various stock ownerships do not prohibit him, under the law, from heading the Treasury Department.

The best opinion of Senatorial lawyers has ever been that a Cabinet officer once appointed holds office until he resigns or is removed. This is plain common sense. If every appointed employee of the United States automatically went out of office at the end of every Administration, the new President and Senate would have no time for anything but reappointing them. Incidentally, there is the absolutely conclusive precedent that Mr. Coolidge four years ago did not even dream of presenting his old Cabinet for reconfirmation by the Senate.

As for the contention that Mr. Mellon violates the law because he owns stock in certain businesses, its establishment would automatically bar from the Treasury most American fitted to head it. Again, the best Senatorial opinion is that Mr. Mellon fully complied with the law when he resigned all his positions as an officer of these corporations. Furthermore, it is utterly absurd to start such a hue and cry after Mr. Mellon has been Secretary of the Treasury for eight years.

Nothing will come of the Senate's spiteful resolution. But its passage is certainly a display of childish bad manners toward a new President.

PROFIT ANALYSIS.

The net profits reported by 900 American corporations for 1928 were approximately 14 per cent., according to an analysis made by the National City Bank. That is a sizable gain and exceeds by quite a margin the estimate placed on the increase in industrial output during the twelve months. Manufacturing efficiency would account for the difference, no doubt. On the other hand, there is plain evidence furnished that the frequent reference to "stable conditions" in industry last year was very far from the mark. The showing by industries is very spotty, the profits ranging from an increase of 152 per cent. in the case of nine electrical equipment companies to a decline in profits of 78 per cent. for nineteen cotton mills. And, again, within each industry there was probably just as much variation.

What these figures appear to emphasize is that the days when "good times" were quite evenly distributed among industries has passed. To-day we have prosperity enjoyed by groups of industries while others languish. It is evident, also, that those industries which are forward looking and possessed of good technical equipment are pushing ahead at a much better rate than others.

It would not be well to judge that the average struck even for this large number of companies also applies to industry as a whole. These corporations command the best management talent available and their results for that reason should be above the average.

"TOM" TAGGART.

"Tom" Taggart was the last of the old "bosses." With Charles F. Murphy of New York and Roger Sullivan of Illinois, he made up a horrific trio used by Bryan and then by Roosevelt as a symbol to scare the country with. Yet that outburst against the constitution of bossism in 1912 aroused a newer social conscience which eventually ended it. Where in the country to-day do we find the equivalent of these old satraps? Taggart may be regarded as of the pioneer era of modern American politics. He had the faults and the virtues of his age. He stood for the political machine, but he also symbolized Indiana. For the State which he loved he thought and worked not only as a boss but also as a statesman.

Multitudes of people do not half respect their work. They look upon it as a disagreeable necessity for providing bread and butter, clothing and shelter—as unavoidable drudgery—instead of as a great man builder, a great life university for the development of manhood and womanhood. The man who has not learned the secret of taking the drudgery out of his task by flinging his whole soul into it, has not learned the first principles of success or happiness. It is perfectly possible to so exalt the most ordinary business, by bringing to it the spirit of a master, as to make of it a dignified vocation.

Orrison Swett Marden.

MACHINERY VS. MAN POWER.**We Cannot Go Back To Days of Ancestors.**

There is a man living at the present time in the far East country called India by the name of Ghandi. He is what might be called a revolutionist. We are probably not able from any definite standpoint to dispose of his case or treat in a very interesting way the cause, which he espouses in India. We will use it, however, as an introduction to this discussion.

India is a nation which not only is controlled now, but has been for a great length of time, by the English government. For many centuries England has had more dependencies, over which it has exercised its rule, than any other country known to us. If we should make a long list of these dependencies, we would all find that quite a percentage of them are made up of people who have not as yet arrived at what we call "advanced civilization." Therefore, in this latter class of dependencies, the question of the lower classes of life, and in fact, the slavery of certain classes to the rich, are yet dominant.

This man in India has a keen mind and very lately conceived the idea that he would go before his people with the thought and scheme that, based upon their conditions and the strict rule of England over their proceedings in every form, it would be best for them to go back entirely to former methods of not only slavery, but hand-labor instead of adopting any modern methods, either in Agriculture, business or anything else that other nations have adopted. In other words, go back to the plow and the sickle, to the weaver's loom and all the simpler methods surrounding human life and not attempt in any way to adopt those things, which in other nations have brought them out of their lowly conditions and furnished, not only the opportunities, but the faith in better things. In fact, the Ghandi statement is practically, "back to the loom."

It is a significant fact that the people of the United States did not make any particular advance from the common undertakings of life until by war and proclamation, they abolished slavery.

This statement may seem to be far-fetched, but if we will stop and think, we can readily understand that in any country where labor of all classes is derived from those who are practically in slavery, the wages are very small and, therefore, better things are not aspired to. In fact, such conditions bring about no benefits to people, who from the lack of education and surroundings and practical opportunities have no desire and put forth no effort for better things. It matters not whether we believed in slavery or not, when it was in vogue in the United States, but from that time on, until the present, this country has not only overtaken, but has practically surpassed any other country in the world in its progress along hundreds and thousands of lines of procedure.

As a homely illustration, allow me to say that if we think back fifty years

or more and remember the simplicity of dress, the modes of living, the rag carpet, the soft soap, the smoked hams and dried beef of our own curing, we will realize that in half a century all this has been changed and every bit of it has passed into the process of being created and cared for by machinery instead of by human power, the work being done by those, whom we may properly call slaves. This advance has naturally brought higher wages and it has been clearly demonstrated that better compensation, school privileges, church life and a higher average of common contact among human beings has redeemed our country from a tendency towards stagnation to that of one decisive in progress.

We sometimes hear someone say

higher spirit than were the generations of the past. This statement may seem extravagant, but what we mean is this, that in all the walks of life, whether it is in producing natural products, whether it is making machinery or advancing the methods of merchandising and banking, the person, who attempts to lead, and those who conclude to follow, must be imbued with a spirit that we might almost call "divine," to lead them to the accomplishment of better things. As soon as a man feels himself inclined and is willing to devote his labor and his natural power to producing something better than we have now there will be no danger of our falling from grace or failing in our onward march in this country for better things in every field of endeavor. The truth is that our failures come

through long years of experience and advanced thought, we all discard this old belief and know that it applies to every man, woman and child, who can grasp the thought and join on the Onward March. Lee M. Hutchins.

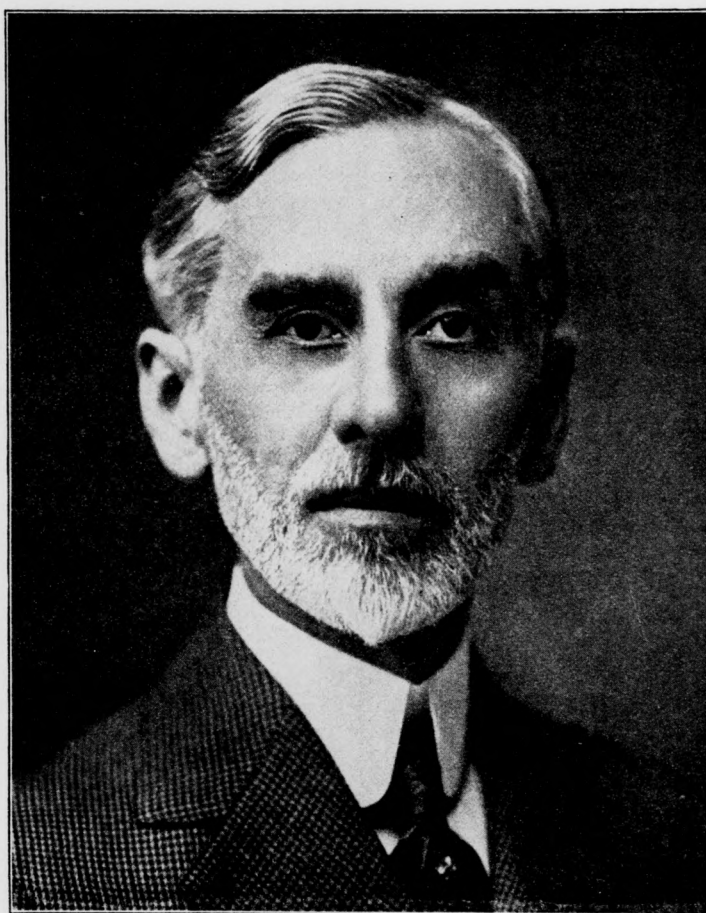
Business Mortality.

In a Southern city one retailer in every forty fails every month and his place is promptly taken by some other aspirant. Actually the business birth rate is slightly higher than the death rate, so that, in spite of the casualties, the army of retailers continues to grow apace. The losses involved are by no means confined to the unfortunate individuals. Real estate owners fail to collect full rentals, equipment houses are frequently involved, and manufacturers and jobbers rarely escape unscathed. All this may react unfavorably on local banks and adds materially to the rising costs of distribution. Taking this as a typical case, the Department of Commerce has undertaken a careful study designed to ascertain the causes of bankruptcy in particular groups, inspired by the hope that with definite facts as a basis a way may be found to put the retail business in general on a firmer foundation. The idea is sound enough. Medical science depends for its achievements on identification and isolation of the causes of morbid conditions. The body commercial is no less susceptible than the body physical to invasion of parasitical enemies to healthy development, and in both cases vitality depends on ascertainment of what is wrong at the source of the trouble. But the analogy should not go too far in pushing the enquiry. Laboratory research, invaluable in dealing with bodily disease, too often leads to rather futile results in the practical affairs of business. The man of science bases generalizations on specific observation of actual, concrete substances. Business research that follows this method closely is inclined to be satisfied with statistics gathered from responses to questionnaires that afford but meager foundation for elaborate structures of deduction. If the projected study is to be fruitful in useful information it will rely as much as possible on studies at first hand. Better a few solid facts than much data of problematical accuracy.

More Hahn Units Reported.

Negotiations with a number of stores throughout the country have been carried on by the Hahn Department Stores and it is understood that virtual agreements have been reached. Within the next three to four months, it is unofficially said, the Hahn chain will take over stores doing \$100,000-000 retail volume annually, in addition to those already acquired. Signing of formal agreements, it is said, awaits appraisal, auditing, inventory and legal steps and the fixing of terms of the transfer. Reports continue that the Hahn organization will acquire a well known metropolitan store.

What this Nation needs is not so much more millions for the enforcement of laws, but a new moral discipline and determination.



Lee M. Hutchins.

that "they do not know what will become of us if we continue to have machinery for everything that we desire to do." We forget that machinery requires more labor than ever before to produce the things we have to have. These laborers receive better pay and enjoy an enlarged and higher scale of living. These things cannot be surpassed and they cannot be curtailed. They deprive no man of his just deserts in his contest for existence.

Over and above these statements, allow us to say that we are of the opinion that our social and economic system cannot go on toward even better days than we have now, unless through the bringing up of our young people, the privileges, which they enjoy in preparing for the walks of life, they are impressed and imbued with a

through the men, who are dishonest in spirit or through some men, who seem to have no particular aspiration or inclination to do good and better things.

Now we might ask the question, what this spirit is? In the civilized nations of the world, it is admitted that there is produced somewhere a certain inclination and we are inclined to say "Spirit" to achieve and we must not overlook it. In other words, we must give full credit for something that is inborn and that creates in us a desire to not only be something ourselves, but to do something for someone else. There have been ages when a good share of the human race believed that Divine inspiration was only designed for a very few, who are selected from a large group, but

MASS DISPLAY OF GOODS.

They Help To Put Punch and Pep in Business.*

I happen to think of a story which would perhaps be fitting at this time and inasmuch as it fits in with the picture of the grocer to-day I am going to tell it to you:

"There were a couple of farmers down South. One of them had been there a great many years while the other hand recently moved down from the North. The farmer from the North had brought his chickens with him. There was a high board fence between the two farms, so the chickens from the one farm could not get over to the other, but one day when the rooster of the Northern farmer was wandering along the fence, he discovered a hole in the ground beneath the fence. He looked through the hole and then crawled to the other side of the fence and to his amazement he saw a great many things he had never seen before. He saw many trees that are grown only in the tropics, guinea hens, ostriches and several other animals he had never seen before. While he was wandering around he discovered a real large egg which was an ostrich egg. He looked at the egg in astonishment and out of curiosity tried to pick it to see what was inside. The egg rolled and he got the idea that he would push it over to his side of the fence and after considerable difficulty he finally succeeded. Then he crowed real loud and all the hens came running around to see what the cackling was about and he said to them: You are a good lot of hens and you have always done good work. You laid eggs regularly, but I just want to show you what they are doing in the other territory so look at this egg and try your best."

The moral of this story is for everyone to see what they are doing in the other fellow's territory, as it pays to get out and get new ideas. That's what you gentlemen are here for to-day.

In America the cycle of business changes practically every ten years. It is so in your own office. The grocer's equipment such as scales, display racks, ice boxes and automobiles that were up to date ten years ago are practically obsolete to-day. The methods of doing business also change.

There are two and a half million people born every year in the United States and it is the newer generation which we must cater to. In our own business if we were to operate with the same machinery, conveying equipment and so forth which we did four years ago our plant would be operating at a loss to-day. It is necessary for us to be on the alert every minute, study out new methods of handling our products, new methods of merchandising them and new methods of making them. It is the same with the retail grocer.

Massed displays and modern display fixtures have come to be an important factor with the retail grocer. I know this to be so because it is true in the

biscuit department of every grocery store and this is the department we are vitally interested in. We have during the past few years had display racks built according to our own ideas and by getting grocers to put them in more prominent locations in their stores and massing their biscuit displays with the new packages and fixtures we have been putting out lately, we have been able to get grocers to increase their biscuit sales from 15 to 100 per cent. If it is true in some stores it surely can be accomplished in yours, if you have the massed displays.

It is, of course, very essential that you give preference to massed display of the most profitable items you sell, as the grocer should be interested in selling the items which show him the greatest profits. This is true in the biscuit end of your business, however, inasmuch as crackers are the greatest sellers in the biscuit department of the grocery store it is very necessary that a special be put on the best selling numbers occasionally to meet the competition of the chain store. One thing to remember when putting on a special or advertising is not get your price above the specials that your competitors are advertising for if you do you are simply advertising his business and spending money to tell the consumer that your price is higher.

I believe that every grocer should get to conventions; also visit successful independent retail grocers within a range of fifty to one hundred miles of his own place and exchange ideas with his fellow grocer. It is also a good idea for a grocer to visit the chain stores occasionally, get their method of displaying goods and locating fixtures, also to notice how they keep their stores clean and so forth. It is not necessary that the grocer buy anything in the chain store, but he can go away from his own neighborhood, stop in and look them over. I myself visit biscuit factories all over the country and have other executives and superintendents do the same thing. Why shouldn't the grocer do this? He surely would be able to learn something by looking over other stores and talking to other merchants and exchanging business ideas with them.

A great many of the independent retail grocers have fear of the chain store competition, while it is hard in some ways, if you study their methods you will find that by using some of the same specials they use, which they use as bait, you can sell specials just as cheaply as they can. Then too with the personality you have by coming in personal contact with all of your customers and the fact that you have the telephone and delivery equipment which the chain store does not have, you should find them to be your easiest competition.

I have noticed and you will undoubtedly agree with me that the chain store uses a very cunning method of advertising which will appeal to the men of the family by advertising cigarettes at \$1.15 per carton. I believe their reason for doing this is that in nine

out of ten homes the woman is always complaining about the high cost of living, wanting more money while the man is usually complaining that the woman is spending too much money and inasmuch as he bought cigarettes at \$1.25 per carton he notices that the chain store is selling them at \$1.15 thus he thinks the chain store is the cheapest place to buy goods and tells his wife to buy there.

Now there is surely one of two things about the cigarette business: That the manufacturer is giving the chain store a special discount on cigarettes because they sell them cheaper or they sell them at a loss charging it to advertising. If I were an independent retail grocer and this cigarette business seemed to have such a great effect on the head of the house, I would make trips regularly to the chain stores away from my own store and buy cigarettes at \$1.15 per carton and sell them at \$1.15 per carton. In this way you can be using a special at the expense of the chain store and it may be possible that you can do this with other items that the chain store is selling. I am only speaking of specials that are sold that way at ridiculously low prices.

If I were an independent retail grocer I would have no fear for the chain store whatever and think that a great many grocers are more alarmed over chain stores than they need be. I have seen many of them start and have also seen many of them go. They cannot operate chain stores at a loss and where grocers give them good stiff competition they are gradually driving them out of their neighborhood.

Professor Paul H. Nystrom of Columbia University, has made the following comparative estimate of retail sales distribution in 1926, 1927 and 1928, and I am going to read you this:

Type	Total Volume 1928
Chain Stores -----	\$ 6,200,000,000
Department Stores -----	6,500,000,000
Mail Order Houses ----	1,400,000,000
Individual Stores -----	25,200,000,000
House to House -----	1,700,000,000

Type	1928	1927	1926
Chain Stores -----	12.0	12.0	15.0
Department Stores --	16.5	16.0	16.0
Mail Order Houses --	4.0	4.0	3.5
Individual Stores -	63.75	63.0	61.25
House to House ---	3.75	5.0	4.25

In November 1928 the following chains were reported:

	Stores
34 Grocery chains reported----	29,929
14 Five and Ten Cent reported	3,198
5 Dry Goods Chains reported	1,271
13 Drug Chains reported ----	1,083
4 Cigar Chains reported -----	3,648
7 Shoe Chains reported -----	686
4 Candy Chains reported ----	298

The Chain Store Review reports that there are 6,675 chains in the United States, an increase of 71.6 per cent. over 1927, yet their per cent. of total sales showed no increase over 1927 and a decrease of 3 per cent. as against 1926.

I am sure that if you will digest these figures very carefully and will use the proper methods for fighting chain stores such as price specials, ar-

rangement, painting and lighting, you will find the chain store competition a lot easier than thought for because these figures plainly show that in 1928 their sales showed no increase over 1927 and a 3 per cent. decrease over 1926.

What better evidence does anyone want than this and when you go back to your places of business think over what I have told you, put the punch and pep into your business that it should have and you will find that you will be a happier groceryman than you have been last year and that during the coming year business will be more profitable than it has in the past.

Call For Bathing Accessories.

Influence of the sun-tan vogue at the Florida resorts has been productive of strong early interest in bathing suits, manufacturers' bookings being considerably ahead of last year. New models allowing for greater exposure of the body to the sun's ray have been developed. Some of these are rather extreme and it is said to be a question just how far these extreme types will meet with favor at the Eastern beaches. At the same time the vogue for beach coats is steadily assuming greater importance and all indications point to a notably strong demand for this merchandise, developed in high novelty effects.

More Activity in Novelty Jewelry.

Closer approach of Easter has brought further stimulation to an already active market in novelty jewelry. Re-orders have been coming through in a manner to suggest a record Spring season, while manufacturers and importers have followed up their advantage by bringing out a number of new effects. Sun-tan types are most prominent in these, but there is also a strong concentration on crystal, colored stone and costume jewelry based on the recent showings by the French couturiers. Pearls have lost none of their favor and are wanted in choker and multi-strand effects.

Shirt Volume Gains Headway.

Absorption of stocks of men's shirts for sales purposes continues a major feature of the business being done in the market here. Orders for regular merchandise, however, are growing and pre-Easter wholesale volume is expected to show up well. Manufacturers are putting forth strong efforts to build up the demand for fancy patterns and some success is reported. The collar attached style retains its leadership. Growing interest in madras numbers is reported, but white broadcloths still account for a large percentage of the business.

Let every man sweep the snow from his own doorstep and not trouble himself about the hoar-frost on his neighbor's tiles.—Confucius.

When you want good cheese
ASK FOR



*Paper read at grocers' convention by Edward Schust, President Schust Co.

Britain Awakens To the Situation.

Grandville, March 12—A strained expression sits on the British brow since the act of our Congress agreed to by the President for the construction of several war ships giving our navy a standing in the world scramble for power on the sea.

Lord Rothmere warns Britons of danger which exists because of his country's attempt to put something over on Uncle Sam, so far as naval preparation is concerned. We, as the greatest nation on earth, with thousands of miles of sea coast, can ill afford to dispense with an ample navy for national supremacy and home defense.

President Coolidge was wise enough to see this as well as Congress hence we are to build a number of first class battleships which even the boasted ruler of the sea will not dare to defy.

Tom Cringle, an old time British seaman in years gone by, wrote feelingly of his country's valor, carrying the idea that Spanish armadas and French war ships had no terrors for the sea dogs of Britain, which still boasted that it was mistress of the sea. Nevertheless he said there was one fellow who of late had come into notice—the American seaman, and declared that while England bowed to no equal on the ocean he was bound to admit that a d--- Yankee could stand on a slippery deck as long as an Englishman.

Lord Rothmere, chief owner of the London Daily Mail, who is now in New York for the express purpose of allaying any ill feeling the late actions of the British government as regards naval affairs in connection with this country aroused, says:

"In some inexplicable way the British foreign office, under its present chief, has failed to grasp the paramount importance of what after all must be the basis of our foreign policy—the maintenance of a most cordial understanding between ourselves and the United States."

Quite a concession for a Britisher to make is it not? Why is his Lordship so evidently anxious to win the respect and good will of America? Not for any deep seated love for this country, but rather for a deep concern for the best interests of his own.

Does anyone imagine an English lord would thus express himself had we refused to build up our navy to full capacity with his own? It is that one word power that expresses the gist of the whole matter. Caught in the act of playing a smart trick on the Yankees, this Britisher warns his countrymen that such scheming on the part of England will not work. Some people who pretend to represent public opinion in America have fooled the British with their canting whine for peace and a dead navy. The fact that this trick has been detected and thwarted makes Britain suddenly very friendly and anxious to talk over the situation with America.

The fact alone that all England is so suddenly made aware of the true situation, and is anxious to retain the cordial relations so long existing between the two countries, ought to open the eyes of our pacifist citizens to the real issues involved.

War between England and America is unthinkable say these lovers of peace at any price. Perhaps this is true, yet even so that is no justification for complete disarmament on our part. England, with a dominating number of naval ships, would certainly not make for that security which the United States desires.

Naval preparedness never precipitated war. On the contrary it has held war in abeyance, and will do so again without a doubt. In most of our wars at the beginning we have been taken at a disadvantage and have suffered accordingly. Let it not be said that America hesitated when the common sense of mankind indicated

the necessity for a sufficient navy to protect her interests at home and abroad.

Of what use can our Monroe Doctrine be without naval guns behind it to give it force? It will be remembered that in our Revolutionary war many religious denominations took up with the patriot cause and fought as bravely behind the guns as did the veriest hunter of the hills. One minister shouted as he tore his hymn book for wadding to his firearm, "Give 'em Watts, boys, give 'em Watts."

That was the true spirit of patriotism which it would be well for us to imitate to-day in our intercourse with the world. There is not the slightest doubt that England has seen her mistake and will be willing to come to any terms Uncle Sam is willing to demand.

We have the utmost confidence in the new administration which succeeds Coolidge this month, and that the American navy will continue to be an honor to those old naval heroes who kept our flag at full mast on every sea when Decatur and Bainbridge rode the seas.

It seems, from the remarks of Lord Rothmere, that the true Englishman has got his eyes open to the significance of the situation, and that, sensing the mistake made in seeking an alliance with France in naval construction while ignoring the United States, a colossal blunder has been made which will require all the good sense of English officials to remedy.

We of America are not particular about hobnobbing with our British cousins even though our resolve to increase our naval ships has awakened them to the nasty treatment they accorded us in the recent past.

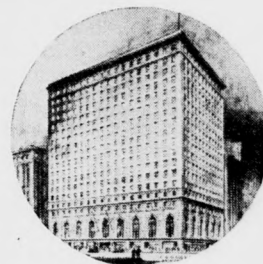
There is not likely to be a strife to see which can build the largest navy, but England has suddenly discovered that Uncle Sam is not by any means asleep at the switch. Old Timer.

Food Show Is a Success.

The annual food show which will be held this week under the auspices of the local convention of grocers and meat dealers promises to be a great success. Many special features have been secured. The list of exhibitors is as follows:

Brillo Mfg. Co.
Climalene Co.
Corn Products Co.
Cox Margarine Co. (Cream of Nut)
Fleischmann Company
Ford J. B. Sales Co. (Red Seal Lye)
Fould's Milling Co. (Macaroni)
Grand Rapids Creamery Co.
Grand Rapids Gas Light Co.
Great Lakes Coco-Cola Bottling Co.
Hanak B. B. Co. (Frigeride)
Hart and Howell (Sure Pop Corn)
Hekman Biscuit Company
Jacobsen J. E. (Vitamont)
Kellogg Sales Co.
LaChoy Food Products Inc.
Marjorie Gift Shoppe
Marv Jane Creameries
Matthews F. C. Co. (Frigidaire)
Mueller C. F. Co. (Macaroni)
Muller, Wm. Bakery (Preferred Bread)
Oriental Show You Co.
Pillsbury Flour Mills Co.
Richards Motor Co. (Durant's)
Roach, W. R. & Co. (Hart Brand)
Rumford Co.
Schulze Baking Co. (A-1 Bread and Cakes)
Schust Company
Standard Oil Co. (Indiana)
Sunlite Dessert Co.
Smith Flavoring Extract Co.
Valley City Milling Co. (Lily White)
VanBuren Co. Canneries (Local Pride)
Voigt Milling Co. (Crescent)
Wolff and Sons (Olives)
Zion Institutions and Industries.

The danger in being dignified is that so few people can tell the difference between that and sulking.

Special Reservation Service — "Wire Collect"

In Detroit—the
Detroit-Leland Hotel

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FINANCIAL

Confidence in Market Is Not Shaken.

By its manner of meeting last week's severe money tests the market shows that the February-March adjustment is not shaking faith in the position of stocks. No ordinary market could stand up under a barrage of 12 per cent. call money, an unexpected \$140,000,000 rise in brokers' loans and Mr. Warburg's brutally bold reminder of 1919-1921. Concern is felt for the immediate movement of stocks on any turn for the worse in credit conditions but the market maintains its absolute confidence in the outlook for the year as a whole. On any substantial recession in prices the volume of trading immediately shrinks as it did after the early June and early December setbacks. Apparently the Reserve's attitude on speculation is not destroying the confidence of American investors in their equity positions, but it obviously is making them reluctant to bid up recklessly for stock from present market levels.

At no time since the Reserve began its restrictive measures more than a year ago has the market been so convinced as now that the Reserve will resort to any measure within its power to preserve its own reputation in its struggle to keep new money away from speculative channels. Yet it remains as much a mystery as ever whether the Reserve or the market will win in this interesting contest. Part of the confusion results from the Reserve officials' failure to state publicly or even agree among themselves on exactly what is needed to bring an adjustment satisfactory to the central banking authorities. While the Reserve feels that the expansion in brokers' loans has exceeded all reasonable bounds it will be reluctant to adopt drastic measures to induce liquidation provided it gets evidence simply that the patient's fever has been brought under control.

The anomaly of the situation is that the rising trend in money rates to date has brought no evidence of injury to industry. Certainly business enterprises have not been in need of funds that were not readily available to them. In the financial district it has been assumed that the steel and motor industries would continue at a record pace in 1929 but that the first sign of recession as a result of dear money might come in the shape of relaxation in the construction industry. As the first quarter of the year draws toward a close it seems more likely that the test may come in the motor industry than in building. Contracts awarded for building during February fell 22 per cent. below a year ago, but in general the principal change has been in the speculative residential building at a time when demands for major construction and plant programs reveal an underlying position of strength not anticipated.

Meanwhile the public's craze for stocks is enabling the managements of American corporations to put through financing programs highly beneficial. By raising funds through the flotation of stock rather than bond issues, and

by in many cases actually wiping out all funded debts through the sale of new stock, the managements are preparing themselves to ride through any storms the future may bring. With these revised capital structures the managements could face a long period of depressed earnings without embarrassment. What is more they will be in a position when the time comes if it ever does to enter the market with a clean structure to sell bonds. Needless to say the extraordinarily strong earnings position of most American companies at this time enables them to market their junior securities on a more favorable basis than ever before in history and alert managements have not been slow to take advantage of their opportunity.

Paul Willard Garrett.
[Copyrighted, 1929.]

Restriction on Output Assures Reasonable Earnings.

In few industries has the modern trend toward consolidation of small manufacturing units assumed such proportions as is found in the field of industrial alcohol. There are now only about a dozen American companies licensed to manufacture alcohol, and probably three-quarters of the country's output is produced by three corporations.

To establish control over alcohol's manufacture and distribution and to check its diversion into illicit channels the United States Treasury Department through the prohibition authorities put into effect January 1, 1928, a plan to restrict output to the country's legitimate commercial needs.

The effect of this restriction on the industry was remarkable. First, it removed the possibility of over-production, a factor that had handicapped manufacturers for years. Then, too, it virtually assured producers of a market at good profits for all the alcohol they were permitted to manufacture.

One of the three largest producers to benefit from the change was the American Solvents and Chemical Corporation, formed in 1926 as a consolidation of several smaller units.

Its plants, in New Orleans, near Boston, near San Francisco and at two other points in Louisiana, are strategically located to obtain raw materials. Molasses, once a waste product of sugar mills, is most widely used in this country, and, because of its large production as a by-product, it is usually much cheaper than competitive materials. The process of manufacture is decidedly simple and inexpensive.

As conditions in the industry have improved, earnings of American Solvents have recovered. Directors recently declared a special dividend of \$1.50 a share on the 3 cumulative participating preference stock, on which accumulated dividends amounted to \$6 a share. It is assumed these payments will be continued until arrears have been paid off, when the common will be in line for dividends. The preference stock is entitled to participate in dividends with the common to the extent of \$1 a share and is convertible, share for share, into the junior stock.

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ized, a 6½ per cent. debenture issue of \$1,990,000 preceding the two classes of stock, of which there are outstanding 100,000 shares of preference and 160,000 shares of common. The company has no bank loans, and the ratio of current assets to current liabilities is about 8 to 1.

Demand for alcohol, which is being used more widely than ever in all kinds of industries as well as for an automobile anti-freeze, far exceeds the limited output, so that no sales effort is required on the part of manufacturers. Prices, though higher than in the period of overproduction a few years ago and sufficiently high to assure a comfortable margin of earnings, are unlikely to advance unreasonably, because the Government doubtless would oppose such a penalty on commercial users. The industry has been stabilized.

William Russell White.

[Copyrighted, 1929.]

Bank Heed Reserve Warning.

Last week's flurry in call rates rightly is regarded by the market as a victory for the Reserve in its opposition to speculation but the market is wrong in its view that the present money rise reflects settlements connected with the approaching tax period.

Actually it reflects rather the final pinch of the month-end settlements that frequently does not reach its maximum until some days after the month's turn. If the market would review its history it would find that the upturn in rates associated with tax payments does not usually come until some days after the tax date. Temporarily the receipt of Treasury redemption funds tends to keep money easy on these dates until tax collections are completed.

Exactly how much of this week's money flurry reflects the month-end pinch, however, and how much of it reflects another influence, nobody can tell at this time. Certainly evidence is at hand of a more general co-operation with the Reserve program on the part of banks than at any time recently. The Reserve's warning against speculation, and its appeal for better co-operation from the member banks, came at the end of the first week of February. Some interesting changes have occurred in the bank figures since then.

Brokers' loans for the account of out-of-town banks fell \$238,000,000 between February 6 and February 27. Here is striking evidence that the correspondent banks took the warning seriously, and it was the correspondent banks that had not apparently taken the matter so seriously to heart previously. In that same period there was a further reduction in brokers' loans by member banks for their own account but that was not so significant since the New York banks right along have been relatively slow to make loans of this character. The difficulty has come from the Reserve's point of view with the out-of-town banks and with "others."

Assuming that the money market is running true to form this means that money should be more readily

available during the second week of March than it has been during the first. Whether in this instance the approach of March 15 will induce another temporary pinch remains a question. If corporations and individuals have allowed their cash balance to run down it is possible that the withdrawals of funds just preceding March 15 will be heavy as tax payers move to build up their deposits in anticipation of tax payments. Paul Willard Garrett.

[Copyrighted, 1929.]

Sees No Sign of Trade Decline.

When prosperity will begin to feel the pinch of dear money the National City Bank of New York, which in its March bulletin is plainly sympathetic to Reserve policy, does not pretend to know. What it does predict is that money rates will continue firm for a time but it sees "little evidence that general business has been hurt thereby."

The bank is impressed by the sound position of representative concerns in most industries as indicated by the annual statements now coming to hand. It comments upon the large company holdings of cash and securities, moderate inventories and the small bank borrowings. A tabulation of 900 corporations whose published annual reports have appeared to date reveals a 14 per cent. gain in net profits over the preceding year.

Naturally a cross-section of so many concerns reveals an uneven prosperity. Eight companies in the motion picture and theatrical line enjoyed a 32 per cent. gain over 1927 indicating that "amusing the American public has now become one of our billion-dollar industries." The sharpest gains in net profits over the year before were in the electrical equipment concerns which show a 152 per cent. increase, copper 125, auto accessories 84.2, aviation 77.5, meat packers 99.2, petroleum 96.2, iron and steel 33.5, chemicals 35.1, agricultural implements 24.9 and automobiles 18.4.

Prominent among the 1928 declines in net profits over the year previous were the cotton mill concerns whose profits fell 78.1 per cent., sugar 49.8, rubber 44.7, silk 25.1, railway equipment 22.2 and shipping 13.1.

Commenting on the effect of dearer money on business the bank says: "Commercial money rates continue to enjoy a favorable advantage over Stock Exchange money rates owing to the deliberate policy of the banks in favoring loans of this class, and it cannot be said that 5½ per cent., which is the rate that has prevailed for the best names, is abnormally high when consideration is given to the unusual activity of business."

Either Stock Exchange rates must come down or commercial rates must go up if the bank is correct in calculating that the disparity between call rates and commercial rates cannot continue indefinitely. At present the prospect is for an adjustment through an increase in commercial rates.

Paul Willard Garrett.

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Run the Arsonist To Earth.

The majority of people do not know all that happens when the torch is applied by unscrupulous men or women who burn property to gain the insurance. They do not know the probability of fatalities occurring or the potential hazard that the fire may spread, as it often does—they do not know half the story of arson! If they could be enlightened, public opinion would help curb the crime.

Let us try to picture the fire criminal, his motives and the dangers of the fires he sets. First, there is the rough element, the low kind of criminal commonly known as the racketeer. It is this type that is included in the arson rings operating in many cities of the country, and that burns property for a certain stipulated sum, whether hired by the owner or someone who wishes to take revenge on him. Again, there are unsuccessful merchants and business men who deliberately have a fire in order to secure an insurance payment to offset the loss resulting from failure of their business. Even so-called higher types of business men, owners of large plants, have stooped to the crime of arson in attempting to save their fortunes. There is also the pyromaniac, who sets fires with no thought of the danger and destruction that result. Society must be protected against maniacs of this type. They should be curbed in some way; perhaps placed in institutions where they cannot endanger lives.

As for the motives of the fire criminal, the most common is the desire to obtain the insurance settlement. He may have set the fire himself or hired someone to do the job. Revenge is also a common motive for setting an incendiary fire. Many arson rings operate in conjunction with blackmail. Here the idea is to send a threatening note demanding money and if payment is not forthcoming the victim's house or place of business is fired. Some times, too, the motive for an arson crime may be the destruction of a rival's business.

Arson fires are more dangerous than others, both to property and to life, as quick-burning material is placed so the flames spread with the utmost rapidity and obliterate all traces of how the fire started. Oftentimes kerosene or gasoline is used, causing an explosion that scatters fire in all directions and endangers human lives. The flames spread so rapidly that people are frequently trapped and have but little chance to escape. Rapid destruction of the property follows. When the flames gain such headway there is also great danger of their spreading to adjoining structures before the firemen can check their progress.

We have pictured some serious conditions resulting from the activities of fire criminals, but fortunately they do not have everything their own way. Fire marshals, local authorities and National Board arson squads are in the thick of the fight to combat this crime; they bring swift justice to the culprits. Noteworthy progress has been made and the work is gaining

momentum each month. Nevertheless a great deal still remains to be done.

When people know the truth about incendiary fires it is their duty to tell the story of arson, and to lend their support to the curbing of the crime. At its eighth annual meeting, in 1920, the following resolution was adopted by the Chamber of Commerce of the United States:

At a time when economy and conservation of our resources must be paramount, in order that every effort may have its full influence toward increasing production, it becomes the immediate duty of each person, each association and the whole Nation to put an end to preventable waste through fire loss.

Incendiarism is a National problem, which, however, has a state application, for if we had uniform laws in every state, in accordance with the requirements of the Model Arson Law, committing arson would become too dangerous for the criminal. Let us hope that the state legislatures which have not yet passed such a law will see the necessity for doing so.

Drop of Perspiration Starts Fire.

Most people know that many materials, such as hay, will cause spontaneous combustion when wet or damp, and eventually burst into flame. But whoever heard of a fire started by a drop of perspiration!

This novel fire was reported from Durham, North Carolina, by Fire Chief Frank Bennett. An employe in a hosiery mill in East Durham was weighing a combination of chemicals used in the process of bleaching cotton, when a drop of perspiration fell into the mixture, resulting in a spontaneous combustion fire which caused a loss of \$800. Further interest in this fire was aroused because it was the only one reported from Durham for the entire month.

This is a new cause of fire to the National Board of Fire Underwriters, which maintains an Actuarial Bureau to compute the annual fire losses of the country, separating the figures under headings of various causes. The fire loss for 1927 was over \$472,000,000.

Place Good Orders For Velvets.

Orders for both transparent and chiffon velvet have been steadily coming forward. The goods are being used for novelty jackets, which are meeting with growing favor, in both high and darker shades. For coats considerable of a call has developed for erect pile 40 inch all silk chiffon velvets. The velvet outlook for Fall is considered excellent. The color trend is expected to stress the seal brown, royal blue and wine shades.

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Gleams and Glimpses of California Life

Los Angeles, Calif., March 8—Some foreign chemist has found a means of converting lumber waste into fodder for domestic animals. He gave a demonstration in Pittsburg, the other day and further claimed that food for human beings may be made by a further refinement of the cellulose resulting from the manufacture of such fodder. The human food product which this chemist says can be made from wood is a white substance described as between starch and sugar and is rich in carbohydrates.

According to this man's theory, if it should eventually be worked out, instead of planked steaks, our nearest approach to this proposed innovation, we will be able to have our hunger appeased by eating the plank on which formerly the steak was served. Starvation need haunt nobody, however poor, so long as wood remains food for the family table, for in a pinch one may consume the table itself. At least it would not require a very great stretch of imagination to believe that the lumber ration was fully as palatable and nutritious as various breakfast foods offered to suffering humanity.

Senator King, who is a Utah Democrat, told his fellow senators that he knows that 85 per cent. of the business on the New York Stock Exchange is done on a marginal basis and also that more than 80 per cent. of these marginal traders were wiped out at some stage of the adventure. If this be true many of the fancy stories about profit-taking have been pure fiction. Most of these people who dabble in this way do get stung eventually, anyhow, and they just have the satisfaction of wearing the halo of resignation, coupled with experience. They seem to be glad of it. So why should a mere senator worry about it?

This is the season of blossoms in Southern California. Within two hours' ride of Los Angeles, hundreds of acres of almond blossoms are much in evidence, although snow still crests the mountain peaks, and these are supplemented by those of the peach orchards just responding to Nature's invitation. Last Sunday thousands of motorists were on the way, to see this magnificent panorama.

Banning is really at the Northern end of the famous Imperial Valley, and like most other California municipalities is located on an excellent concrete highway. Banning's orchards are protected by the two highest mountain peaks in the Southern section of the state, San Geronimo on the East and San Jacinto on the Southwest, both over 10,000 feet high. They grow on the downward slope of San Geronimo Pass, where the dry desert climate causes the almond trees to be the earliest in the entire country to blossom.

It is an odd fact that the slight difference in elevation and climatic conditions prevents the successful growing of this crop in many other locations where conditions would seem ideally perfect. California's cherry center, only six miles from Banning and but 150 feet higher in elevation, is not adapted to the raising of the toothsome nut, while Banning cannot grow cherries, although peaches, apricots and prunes are raised in profusion.

In viewing the vast expanse of orchards visitors seek vantage points on the surrounding hill tops, snow-capped, which are in bold relief above the creamy white foreground. The desert area at the foot of San Geronimo Pass is famed for its wild spring flowers. We were somewhat ahead of the date when they will achieve their maturity, but we found plenty of evidence convincing us, that they are on their way, and a fortnight from now there will be even a grander display than that presented at this time. The Pass

is already colorful with advance offerings of the scarlet flower of the ocotillo, the cerise sand verbena, yellow brittle bush and evening primrose, while swelling buds of the desert lily, desert sunflower and mallow, give "promise of merry sunshine."

Citrus fruits are very erratic in their habits. Just at present in many orange groves one will find blossoms and fruit in various stages of development, on the same tree. This is supposed to be the very acme of the orange, lemon and grape fruit seasons, but you will always see more or less of them at any season of the year.

Banning has an elevation of 2390 feet above sea level, but within an hour's driving motorists can reach a mile-high elevation on the mountains or another region below the level of the ocean in the Salton Sea district.

One of the eccentricities of the Federal statutes allows a Chinese merchant, living here but remaining a subject of China, to return to China, marry and bring his wife over here. A Chinaman who has become an American citizen by naturalization or birth is not allowed by our laws to marry a white person, yet if he should return to China and marry he would not be allowed to bring his wife here, though if children are born of this union they may be brought here as American citizens. About 15,000 Chinese babies are born in California each year of whom less than one-third are girls. This means that two out of three American citizen Chinamen cannot legally marry here, nor bring in Chinese wives married elsewhere.

No wonder so many of them become addicted to the opium habit.

When the Hawaiian Islands were taken under the protecting wing of Uncle Sam, all citizens of the archipelago enjoying the elective franchise automatically became American citizens. Forty per cent. of the Island's population are Japanese and make most desirable citizens as I ascertained by a careful personal survey two years since. Under our constitution their offspring are entitled to enjoy every privilege accorded any citizen. Yet in California most of these privileges are denied them, and in this state also there are enactments prohibiting their owning real estate. Clearly such laws are unconstitutional, but the Federal supreme court has "passed the buck" every time they have been brought up before that body for review.

You will find many of the "loftiest" citizens of this great state strong for the enforcement of the eighteenth amendment, but undeniably weak in the knees when it comes to giving foreigners, particularly Orientals, their exact and legal rights. Perhaps, after all, the American constitution is a sectional proposition, and that the fourteenth and fifteenth amendments thereto are only to be observed in the strictly Eastern and middle states. It is certainly tough on the most of us to be obligated to carry a copy of the bill of rights around in our pockets as a prevention of crime, but to allow the Carolinian and the Californian to elect just the number of degrees he will have conferred upon him.

Frank S. Verbeck.

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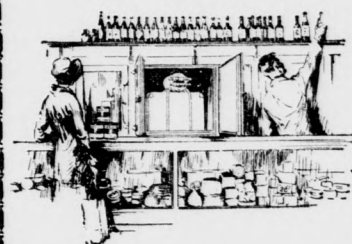
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OUT AROUND.

Things Seen and Heard on a Week End Trip.

A good many silly things emanate from Washington these days, but the silliest thing which has come to my attention is Senator Couzens' bitter attacks on Secretary Mellon and his puerile attempt, in connection with some soreheads in the Democratic party, to oust Mr. Mellon from his position as Secretary of the Treasury. Of course, the whole controversy is due to nasty vindictiveness on the part of Mr. Couzens because Mellon forced him to pay into the Public Treasury a larger proportion of the thirty odd millions he received from Henry Ford for his interest in the Ford Motor Co. than the officers then in authority in the Treasury Department decreed he should pay. In this controversy Mr. Mellon was wholly wrong and Mr. Couzens was everlastingly right. I cannot understand what ever influenced Mr. Mellon to take such an illy advised and reprehensible action. So far as I can determine this is the only black spot in the public career of Mr. Mellon. The courts sustained Mr. Couzens in his contention and Mr. Mellon paid back the money due Mr. Couzens—money the Government had no legal right to retain—like a man. If Mr. Couzens was a good sport, a good citizen and a good Christian, he would have been satisfied with the outcome; but instead of accepting his victory in the proper spirit, he continues to antagonize Mr. Mellon in every way he can, apparently without regard for the trouble he is making President Hoover and others. The Lord says "Vengeance is Mine." The man who undertakes to usurp this quality which the Almighty arrogates to Himself assumes to put himself in the place of the Almighty and thus makes himself ridiculous.

In my opinion, the appointment and subsequent election of Mr. Couzens to the Senate was one of the greatest mistakes Michigan people ever made. He has no conception of the duties of Senator and has been an obstructionist ever since he was selected to represent a great State at Washington. He holds his will supreme and advocates or oppose public measures solely from his own perverted views, and not in accordance with the needs and requirements of Michigan people. He appears to act on the theory that he is a superman who does not need to consult the wishes of his constituents. I have never heard of his discussing any situation with any of his Michigan supporters. He goes ahead blindly and obstinately, apparently seeking to see how much trouble he can make and how many well-laid plans he can destroy. He is never constructive—always destructive. Arthur Vandenberg has more accomplishments to his credit in the single year he has been in the Senate than James Couzens has in his six year tenure.

In spite of his utter unfitness for the position Mr. Couzens announces that he will be a candidate for re-election two years hence. I cannot think any considerable number of Michigan vot-

ers will take him seriously, because he is the poorest and most vicious representative we have ever sent to Washington in a Senatorial capacity. We have been ably represented in the past by such men as Ferry, Chandler, McMillan, Smith and Townsend. Why should we put up with a third rate man whose only qualification to sit in our School of Millionaires is the possession of thirty million dollars? He is a stranger to common sense and common decency and is utterly devoid of the New England expression which means so much to men who are really successful—gumption. I shall be very much surprised if the next two years do not result in the appearance of a candidate who has both common sense and gumption, even though he may be devoid of the inflated fortune which has served to make Mr. Couzens the laughing stock of the country and the detestation of all right thinking men and women.

Hon. Charles W. Garfield will be 81 years old March 14. In appearance, action, speech and thought he is more like a man of 50. What stands out in his record is that he has enjoyed all the good things of life in moderation. He will no more retire than the Old Guard would surrender. He works at his desk every day, attends all his directors' meetings, reads the general news, the social news and then, to get a mental tone and balance, the editorials. He abjures the sporting page because this very young man never played golf, baseball or tennis. In China, where the doctors are paid by the year to keep their patients well, Mr. Garfield would not need a physician.

In a skeptical age it is noteworthy that he believes in church-going, still reads the Bible, and testifies that he notes an increasing tendency on the part of his orthodox friends to veer around to heterodoxy. Human nature he finds just about what it used to be; he feels no terror of flapperism, expects women to run railroads and compete with men in other fields, maintains that the radio has a mission to keep people at home, and believes that if it is not the best of all possible worlds it may be so some day. Mr. Garfield's comments on public men of to-day are tolerant and complimentary, though none of them can tell stories like Lincoln nor be as eloquent as Wendell Phillips. Riding about in the automobile, he wistfully remembers the family horse and buggy. Over the dashboard you could look at the scenery, pause on the hilltop while the horse grazed and dream as no one does in the soulless automobile. Now there is no solitude on the country roads and gasoline banishes the perfume of dogwood and violet. It is remarkable how sane and even-tempered, kindly and contemporaneous, Mr. Garfield is at 81. The procession does not move too fast for him, nor is the day ever too dark to philosophize. "If I get past a hundred," he says, "I'll leave the rest to Providence."

Mr. Garfield has a mind of unusual clearness; no faulty diction or slovenly construction mars his English. His familiarity and acquaintance with the best in art, literature and science



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Note: Beech-Nut is on the air. Every Friday morning, over 19 stations of the Columbia Broadcasting System, Mrs. Ida Bailey Allen talks to the best homes about Beech-Nut Food Products. Tune In!

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.

covers a wide area. He stimulates others to live up to the highest and follows the careers of his young people through childhood and young manhood and womanhood to wider circles of activity and positions of trust and responsibility with fatherly affection and pride. He shares our joys, our sorrows, and our successes as a veritable parish priest and never fails to give the kindly word of comfort or commendation. In him is represented the truest type of citizen and scholar and wherever he is known he is held in affectionate esteem. To possess the friendship and influence of such a rare spirit is indeed a veritable benediction.

An interesting sidelight on Mr. Garfield's useful life and love of horticulture is set forth in the following letter, written to a friend about five years ago:

Somebody must be inflicted with my "burst of sputter." Under separate cover I am sending you a copy of "Rogers Horticulture." It is full of the best kind of stuff for the devotee of orcharding and gardening. It takes me back to the days when I was reaching out for that type of material to send out from our own State society to the people of Michigan—securing the good things for the annual reports, but passing bulletins made inexpensively by the State printer for immediate distribution. I believe this was good work and was provocative of higher ideals cherished by the land toilers of the State. It was at no small sacrifice that I did this, for it kept me from making money and I engendered in this work ideas that kept me from gathering an estate which would enable me now to do a lot of things of value which are impossible in declining years because of lost capacity to "dig." Yet I have no regrets and I am happy in spite of my limitations. I wish our State Society could now be doing this kind of work I feel is most needed to counterbalance the strong tendency to commercialize horticulture to the exclusion of the attributes of the art which I deem of greater value in the development of character and in making it more attractive to young people. You will enjoy this pamphlet and I think you will read it all because of the fine spirit that pervades it and the attractive method of presenting the facts. When I was on earth the first time and Rogers was Secretary of the Indiana Horticultural Society, he deplored the devotion to the Almighty Dollar by the membership of his Society and commended our broader view in Michigan. It looks now as if the conditions were reversed. Now I would love to see the things that make the countryside attractive and which appeal to the home lover inducted into the current proceedings of our State Society, and as Mr. Lyon used to say so beautifully, "Give a glad admission into our conferences of the poetry of horticulture."

What a dear man Mr. Lyon was; and how rich he was in high and noble thoughts concerning the mission of horticulture! His aestheticism was contagious and you and I and our contemporaries in the horticultural field are richer from our contact with his devotion and versatility. There seems to be no one now to "carry on" this sort of propaganda. The promotion of taste in horticulture seems to be at ebb tide. Even in flowers and vegetables the Almighty Dollar seems to hide the elements most enjoyed by the amateur. He will soon fail to see the finest types of fruit that make the appeal of high quality as against productiveness and shipping attributes.

Now that the raising of funds for the Belknap memorial is uppermost in

the minds of the people, I think it is an opportune time to play up a story which the genial Captain delighted to relate when he returned home after completing the work assigned him by the Legislature of Michigan to mark the positions of Michigan troops on the Chickamauga battle field, near Chattanooga, Tenn. As I now recall it, the Captain spent about eight months on this assignment. As the battle field was about eight miles long and Michigan troops played an important part in every engagement in that gigantic struggle, Captain Belknap had to cover sixteen miles every day inspecting the work as it progressed. That would not be much in this day of automobiles. One day he enquired where he could obtain luncheon at the Southern end of the battle field. The friend replied, with a deprecatory tone of voice, that perhaps Mrs. Brown would accommodate him. In order to satisfy himself as to the cause of the mental reservation implied by the tone of the speaker, the Captain asked what there was about Mrs. Brown which might be objectionable, whereupon the friend replied:

"She is a good cook and will entertain you nicely, but she is a little peculiar. She had a husband named Jim. He died and she buried him in the corn field. The railroad came along and they dug up Jim's body and found it had turned to stone. She sold the mummy to a showman for \$500. That's all."

The next day Capt. Belknap found satisfactory entertainment and refreshment for himself and horse at the home of Mrs. Brown. While he was resting on the porch after luncheon, Mrs. Brown approached him and enquired:

"Did anyone tell you about my husband?"

"Yes," replied the Captain.

"Then I want to tell you the whole story," she remarked. "Jim died and I buried him in the corn field. The railroad came along and when they dug up the body, they found it had turned to stone. I was hard up. I owed \$250 on my home here and I needed a mule, so I sold Jim to a showman for \$500. But I am going to do the fair thing by Jim. I am going to marry a rich Yankee and as soon as I can get the money, I am going to hunt up that showman and buy Jim back and set him up in front of the house for a hitching post." E. A. Stowe.

Tips From Consumer Valuable.

Consumer demand is changing so rapidly these days that it frequently is a lap or two ahead of both manufacturers and retailers. A well known manufacturer, for instance says that the inspiration for several of his latest products is due entirely to consumer requests made to his retail representatives. Many times, he adds, a consumer will ask for something not made at present or which has never been made commercially. Often such requests are the forerunner of a vogue that proves profitable to the alert manufacturer.

All a free man asks is equality with the right people.



Don't ask your customers what Baking Powder they want—they will expect you to give them Royal.

WORDEN GROCER COMPANY

The Prompt Shippers

Solid and Substantial

Quaker Pork and Beans

The Body Builders

WORDEN GROCER COMPANY

Wholesalers for Sixty Years

OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.

DRY GOODS

Michigan Retail Dry Goods Association.

President—F. E. Mills, Lansing.
First Vice-President — J. H. Lourim, Jackson.
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Secretary-Treasurer — John Richey, Charlotte.
Manager—Jason E. Hammond, Lansing.

Smart Novelties of the Season.

To meet its rapidly growing range of uses, the pajama suit is appearing in attractive new styles. In addition to the models for beach wear at the resorts and those for the boudoir—both well accepted uses by now—there are designs suitable for the informal teas and midnight suppers that have become part of the entertainment ritual of New York's two-room apartments. The possibilities of developing the pajama suit for such uses has so impressed the designers, in fact, that Mary Nowitzky of Paris, whose reputation for chic pajama costumes is already wide, has come to see for herself how it can best meet American needs.

While the pajama ensemble is considered the smartest attire for beach wear, the fact that water sports are being indulged in also in private pools sunk amid lovely gardens, or at private beaches surrounded by gay pavilions, where one dresses up, has called forth a new form of attire. This is a new garden dress or frock, a full-skirted model which is easily slipped on. Such dresses will be found made of the informal materials which will not be damaged by either a brilliant sun or occasional splashing. These dresses may even be worn over a modern bathing suit if desired, for they are designed with that possibility in mind. Above all, they are designed with the idea of fitting in with a lovely formal setting where tea is served and dancing or bridge parties may be going on.

As an accessory for the beach party, Mme. Nowitzky has designed a portable bridge table with small trench chairs to match. The top is made of canvas in natural color, or of vivid cretonne with the edges finished in striking color contrasts. The frame is of bamboo. Underneath the top are attached large pockets to hold cards, cigarettes and books. Two strongly made loops of the canvas serve as handles.

A smart coat to don on the sandy beach comes made of oilcloth in bright colors. It is made along very simple lines with huge patch pockets and a very narrow turn-over collar. Its length varies, but in most cases it could be called three-quarters.

Carrying out the idea of the bizarre in beach wear, there is a new earring which had its origin in an old Russian army superstition. It was worn for good luck and to keep the wearer from danger. Three rings of graduated sizes hang from a tiny knob, each of a different color. In the original style metal or enameled rings were used, but those now offered are made of galalith in bright colors, this material having been selected because it will not rust. Only one earring is supposed to be worn at a time.

Beach robes and pillows are inter-

esting in their new shapes. One set of especial interest has both robes and pillows made in shell shapes of burlap, which will shed the sand and also prevent the sun's rays from penetrating through and producing a burn. Various colors are combined so as to produce brilliant rainbow effects.

New mules for the beach are being made with single wide straps across the toes, wooden soles with broken sections of composition material and very narrow ankle straps. These come in bright colors and are entirely waterproof to stand wet sand and boardwalks. Some very ornate mules and clogs have also appeared, which, although sturdy looking, are to be worn only for appearances and on smooth surfaces where they will not be scratched. They have hand-painted designs on the edges of the soles and on the cross straps and heels, and where a fabric is used it is usually of some fine silk with an all-over design.

New Models of Party Dresses For Girls.

Party dresses for girls are colorful and flowery and are shown in many different fabrics and tones. Taffeta is much liked because of its crisp freshness and the dainty prints and delicate tints in which it is to be had. Frocks designed for children from the age of 8 to 16 follow closely the styles for women, having plain, sleeveless bodices and full-gathered skirts. Usually a sash of wide ribbon, or one made of the same silk as the dress, or other decoration is added and much attention is given to color harmony.

An attractive little frock of pale rose taffeta is made with a plain bodice to which a plain full skirt of the silk is attached with several rows of shirring. Around the bottom is sewn wide ribbon in lighter and darker shades of rose, and a sash with long ends faced with darker rose is placed on one side. Another fairy-like creation is made of taffeta in moonlight blue. It is scalloped along all of the edges and has a "baby" waist with puffed sleeves. The bodice of this frock ends at the normal waist line. A bow with sash ends is attached at the back.

Taffeta is combined with organdie in some of the daintiest party frocks shown for girls of from 12 to 15 or beyond. These are all in delicate colors and have small patterns printed on white or very light grounds. An exceptionally pretty model is made of white organdie printed with a design of little buttercups in two or three shades of yellow, with stems and leaves of tender green. The bodice has small half-ruffles for sleeves, and around the bottom of the skirt, which is full and lifted in front, is appliqued a band of the silk of graduated width, scalloped along the edge.

Ensemble Situation Tightens Up.

Reports indicate a tight situation is developing with respect to ensembles. Orders have been notably heavy in recent weeks, and quick delivery is now almost impossible to obtain. In the case of the better grade ensembles, some of the style houses are requiring three to six weeks for delivery. In

some instances leading houses specializing in ensembles have all the business now that they can handle before Easter. In medium and volume merchandise, firms are requiring about two weeks or so for delivery. The ensemble vogue admittedly has cut into business in dressy coats, but has not affected sports and utility types which are doing well.

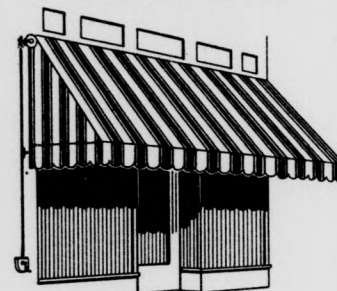
Novelties Lead in Stationery.

New holiday lines of stationery are being prepared and will be offered within the next month. Manufacturers say business thus far this year has been active, owing to the good sales in December that cleaned out stocks and swelled replacement business. Novelty papers dominate. Much interest is shown in fancy finishes, lined envelopes and modernistic containers. There is talk of a return to favor of vellum papers and also genuine parchment types. Real parchment is now being featured in greeting cards. In colors new tans and grays are popular, with some decline in favor for orchid reported.

Leaksville Blankets Withdrawn.

The first withdrawal from sale for the 1929 season of any blanket line is announced by the Northern Textile Co., which takes off the market in a sold-up condition the Leaksville line of part-wool goods. This line is one of the largest in the country of its type, some factors in the market placing it second in volume manufactured to the part-wool production in the Nashua line sold through Amory, Browne & Co. While, so far as could be learned, none of the other lines of blankets for 1929 has yet been sold to the withdrawal point, business in blankets generally is progressing favorably at the price levels current.

YOUR AWNING Can be a BUSINESS GETTER



By having it
ATTRACTIVE
WELL LETTERED
SERVICEABLE

Write or phone for a Salesman to call. No obligation.

CHAS. A. COYE, INC.
Grand Rapids, Mich.

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.

Yeakey-Scripps, Inc.

Exclusive Jobbers of
RUGS, CARPETS and LINOLEUM

Michigan Distributors for
ARMSTRONG LINOLEUMS
and
BIGELOW-HARTFORD CARPETS
AND RUGS

160 Louis Street

Near Campau
GRAND RAPIDS, MICHIGAN

SHOE MARKET

Many Novel Designs in Shoes.

Shoe styles for Spring show a wealth of imagination in the use of intricate bindings, clever strap arrangements and in the general cut and lines. The leathers, too, are being dyed in new colors to carry out the effects in the newest dress fabrics. Reptile skins, for instance, are being dyed in beige, tan and brown shades, and in these shades are expected to have a wide vogue for Spring. Kid is, of course, almost a staple, and is being dyed in all shades. It is being combined frequently with the various reptile skins.

For evening wear some of the leading shoe designers predict a vogue for brocades, moire and kid in pastel and metallic shades. The moire shoe in black also has a prominent place in the formal afternoon ensemble, and is an appropriate shoe for wear with the strictly formal black dinner gown.

The sports shoes, especially those for Southern resort and early Summer wear, are made of fabrics such as heavy linen crash, basket weave cloth, rough-surfaced silks and embroidered linen in self or bright colored designs.

For golf the oxford with new lacings and fancy applique work in bright colors is being featured. Tennis shoes are still considered more for their fitting qualities and comfort than for mere styling, although even they are being made in new heights, some just reaching the ankles, others lacing slightly above.

A new version of the walking oxford is now to be had made with a good-sized heel, which gets away from any squatty appearance and yet is comfortable. Two rows of eyelets and a slightly extending tongue help carry out the idea of slenderness. This shoe comes in a medium light brown shade and in fine grade of reptile skins.

The new shades in which stockings are made are causing much comment. It seems generally agreed that the most popular this season will be the complexion shades. Many, of very sheer chiffon, come in dark beige, tan and a sun-tan tone. These are to be worn with frocks of the new gay prints fabrics, which have touches of red, orange, beige, brown or any other allied colors. For wear with the tailored costumes the dark brown tones are most appropriate, their very sheerness taking away any impression of heaviness or too somber appearance.

Clocked effects are found in new and interesting designs, some very narrow others wide enough to cover entirely the ankle bone. For evening wear there are several designs that extend far up on the leg and end with a fancy motif, either conventional or modernistic.

Mesh stockings are made in new weaves that are so exquisitely woven that they look like the one-time popular face veils. These stockings, too, are featured with and without clocks, and with the tops picoted and a small space marked off for a monogram. Another interesting stocking is covered with tiny dots, each dot finished individually to look like a small embroidered eyelet. This stocking comes most-

ly in the colors for day wear, though some come in black and a dark gun-metal for evening wear.

The sports stockings are shown in a wide variety of color combinations and the materials range from cotton to lisle, rayon and silk mixtures. The mesh weaves in white and beige are very smart and are featured for golf, tennis or campus wear. Some are made with clocks, but for the most part they are plain. Those of lisle have all sorts of colorful designs on the insteps, some reading from the knee to the center of the leg. When plain colors are used, the clocks are made in contrasting ones, representing various sports paraphernalia, such as golf clubs, tennis racquets, oars, etc.

Shoe Retailers Buying Better.

With only three Saturdays left before Easter, buying of all types of leather footwear by retailers is more active than it was. As the holiday approaches the buying area from which the business comes is growing more restricted, due to the need of prompt deliveries. February business—and March's to date—ran well ahead of that of a year ago. The most significant development in the protective footwear field is the advance in prices announced by leading manufacturers. This averages 8 per cent. and is effective as of March 1. Rising markets for raw materials and prices on finished goods that were under the profit-making point are held responsible for the advance.

First Cotton Style "Flashes" Out.

About 12,000 copies of the first issue of Flashes of Fashion, an illustrated bulletin prepared by the Cotton Textile Institute in the interests of American manufacturers of dress cottons, are now being mailed to members of the institute, their selling agents, garment manufacturers, wholesalers and retailers. This is the beginning of a regular service which the institute will render. Briefly put, the bulletin says that the popularity of sun tan among women will make cottons more fashionable than ever this summer. This statement is based upon information received from the institute's style representative abroad. Among the favored cottons are named calico, gingham, broadcloth, velveteen, batiste, etc.

"Eggshell" Patterns For Handbags.

Leather handbags featuring a replica of the "eggshell enamel" patterns, now having a strong vogue in Paris, will be shown in this country next month. The eggshell enamel was originally created by Durnand, Parisian jeweler. The patterns have been applied to leather through photographic means. The handbags will be developed in two styles. One is the envelope pouch with frame and so-called "soft broken bottom" and the other is an adaptation of the Orloff type, which has a concealed double frame. The bags are intended for wear with ensembles and reptile shoes.

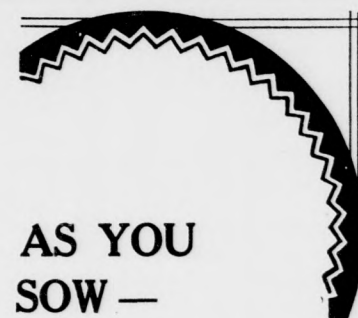
Whenever you tell someone to remind you of something you're sure to remember yourself.

Grand Pianos Have the Call.

Consumer purchases at clearance sales of pianos now being held throughout the country reflect the change in styles and taste which has developed during the past several years in the larger cities. The trend of the present demand is all toward grands. Upright pianos continue to sell, but they have lost much of the position they occupied in public favor a decade ago. As one sales executive put it, it is much easier to sell a "showy" low-priced grand piano with a poor tone than it is a fine upright on which real music can be made. The proof of this, he added, is visible in the real bargains in better-grade used upright pianos now to be had by a buyer who seeks tone rather than appearance.

Offers Kindergarten Toys.

Believing that children of kindergarten age have not had their toy needs adequately taken care of, a manufacturer is introducing items especially designed for them. One is a crayon and drawing set in which the crayons are of large size. Small children, it has been found, cannot hold the ordinary size crayons, but find the larger ones entirely suitable. The drawings are large, simple outlines. Another item is an animal set having cut-out spaces into which small, wooden blocks of different sizes are fitted. Its object is to stimulate the recognition and comparison of different shapes. The merchandise is priced to retail up to \$1.



AS YOU
SOW —

Your personal credit, indicated by your bank account, is your best business asset.

The Old National is always looking for good human material—

And its search begins among its customers.



MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

**Organized for
SERVICE
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We are Saving our Policy Holders
30% of Their Tariff Rates on
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Information write to

L. H. BAKER, Secretary-Treasurer
LANSING, MICHIGAN

RETAIL GROCER

Retail Grocers and General Merchants Association.

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

Replacement Value Is the Only Possible Value of Stock.

Kindergarten questions recur in this business of ours so constantly that we are thereby reminded that new men go into the grocery business every year; also that there are trade eddies everywhere into which advanced knowledge never penetrates.

I have just been in such an eddy in Charleston, South Carolina. Chains have just begun to open in Charleston, so nothing as yet has happened through all the generations since Charleston was founded to waken "solo" grocers in that town. Hence many customs long outworn elsewhere prevail there now.

After a grocers' meeting a few nights ago, a salesman put this up to me:

"I have two customers, prosperous grocers, both of whom bought a liberal line of canned tomatoes last fall which they priced at 15c two for 25c, making a nice margin on cost. Now those tomatoes have advanced to a cost of \$1.80 per dozen. What should those men do?"

"There is only one answer to that," I said. "They must reprice on the basis of to-day's cost—\$1.80 per dozen." Then followed a report of the stock reasoning and arguments so familiar to old timers like me.

But these men are competitors. One cannot advance if the other does not. Besides, they own the goods away below present market value. Why should they not split with their customers? One says he's making more than a nice thing at 15c two for 25c; he'll clean up and then buy short again—is not that good business?

Here is another splendid example of how men continue to fool themselves. For consider:

Each man bought heavily at the opening of the season. Why? To forestall advances in the market. By the way, what were called "forestallers" were hated through misunderstanding of their function in the Middle Ages as cordially as any "profiteer" of our day has been hated. These men bought, you might say, to protect themselves against market advances.

But to justify such investment of capital on a long-winded deal, there must be expectation of enhancement in value; and of what benefit is enhanced value to the man who does not enhance his prices in line therewith?

Protection against enhancement and expected benefit from enhancement are the only possible justifications for tying up capital in this way; and it is precisely because men who thus provide protection and a speculative chance do not take it when it comes, that the last possible element of justification for such investment disappears.

Such neglect of opportunity turns it

from possibility of benefit into certainty of injury. Such failure to advance with enhanced costs turns possible profit into loss. In face of a condition wherein a retailer sells a commodity for actually less money than it will cost him to replace, such failure to act turns all expectation of profit into absolute certainty of loss.

To bring this home, let us turn it around. Assume that those tomatoes could now be bought for 15c to 30c per dozen less than they cost laid in. What would happen then? Those merchants would feel compelled to reduce prices accordingly. It is precisely because men thus play against themselves that speculation of any kind can be said never to be justified, regardless of what happens to the market.

Now, of course, what those men picture as a condition to follow a sane advance in prices is this: The minute the advance becomes known successively to their customers, those customers will desert them at once for another grocer. Perhaps they will run to the chain.

Here is a preferred opportunity for both those grocers to give themselves a practical demonstration that price does not sell goods; for it is virtually certain that if either should advance his price to 19c per can, \$2.25 per dozen, he'd not lose a single customer. Most of his folks would not notice the change. The few who did notice might ask and he could tell them—and that would end it.

Again, here are two merchants, neighbors, in the same line of service grocery business. What's to hinder them conferring and determining to raise their prices to a sane basis? It is done daily. It is proper. It can be done here. Why not do it?

Finally, assuming that one of those merchants ran out of stock on those tomatoes now and had to replace at \$1.80 per dozen. What would he do? Having paid \$1.80 per dozen, he'd price at 19c or more per can and \$2.25 or more per dozen. Why? Because he'd then feel that he had to do it.

If, then, he can do what he has to do, in face of facts, why can he not do what he really is compelled to do, regarding the situation from a scientific point of view? Answer is, he can—he should—he fails as a business man as long as he does not do just that. For in truth every can of tomatoes either of those men has now costs him 15c or \$1.80 per dozen. Thus he can do what he has to do. Let him, then, get busy and do it.

How greatly business everywhere would be speeded up if we could get such kindergarten matters disposed of, settled, understood and out of the way. We might then devote our thoughts to real problems. For, in fact, this is just no problem at all and any man who determines, once for all, that his stock is always worth replacement cost, will save himself a lot of time and energy for the real work of running his business.

But let us all note that such failings are characteristics of wholesale as well as retail dealers. We all try to beat

(Continued on page 31)

Don't Say Bread

— Say

HOLSUM

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST -- FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

GRAND RAPIDS PAPER BOX Co.

Manufacturers of SET UP and FOLDING PAPER BOXES

SPECIAL DIE CUTTING & MOUNTING.

GRAND RAPIDS MICHIGAN

"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.

Have your Fleischmann man put up a transparency on your door or window and a package display over your counter. It will pay you in both health and wealth.

FLEISCHMANN'S YEAST

Service

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.

Cutting a Lamb Carcass For Profit.

Every person who sells lamb to the consumer, be he retailer or restaurant manager, will be interested in the method of cutting a lamb carcass in the manner described in this article.

Attractive appearance of a piece of meat, whether it is in the display case as the raw product or on the table as the cooked article, is a decided factor in creating a demand for it and this is a factor which the retailer and dining room proprietor cannot afford to overlook. The most striking feature of the cuts shown is their attractiveness, but of equal importance to the one who prepares the cuts, at least, is the fact that all these cuts may be prepared with the minimum expenditure of time.

Forequarter Cuts.

Crown Roast: Making a crown roast need not be a time consuming process. It can be fashioned in a very few minutes. This cut displayed would not only add to the appearance of the case but it would attract the customer's attention.

Rib Chops: There is always a demand of the popular rib chops. They may be plain or "Frenched" as the customer desires.

Neck Slices: The neck is used almost exclusively for stew; however, it will be more salable if it is cut into neat slices. In this form it may be used for stew or it may be cooked en casserole with vegetables. A suggestion for serving neck slices is to remove the vertebra from the center of each slice. The meat is then cooked en casserole until tender and after removing to the serving dish, a mound of mashed potatoes is piled lightly in the center of each slice. A serving of green peas completes a very satisfactory meal. The retailer will find that his customers will appreciate this suggestion for the use of a cut high in palatability but low in price. The hotel chef will find this a most acceptable plate luncheon.

Boneless Rolled Shoulder: A boneless piece of meat always attracts the customer. In the first place it suggests no waste and it is easy to carve.

Saratoga Chops: The average purchaser of meat when buying lamb chops always asks for loin or rib chops. She has never heard of Saratoga chops. They are all meat and are about the size of the loin or rib chops. These chops are made from the under part of the shoulder. They may be prepared in the same way that loin and rib chops are prepared and they may be served for the same occasions. They help meet the ever constant demand for chops.

Shoulder Steaks: Steaks or chops cut from the rib side and the arm side of the shoulder fill the demand for small portions of meat. In this day of small families and kitchenettes,

lamb steaks and chops are always at a premium.

Mock Duck: This very unusual cut cannot be surpassed for display purposes and the hostess who is looking for something different to serve as the main dish at dinner will be delighted with it. It is a boneless roast, molded from the English shoulder. Making this cut is not difficult and it will repay any time and effort spent in the attention it attracts.

Boneless Rolled Breast: In this cut the breast and shank are utilized to make a very acceptable roast. They are boned out and rolled in such a way that there is no need for skewers or string. Weighing about two pounds, the rolled breast is ideal for the family that wants a small, economical roast.

Hindquarter Cuts.

Loin Chops: As with rib chops, the loin chops are always in demand.

English Chops: Two lamb chops are considered a serving as a rule. The English lamb chop is two chops cut as one. These chops are cut from the entire width of the loin at the large end. The loin is not split. The kidney is split and placed in the center of the chop and the flank ends are wrapped around to enclose it. The added delicacy in the form of the kidneys and the unusual appearance of the chop offer a strong appeal to the customer in search of something different.

Center Steaks From Leg: If there is a demand for lamb steaks, or during the time of year when quickly cooked cuts are what the customer is looking for, steaks may be cut from the center of the leg. The rump end makes a desirable small roast and steaks may be cut well down on the shank with the remainder of the meat ground for patties.

Steaks From Rump End of Leg: Frequently the leg, if it is from heavy lamb, may be too large for the average household requirements. Steaks may be cut from the rump in order to decrease the leg to the desired size.

Loin End of Leg Roast: An attractive roast of about three pounds is made by cutting off a piece from the loin end of the legs across the entire width before the legs are separated. This not only makes a fine piece for roasting, but it decreases the size of the leg also.

American Leg: The American leg will fit into the small pan and for that reason is especially suitable when such

(Continued on page 23)

**SHIP YOUR
DRESSED CALVES
and
LIVE POULTRY
TO
DETROIT BEEF COMPANY**

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

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

You Know

that fresh vegetables, meats and groceries sell better.

The same is true of "Uneeda Bakers" crackers and any other bakery products. That is why we urge you to order frequently in smaller amounts.

The frequent calls of our salesmen and trucks enable you to keep your "Uneeda Bakers" biscuit stock oven-fresh.



NATIONAL
BISCUIT COMPANY
"Uneeda Bakers"

VINKEMULDER COMPANY Grand Rapids, Michigan

Distributors Fresh Fruit and Vegetables

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

Uncle Jake Says~

"No man can skate fast enough
on thin ice to make it safe."

No manufacturer can talk long enough or fast enough to make a poor product a good sale for himself or a good buy for the purchaser.

When we dispose of

KVP DELICATESSEN PAPER

it is a good sale for us because it means repeat orders, and by the same token it is a good buy for the purchaser because it serves him well.

Kalamazoo Vegetable Parchment Co.
Kalamazoo, Michigan

Phone

Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

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

HARDWARE

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

Suggestions Regarding the Spring Sales Campaign.

With the middle of March, signs of spring are more plentiful. Nature is commencing to throw off the shackles of winter. The indefinable spring feeling permeates the air. The days of the overcoat, the muffler, the furnace and the snow shovel are numbered.

All these developments are hints to the hardware dealer that it is full time for him to get busy. Spring means a great deal to the hardware dealer. It means a quickening of buying activity, bigger sales and larger profits. To the dull winter days when he had to fight hard for a little business there now succeeds a period when business comes of its own accord, and when a reasonable amount of stimulus will largely increase the volume of trade.

In spring, a great deal of attention should, in the smaller communities, be given to the farm trade.

When spring opens, the farmer's needs multiply. He requires implement paint, repair parts, nails for repair work on his buildings, pitchforks, shovels, tools of various sorts. He requires seed; and there is no reason why the wide awake hardware dealer should not capture a good share of the seed business. In short, before starting with his spring work, the farmer requires a great many things; and the hardware dealer is in a position to supply most of these.

Some dealers scoff at "outside selling." They believe, or profess to believe, that it does not pay to canvass outside the store for business. This is partly a heritage from the now distant war years, when business came unsolicited in greater volume than the dealer could supply. And it is partly a symptom of the natural human tendency to drop into a rut, and to follow the line of least resistance.

The dealer or salesman who shrinks from the ordeal of going out and canvassing for business, is apt to justify himself by arguing that canvassing is undignified or unethical, and that the hardware dealer should do business in his store, or not at all.

Usually what such a hardware dealer needs is the very thing he shrinks from; a spell of outside canvassing to jolt him out of the rut and give him a wider outlook. Apart from the actual business-getting possibilities, it pays a man to get out of his every-day routine and get a close-up of his customers in their homes or business surroundings. It is possible to verdo outside canvassing; but a little of it right now, before the tide of spring business reaches its height, is apt to prove very helpful.

In the small community particularly, outside canvassing does pay. The dealer who has the energy and initiative to make periodical trips through the surrounding country in the first two or three months of the year, when there is not enough business in the store to take all his time, will now begin to reap the benefit. Even now it

may not be too late to do a little missionary work. When the farmers are ready to do their spring buying, they are apt to think first of the hardware dealer whose call enlivened the tedium of winter.

In the spring months, especially where outside canvassing has been done, Saturday will likely be a big day in the small town hardware store. Steps should be taken now to insure good service on Saturdays as well as week days. Some dealers make systematic efforts to bring out the town or city trade on the other days of the week, concentrating their advertising in certain days with that end in view. Undoubtedly, where the Saturday is the recognized market day and there is a large rural trade, it pays to keep the Saturdays as far as possible clear for country customers. This, of course, applies primarily to the smaller communities where the country trade is a big factor.

The rural telephone is very helpful in getting in touch with country customers. Probably you have a list of farmer prospects for paint, wire fencing, cream separators, washing machines or other specific lines. In a few weeks they will be making their purchases. Now is the time to call them on the telephone and get them to visit your store.

Builders' hardware should be a big factor in the spring trade. It will pay you to get in touch and keep in touch with men engaged or interested in building—architects, contractors, builders and owners. Here, again, outside canvassing is desirable, and will be found very much worth while.

A city hardware dealer who has specialized in this line and made a success of it, sums up his views of the possibilities in these words:

"It not only pays to have a salesman outside looking up prospective buyers of builders' hardware and taking orders, but it also pays to have this man an expert in builders' hardware. He should be a man sufficiently capable to look over an architect's plans and give a good idea of what hardware is wanted.

"Many architects who have this class of work in hand have only a general knowledge of builders' hardware. They have not given any very intimate study to this phase of building. The details of the hardware to be used they leave until the main job is practically finished.

"If a builders' hardware salesman goes to such an architect and is able to say with authority, 'You will need this and that—for that room a certain kind of door knob and lock—this style of hinge and that type of window clasp'—such a salesman will get large orders. More than that the architect will come to rely upon him and will turn to him naturally when these items are being considered. Many architects are only too willing to have an expert go over their plans room by room; and while they may not agree with all the suggestions made, they will nevertheless have confidence in the expert, and, working with him will make out an order for all the hardware they require.

"What is true of architects applies



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 BELL TELEPHONE CO.



Rescued from embarrassment

Guests arriving unexpectedly just before dinner need not cause you embarrassment. There may not be enough ice cream and cake to go around, but you can call the corner grocer and order more, unknown to your guests. You can do it, that is, if you have an extension telephone—in the kitchen, for example. Then you cannot be heard in other parts of the house.



An extension telephone costs only a few cents a day

just as much to contractors. These may have a somewhat more intimate understanding of builders' hardware than the architect has. But they are very busy men. In rush times, with several jobs on hand at once, they are glad to be saved work. The salesman, who is also a builders' hardware expert is a great help to them. If he comes to them to discuss what they need for the various houses they are building, they will gladly take up the question with him. They will make their own suggestions, and listen to the expert's suggestions. 'Too expensive,' they may object to certain proposals; and then the salesman will have either to convince them that the cost of really high class hardware is not too great, or to suggest some other line lower in price yet good enough to give satisfaction.

"I have had cases where the contractor preferred to come to the store and make his selection there. But more often it is better to call on him, and quite frequently he prefers to give his order in advance.

"I find it a good plan for the outside salesman to carry samples. Talk to a man about a certain lock or hinge and he will listen. Show him the actual lock or hinge, and he will pick it up and examine it closely. Samples undoubtedly bring orders. That is another advantage of having an expert on this class of work. When he first sees a building he can readily estimate approximately what it is to cost. He will know, therefore, about what class of fixture will be required. He can pick up samples of this class of goods and can show the builders the exact articles he can supply. Undoubtedly, samples help."

For such a work the salesman should be something of an expert; but an expert can be developed from a good, wide-awake, ambitious salesman who is willing to give a little spare time regularly to a systematic study of builders' hardware. It is good policy to any hardware store to encourage one or more of your salespeople to specialize in this line.

In every community there are private individuals from time to time having homes built. Quite often they are their own architects and contractors, planning the house and supervising its construction by sub-contractors. Such individuals usually decide themselves just what is to go into the house and as a rule, no matter how small the house, they want the best. With such prospects as these the hardware dealer's chances of doing business are exceptionally good; and here the outside salesman often gets his best results.

"My salesman," states the hardware dealer previously cited, "finds out from a builder or sub-contractor who the owner is. Then he goes to the owner and finds out what class of goods he wants. He offers to bring some of the lines he has in stock. In practically every case the owner is only too glad to look at the samples, and welcomes the expert assistance and advice of a local man on whom he feels he can rely. The order is usually booked in advance, and the hardware dealer has merely to arrange to

fill it. He sells the goods in most cases before he actually stocks them."

But the salesman who does this class of work must be prepared to give really sound advice. He must not use his status as an expert in order to unload some line that won't give satisfaction. The outside salesman whose suggestions work out satisfactorily, is doing more than making immediate sales. He is establishing a reputation for himself in the community that will help him in the future.

Service counts for a lot in selling builders' hardware. The salesman who knows the business from the ground up, and can give honest and dependable advice in regard to equipping all classes of buildings, has the inside track in the drive for business.

Victor Lauriston.

Cutting a Lamb Carcass For Profit.

(Continued from page 21)

a roast is required. The shank bone is removed and the meat from the shank is sewed back to the thick part of the leg making a compact well-shaped roast. It requires very little time to prepare the leg in this fashion.

"Frenched" Leg of Lamb: The leg prepared in this fashion is not only attractive in the display cases, but on the platter after being roasted. The "Frenched" leg displays the break joint. Customers are pleased with the leg prepared in this fashion. The "Frenched" end may be decorated with a paper frill and is a convenience in carving.

The National Live Stock and Meat Board has prepared a booklet, "Cashing in on Lamb" which explains step by step, by word and by graphic illustrations just how to make each and every one of the cuts discussed here. A copy of the booklet may be obtained by writing to the office of the Board, 407 South Dearborn street, Chicago, Ill., "The Lamb Menu Book" which contains many recipe and menu suggestions also may be had for the asking.

Slimness in Men's Fall Wear.

Slimness will be the vogue in men's apparel for next Fall and will govern men's clothing and accessories just as that trend has been effective in the women's wear field. Suits will show a strong tendency to be form fitting, while the leading fashions in overcoats will also be away from the loose-fitting effects of recent seasons. Men's hats for next season will give an appearance of smallness and in general the stylish silhouette will be similar to that of the sartorial celebrity, Mayor Walker.

Easter Toys Have Call.

Additional specifications are going through for toys for holiday delivery, but the bulk of the recent demand has been for Easter novelties. Plans are also being developed by the trade to develop additional volume for Children's day, June 15. It is likely that this year the campaign will be carried on by individual manufacturers, rather than jointly, as was the case last year. The 1928 results were good and justified the efforts put forth.

**NEW ERA
LIFE ASSOCIATION**
Grand Rapids.
SOUND COMPANY, SOUNDLY
MANAGED BY SOUND MEN.

Cash Registers and Scales
All makes Bought, Sold or Repaired
27 Years Experience
Call Cherry 0127 or Address
CASH REGISTER REPAIR CO.
W. H. Murphy, Mgr.
1551 Gratiot Ave. Detroit, Mich

Notice of Chattel Mortgage Sale

The entire stock, fixtures and equipment of the Alexander Bakery, including Middleby-Marshall Oven, Model D, Allison Century high speed power mixer with motor, Champion power mixer with motor and hopper complete, together with moulding tables, also Dodge delivery truck and office fixtures, will be sold to highest bidder at 305 Wets Main Street, Ionia, Michigan, on Thursday, March 21st, at 1 P. M., Central Standard time.

NATIONAL BANK OF IONIA
MORTGAGEE

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

NEW AND USED STORE FIXTURES

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

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Call 67143 or write

N. FREEMAN, Mgr.

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

HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Los Angeles, March 8—My particular friend, Charles W. Norton, Hotel Norton, Detroit, accompanied by his estimable wife, are basking in the sunshine at Long Beach, California. I have not caught up with them as yet, but propose doing so forthwith.

When I mention Charlie Norton as a particular friend, I base the claim on an intimate acquaintance covering a long period of years, and I am not making a claim of exclusiveness, for his acquaintances are legion, and so far as I have observed, in his case, acquaintance universally leads to friendship. I am glad he is taking a vacation, so much deserved, for during the greater part of each recurring year he is strictly on his job as a sort of manager emeritus, that is, distributing sunshine while his son Preston D. passes a careful eye over the details of operating easily one of the most popular hotels in the Central West.

Now the announcement is said to come from reliable sources to the effect that there will not be a merger of the Biltmore and United hotel interests. It has been much talked of by knowing outsiders for some time, but it seems it has never even been considered by those interested.

The new 15 story addition to the Battle Creek Sanitarium includes five stories devoted to dining rooms and kitchens under the management of Th. Aagaard, who has been connected with that institution in various capacities for several years. Years ago in an official capacity connected with the Michigan Hotel Association, I imported Dr. Kellogg to enroll as a member of that organization, and he acquiesced by naming Mr. Aagaard as his personal representative, which proved a wise choice, for his technical and practical knowledge of catering and cuisine, revealed to the members through his earnest activities, has proven a very great boon to the hotel men with whom he has come in contact. I congratulate him at this time on his assumption of the management of one of the largest and most complete catering establishments in the Nation.

A. W. Smith, who conducted the Park Hotel, Muskegon, for several years, severing his connection therewith to conduct the Library Park Hotel Kalamazoo, now announces that he will open a new 50 room hotel in the former city early next spring.

Detroit Greeters are arranging to give a complete vaudeville show some time during the present month, for the purpose of raising funds for entertaining the National Greeters convention next June. A committee made up of some of the most popular front office officials has been announced and with a personal knowledge of their capacity it is easy to make a prediction to the effect that the affair will succeed.

President Hoover says he doesn't care a rap for the other ingredients of his dinner bill of fare, but he must pie. While he is about it he ought to adopt that time honored regulation of New England caravansaries brought over in the Mayflower, of serving pie with the morning meal as well.

Here is a good scheme which has been introduced by a successful Los Angeles cafeteria operator, which might be worth considering in almost any locality. The regular hours of service are from 7 a. m. to 8 p. m., after which period an extensive banquet patronage is most satisfactorily handled. The tables are rearranged and the regular service department occupies the same relation to the

function that any kitchen does. However, the guests serve themselves, thereby very materially reducing the cost of the feed proper, and the management allows them all sufficient time at the table to pull off almost any sort of a program. As a rule, at a formal banquet the average participant gorges himself to the extent of utterly demoralizing his digestive tract or eats very sparingly for the best of reasons, which means that much food is

One hotel which I recently visited has the following notice posted in its rooms:

"All beverages for consumption in guest rooms are sold with the understanding that they will not be mixed or used with any alcoholic content liquor in violation of the prohibition laws."

This ought to be effective, but it may not be at that.

Frank S. Verbeck.

A Jeweler Who Is Candid.

At 84th and Broadway, New York, Henry Nockin has been running a small retail jewelry store since the early years of the gay nineties. Mr. Nockin has seen fads and fashions come and go in these years; he isn't afraid of the chains. In fact, he doesn't even have time to stop and discuss chain stores at all. He is too busy selling watches, making friends and taking care of customers sent to him by such nationally prominent figures as Rabbi Wise and many other well-known men. Mr. Nockin sells many watches. Here is his method: "Now, Mr. Customer, what do you want—a watch or a piece of jewelry, or both? We have all. If you want just a good watch to keep time, you can get as good a movement as is made for \$35 or \$40. Anything you pay over that is for stones, engraving or other fancy business on the case." The customer is startled. Then Mr. Nockin begins showing watches, explaining tactfully that he keeps his watches in good repair and running order for two years without charge. After that he charges \$7 for a complete cleaning, repairing and overhauling of the watch. This is a high price, but very few watch-makers are good enough to work in Mr. Nockin's little store. No wonder it is crowded with customers almost constantly. No wonder people come from all parts of New York to trade with him. They believe him. They take his advice on all matters pertaining to jewelry—and many of them on other things as well. No wonder he isn't worried about chain stores. To every sales manager interested in helping independents survive chain competition we suggest a visit to Mr. Nockin's store.

Stable Basis For Men's Fancies.

With stimulation given by the openings of medium price fancy worsteds and woolens substantially increased activity is noted in the market for men's wear Fall fabrics. The number of buyers here is growing and is expected to be large in the next week or so. Showings of fancies so far made by member mills of the Wool Institute show a fairly close adherence to the price basis of the previous season. Changes either higher or lower are small and are cited as indicative of a stabilized season in the goods.

"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.

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop



Warm Friend Tavern

Holland, Mich.

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

E. L. LELAND, Mgr.

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

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

Late News From the Michigan Metropolis.

Maynard D. Smith, President of Hotel Fort Shelby, has purchased a controlling interest in the hotel and, according to an announcement made last week, plans are being prepared for expansion which will increase the Fort Shelby's present capacity approximately 50 per cent. Under a new plan of re-organization J. E. Frawley, who came to the Fort Shelby as manager in July, 1927, becomes managing director and his duties as resident manager will be assumed by E. J. Bradwell, former assistant manager. When the proposed plans are carried out they promise to promote future rapid development of business properties in the vicinity of the hotel on West Lafayette boulevard.

Gaylord W. Gillis, of Edson, Moore & Co., accompanied by Mrs. Gillis, left last week for Miami, where they will spend the remainder of the season.

George Polotoros, former President of the Cass Motor Sales, and well known in local automobile circles, has opened a used car store under the style of George Polotoros, Inc., at 3632 Woodward avenue.

A. W. Williams, widely known real estate salesman, has become affiliated with the Hannan Real Estate Exchange, 300 Lafayette building.

Ed. Sovereign, former Western Michigan dry goods salesman for A. Krolik & Co., and for the past three years acting as general house salesman for the same house, returned from a three weeks' trip on his old territory, where he acted as tutor to a new salesman. The toot of a train whistle has much the same effect on Ed. that a fire alarm has on an old fire horse and to dispel the "call of the rails" that periodically overcomes him, he takes a short trip over the old territory, where he endeared himself to many merchants and buyers during his more than twenty-five years' career as a general road salesman over the same route and for the same company.

The number of business failures in Detroit since the first of the year, according to O. A. Montgomery, has showed a decrease over the same period of 1927 and 1928. Mr. Montgomery also stated that the number of bankruptcy cases in court has been remarkably low; and since during the first few months of any year they are, as a rule very plentiful, it is a good indication of the prosperous business that is gradually making itself manifest in this city.

The All-American Aircraft Show will be held in Detroit April 6 at convention hall and will continue for eight days. Ninety-one airplanes, products of fifty manufacturers, and nearly a hundred accessories are already listed for exhibit at the show.

The Bucknell-Knowlson Motor Sales Co. has been appointed local dealer for Dodge Brothers motor cars. The company is located at 2445 Michigan avenue. V. M. Knowlson is President of the company and C. H. Bucknell is general manager.

August Loeffler, pioneer dry goods merchant, Wyandotte, returned tanned

and bronzed from a trip which took him to New York then South by water through the Panama canal, thence to San Francisco and Los Angeles, then home overland. A portion of the tan accumulated by Mr. Loeffler came as a result of the occasional golf game indulged in en route. Mrs. Loeffler accompanied her husband on the interesting trip.

At a noon-day talk before the Ad-craft Club of Detroit last Friday, Charles W. Matheson, general sales manager of Dodge Brothers, Inc., declared that the advertising that succeeds is the kind that inspires confidence. He declared that public acceptance for a product is obtained by avoiding superlatives and exaggeration and giving truthful statements. Backing Mr. Matheson's statements is the recent arousing of public indignation against the bought testimonial indulged in by many manufacturers of cigarettes. This form of advertising, together with other exaggerated statements, is undermining the belief of the public in all advertising, says a writer in Advertising and Selling. May the focusing of this indignation result in the casting of such forms of advertising into the ash can. No doubt publishers will eventually be compelled to curb the practice.

Donald Jeffery has taken over the Bolton & Lester pharmacy, at 4348 Hamilton avenue. Mr. Jeffery was formerly associated with the Bolton pharmacy.

David Ledingham has purchased the meat market of A. Strom at 16744 Log Cabin avenue. Mr. Strom has succeeded R. W. Miles at 10240 Grand River avenue.

Louis & Baxley have purchased the grocery store of Weiss & Gross at 16755 Central avenue.

Bryan Warman, formerly with Geo. Harrison Phelps, Inc., advertising, has been appointed advertising manager of Durant motors and will have on office at the new Durant headquarters, 5057 Woodward avenue.

The meat market of Ed. Stahl, at 6657 Vernor highway, East, has been taken over by Leslie Silverthorne.

All is in readiness for receiving visitors and accepting registrations for the third annual Better Merchandising Conference and Exposition, which opens on Wednesday at the Masonic Temple. Because of the unusual interest displayed in this annual event by retail merchants, manufacturers and wholesalers, the Conference and Exposition will be an annual event and the experience of previous years will become of greater importance and more valuable in the field the conference was organized to benefit.

The fact that the F. W. Woolworth Co. is going to advertise for the first time and has appropriated \$3,000,000 for that purpose should hearten the independent retail dealer to renewed energy and application in studying up-to-date merchandising methods. Many other chain stores who have carried on without finding it necessary to advertise are now using full pages regularly in the daily papers.

The Meagher Drug Co. has bought the store formerly conducted by the

Nicklin Drug Co., at 1100 Forest avenue, West.

W. M. Cravens is now sales promotion manager for the Union Paper & Twine Co. Mr. Cravens, who succeeds Tom Tracy, comes to Detroit from Chicago.

The advent of spring weather, according to a store fixture salesman friend, is having a mellowing effect on store owners. According to his statement—and he has a reputation for unquestioned veracity—he is now enjoying the best business he has experienced during his fourteen years as a store fixture representative. Newer and brighter stores are necessary, as well as assorted stocks, for the success of the retail business these days.

Douglas Glazier has disposed of his stock of groceries and meats to Thompson & Gulliver, who will conduct the business at the same location at 925 Six Mile road, East.

Two bandits kidnaped William Hill, manager of a chain grocery at 670 Bethune avenue, East, at noon Saturday, while he was taking the day's receipts to the bank, compelled him to drive them several blocks and then fled with the bag containing the money. Hill said the bag held \$272. The men met him as he came out of the store, forced him into his automobile and to drive them to Clay avenue and Russell street, where they took the bag and fled.

Preliminary, but probably trustworthy, estimates of the February motor vehicle production place the figures at well above 450,000 units, and there is a possibility that they may reach 500,000, or very close to it. In any event, the month is seen as having established an all-time record for February, with the possibility that it will prove the biggest single production month in history.

Chief factors in the big February showing were naturally Ford and Chevrolet. The Ford turn-out was in the neighborhood of 150,000 units, compared with something like 10,000 in the same month a year ago. Chevrolet's record resulted in a production of something like 125,000 units, a step-up from last year.

Other factors were the continuing speed of Willys-Overland, with a production perhaps 50 per cent. above last February, and Hudson-Essex, which reached a daily total of 1,900 cars, an increase over last year of about 70 per cent.

James M. Golding.

Annual Banquet of Grand Rapids Council.

It was a very illustrious gathering of about 300 people, who attended the twenty-seventh annual banquet of Grand Rapids Council Saturday evening, March 2, at the Hotel Pantlind in Grand Rapids.

The banquet followed the regular annual meeting, which had convened at 9 a. m. of the same day. Certainly a world of credit is due William H. Zylstra and his most able committee for the success of this affair.

The committee, consisting of Brothers Zylstra, H. T. Koessel, Robert E. Groom, L. L. Lozier, and L. V. Pilkington, had arranged a delightful

program, composed of vocal solos by B. F. Girdler, who also led in some very snappy community singing; and remarks from visiting Grand Councilor A. H. Brower, Supreme Council Representative W. S. Arndt, Mayor Swarthout and State Senator Seth Q. Pulver, of Owosso.

Throughout the proceedings Rev. Harry D. Henry, pastor of Burton Heights M. E. church, acted as toastmaster, after being introduced by Senior Councilor Bob Groom. The clever introductions and remarks in the interludes between speakers were very much appreciated and his able personality was enjoyed by all present. This was especially true in view of the fact that the entire program was broadcasted over WOOD. Reverend Henry's voice certainly placed him in a class with the best announcers.

There was an enormous ovation when a telegram from Mr. and Mrs. Harry Burman was read, indicating that Mr. Burman was listening to the proceedings while in Newark, New Jersey.

The committee had posted prizes for the first telegram received, as well as the telegram from the furthest point and everyone was pleased to see a prize go to so well-known and popular a member of Grand Rapids Council as Harry Burman.

During the dancing which followed a very novel method was used for distributing the favors, which had been contributed by our friends. A huge traveling bag was moved to the center of the floor, and after Gilbert H. Moore had investigated the contents, two pretty young ladies, Miss Louise Groom and Miss Edna Koessel, climbed from within and took charge of distributing the boxes to the ladies and other favors to the men.

It was a wonderful party and marked another milestone in the successful endeavor of Grand Rapids Council.

C. C. M.

Detroit — The Canton Shop, 3001 West Grand boulevard, has been incorporated to deal in wearing apparel for children at retail with an authorized capital stock of \$50,000 preferred and 500 shares at \$1 a share. \$50,500 being subscribed and paid in in cash.



HOTEL BROWNING

150 Fireproof Rooms

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

DRUGS

Michigan Board of Pharmacy.
 President—J. C. Dykema, Grand Rapids.
 Vice-Pres.—J. Edward Richardson, Detroit.
 Director—Garfield M. Benedict, Sandusky.
 Examination Sessions—Beginning the third Tuesday of January, March, June, August and November and lasting three days. The January and June examinations are held at Detroit, the August examination at Marquette, and the March and November examinations at Grand Rapids.

Michigan State Pharmaceutical Association.
 President—J. M. Ciechanowski, Detroit.
 Vice-President—Chas. S. Koon, Muskegon.
 Secretary—R. A. Turrell, Crosswell.
 Treasurer—L. V. Middleton, Grand Rapids.

Malaria Preparations.

The Food, Drug and Insecticide Administration has issued a release on "Malarial Preparations," which release seems to be an announcement, indirectly made, of a new policy of enforcement of the Food and Drugs Act, which policy, if carried out, may eliminate considerable complaint that has been made against the methods of enforcement.

According to the release, the F. D. I. has made a survey during the last year of more than fifty products for the treatment of malaria. They have found, according to their own statement, that few of the malaria preparations on the market contain medication sufficient to constitute adequate treatment for malaria.

It is stated that it is well known that quinine, a cinchona alkaloid, if administered in sufficient quantities and over a sufficient period of time, will destroy the parasite that causes malaria. Some of the other cinchona alkaloids also are recognized as having anti-malaria virtue, if administered in comparable doses. The U. S. P. gives fifteen grains daily as the average anti-malaria dose of quinine, and several of its salts, and it is stated in the release that it is the consensus of present-day medical opinion that this daily dosage continued for a period of eight weeks without interruption, will usually suffice to prevent a relapse of the disease.

It is further stated that it is the intention of the Department of Agriculture to take active steps in the immediate future to effect suitable changes in the formulas for the various preparations on the market labeled for the treatment of malaria, and which do not contain adequate quantities of the cinchona alkaloids to meet the requirements for the treatment of the disease.

It will be noted that F. D. I. intends in this manner to build up the preparations, or to cause them to be built up, to meet the requirements of an anti-malaria preparation.

At the same time, it is stated that changes in the labeling will also be insisted upon where the claims made are unwarranted by the composition of the preparation, and included in these changes will be the omission of disease names for which the preparation is not a recognized competent treatment.

The significant feature of this seems to be that F. D. I. is now considering type formulas and will make its position known with regard to type formulas, so that all manufacturers inter-

ested in the manufacture of a product coming within any one of the types discussed may simultaneously be informed, through their trade organizations or otherwise, of the requirements to be met by the type formulas.

First Aid Week.

Every retail druggist in the United States should fill his windows with vital and essential medicines or first aid emergency supplies during First Aid Week, March 17-23.

For seven years or more the National Association of Retail Druggists has urged pharmacists everywhere to make displays during First Aid Week. Each year an increasing number of pharmacists have participated. More and more our 120,000,000 people are beginning to realize that the retail drug store is a first aid station designated by law to supply essential and important first aid materials. More and more the public is coming to appreciate the importance of the drug store in the community and to understand that the pharmacist occupies a position not alone that of a merchant, but also an essential public servant of the highest order.

The term First Aid, which is used to designate this great merchandising festival, is indeed striking and its significance will quickly be grasped by the casual observer, for it would be difficult indeed to find either man or woman who has not at one time or another had occasion to regret the failure to lay in a supply of medicinal preparations to meet those emergencies which arise sooner or later in every household. The retail druggist should not be unmindful of the fact that this condition of unpreparedness is due more to oversight and forgetfulness than wilful neglect. Consequently, the druggist who will take time to assemble and display a goodly assortment of household remedies in such manner as to attract the attention of those who pass his windows will not only advance his own financial and commercial standing, but what is of still greater moment, he will be rendering the public a service of real worth. In other words, participation in this Nationwide First Aid Week program will in effect proclaim the druggist as more than a merchant, a fact which the public will be quick to recognize and appreciate.

There Were Strong Men in Those Days.

Grandville, March 12—I wonder if we have stronger men to-day than we had at the time of the early settlement of the country, the time when Grand Rapids was a shut-in backwoods burg, her only outside communication being by Kalamazoo stage and horseback mail carriers.

Indeed there were strong men in those early days even though there were no gymnastic exercises, no basket and base ball games and running and swimming stunts as modern life has evoked.

Grand Rapids had a truly strong man in the person of a Mr. Baker, who had the strength of a horse, seemingly. One time while standing in a grocery conversing with the proprietor, Mr. Baker noticed a barrel of pork standing by the door.

"How much does that barrel of pork weigh?" queried the strong man.

"It has 200 pounds of meat and a hundred pounds of brine, 300 pounds in all. Do you suppose you could lift it, Mr. Baker?"

For answer the customer stepped to the barrel, canted it sidewise then raised it and sat it on the counter.

"Huh!" exclaimed Baker. "We need that pork at our house, but I am a little short of cash to-day—"

"See here, sir," remarked the grocer, "I'll tell you what I'll do."

"Well?"

"If you'll shoulder that barrel and carry it home without once setting it down the pork is yours."

Baker lived on the West side of the river, but the grocer had a skiff which he loaned for the occasion and sent a man to ferry the customer across the stream.

Shouldering the barrel of pork the strong man walked to the water's edge, stepped aboard the skiff and was ferried across. Afterward Baker said that was the cheapest barrel of pork he ever got. The fame of Kent's strong man went far and wide.

Emigrating to the Far West some time later, Mr. Baker met with an emergency which his immense strength could not overcome. He was shot and killed in a land dispute near the Rockies.

To-day our high schools and colleges cater to the strengthening of the muscles of their young people. Gyms are in evidence everywhere and all kinds of exercise goes on to build up solid flesh and muscle. Nevertheless it is doubtful if there will ever be produced men equal in physical endurance to some of those who lived and flourished amid the pine forests of the Muskegon and Grand River valleys.

Every settlement worth mentioning had its strong man. I call to mind when I was a boy seeing a man step up to the counter in a woods store and set his teeth in the chin of a keg filled with nails, straighten up and walk across the floor, holding that hundred pound keg of nails in his teeth. That man was equally strong in other ways and very seldom was called upon to try titles with his pine-woods companions.

Feats of strength were frequently brought off among the shantymen. A weakling had very little show in those times. In the backwoods schools all sorts of schemes were worked out to test the strength and endurance of the pupils.

One undersized schoolmaster built up his strength by daily exercise with a pair of forty pound dumb bells. Not one man in a dozen could hold these out at arm's length for even a minute of time, and yet this little teacher became an expert manipulator of the big dumb bells.

Feats of throwing these also came in for exercise. Later our teacher added a smaller pair of about fifteen pounds which he learned to manipulate in flying circles through the air as if they were mere glass baubles.

There can be no doubt that Mr. Blank built up a magnificent physique in this manner, so that unruly young men pupils were loath to ever try titles with the master on the school room floor.

This manipulator of dumb bells built up a splendid physical body from his self imposed gymnastics and grew to be one of the strongest little men on the Muskegon river. He afterward became a civil engineer and lives to-day in well enjoyed health at nearly eighty.

Wrestling was a stunt frequently indulged in. Everything went off in friendly manner, many of these lusty young fellows, who kept up their physical development by self devised methods of exercise, became members of the great Union armies that marched South at the call of Abraham Lincoln to defend the old flag and save the American Union.

A corporal's guard of these backwoods boys once kept a whole rebel army at bay on the bank of a Southern river for several hours. It is doubtful if an equal feat of soldiership was ever exhibited by any body of men in the days of the civil war.

A corporal and seven men lined up in the bushes along the North bank of a Southern river, where, with their Spencer carbines, they headed off an army of rebel cavalry which essayed to make the river crossing.

The line of shots from the bushes led the enemy cavalry to believe that at least a regiment of men were concealed in the bushes on the North bank of the stream. Joe Wheeler commanded the rebel cavalry and after losing many men without result, he sent a detachment farther down the stream which crossed unopposed and came up in the rear of our Union boys capturing the squad of eight. The rebels were rather miffed to learn that eight Union soldiers had kept an army of three thousand at bay for over an hour. Such, however, were the make-up of those boys reared in the lumber camps of Michigan. Old Timer.

Some Old Store Buildings in Grand Rapids.

The Fremont building, Monroe avenue, between Houseman-Jones and the Chapin store, was erected in 1856 by Ransom C. Luce, who gave it its name. John C. Fremont was the first nominee of the Republican party for the office of President of the United States. Mr. Luce was one of his enthusiastic supporters. Fremont's wife, Jessie, a daughter of the noted Senator Thomas H. Benton, of Missouri, was a noted woman in society and in public affairs of National importance. The slogan of the campaign was "Vote for John and Jessie." Mr. Luce owned the building more than fifty years. Shortly before he died he informed the writer of this item that the property had yielded 35 per cent. of its cost annually on an average since it had been opened for tenants. Albert Preusser, a jeweler, occupied one of the stores more than fifty years. After Mr. Luce died his heirs sold the property to the Braudys.

Directly opposite the Fremont building, T. H. Lyon erected a four-story annex to the Rathbun House. Stores were occupied by Eaton & Canfield, jewelers, Jacob Barth, notions and fancy goods, and Putnam Brothers, candies, creams and soft drinks. The floors above were devoted to sleeping rooms. The building is in the hands of contractors to be remodeled and modernized.

The Putman building, so-called, on Pearl street, was erected more than fifty years ago by Chester S. Morey, a salesman in the employ of Foster, Stevens & Co. The site, a section of Prospect hill, was formerly the home of Wilder D. Foster, the pioneer tinsmith and dealer in hardware, from whom Morey purchased it. The hill was of hard clay and Morey was obliged to expend a large sum in razing it to the street level. Dynamite had not been developed and not much headway could be made with the giant powder used in blasting. The discharges would pop up, instead of spreading as dynamite does. The city occupied the second floor of the structure a number of years. The offices of the comptroller, marshal, clerk and

poormaster, and the clerk of the Superior court, the meeting room of the common councils, court and jury rooms were conveniently located. Morey sold the property to Enos Putman, whose heirs, in turn, resold it to the Goodspeed Realty Co. The building will be reconstructed, preparatory to its occupancy by Sears, Roebuck & Co.

The Levitt building, on the North-east corner of Monroe avenue and Pearl street, and the stores on the North side of Monroe avenue, between Ottawa and Market avenues, were erected about eighty years ago. The location is so desirable that it is a seldom occurrence when one is not occupied.

On Monroe avenue, adjoining the Orpheum theater, may be seen a number of small stores that compose the Carroll building, erected by the Fuller family about the middle of the past century. It has long been owned by the Fuller family, relatives of the Carrolls by marriage.

About eighty years ago a small frame building occupied the South-east corner of Lyon street and Monroe avenue. Offices on the second floor were occupied by the county clerk, register of deeds, county treasurer and sheriff. Flames destroyed the structure and its contents. Loss of the county records caused much annoyance and expense to property owners, litigants and taxpayers. Many years passed before the records could be replaced. Taylor & McReynolds purchased the site and erected a brick building four stories high thereon. Foundations were not substantially constructed and a flood demolished the building. Later the present building, occupied by the May Co., was erected.

Arthur Scott White.

Skunks That Eat Bees.

That there is no accounting for tastes is evident from the unusual call for help which came to the Biological Survey of the United States Department of Agriculture during October, addressed to its leader of predatory control work in Arizona. This was a request from an apiarist for assistance in eradicating skunks that were eating his honeybees. He was instructed to mix ground pork cricklings and strychnine and given information regarding its use.

The leader of control work for this district gives an interesting account of how the skunk catches bees, as they were seen on two bright moonlight nights. The skunk came to the front of the hive and commenced tapping with its front feet and claws. When the bees, cold and sluggish, came to investigate, they were easily lapped up by the skunk as fast as they appeared in the opening. The stomach of one skunk examined contained 265 bees. Skunks have been known to entirely exterminate bee colonies in Arizona.

The police never fail to recover the automobiles that are insured.

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structure Beautiful
No Painting
No Cost for Repairs
Fire Proof Weather Proof
Warm in Winter—Cool in Summer
Brick is Everlasting
GRANDE BRICK CO.
Grand Rapids.
SAGINAW BRICK CO.
Saginaw.

SHERWIN-WILLIAMS PRODUCTS

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PAINT HEADQUARTERS

By carrying the full S.-W. Line. A Paint for every purpose. Also Acid Stains, Blackboard Slatings, Bronzing Liquids, Rogers Lacquer, Cement Hardener, Crack Fillers, Driers and Japans, Dry Colors, Enamels, Fillers, Waxes, Sizing, Leads, Zines, and Oils.

Our stock is one of the largest in the West and we stock SHERWIN-WILLIAMS COMPLETE LINE, and sell to regular dealers in each locality who want the best paint made.

Distributed by

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.)	9 @ 20	Cubebs	5 00@5 25	Benzoin	@2 23
Boric (Xtal)	9 @ 20	Eigeron	6 00@6 25	Benzoin Comp'd	@2 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	@2 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharides	@2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@1 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@2 76
Ammonia		Lavender Gar'n	85@1 20	Digitalis	@2 04
Water, 26 deg.	07 @ 13	Lemon	6 00@6 25	Gentian	@1 35
Water, 13 deg.	06 @ 15	Linseed, raw, bbl.	@ 86	Guaiaac	@2 28
Water, 14 deg.	5 1/2 @ 13	Linseed, bld. less	96@1 09	Guaiaac, Ammon.	@2 04
Carbonate	20 @ 25	Linseed, raw, less	93@1 06	Iodine	@1 25
Chloride (Gran.)	09 @ 20	Mustard, arifil. oz.	@ 35	Iodine, Colorless	@1 50
Balsams		Neatsfoot	1 25@1 35	Iron, Clo	@1 56
Copaiba	1 00@1 25	Olive, pure	4 00@5 00	Kino	@2 44
Fir (Canada)	2 75@3 00	Olive, Malaga,	3 00@3 50	Myrrh	@2 52
Fir (Oregon)	65@1 00	yellow		Nux Vomica	@1 80
Peru	3 00@3 25	Olive, Malaga,	2 85@3 25	Opium	@5 40
Tolu	2 00@2 25	green		Opium, Camp.	@1 44
Barks		Orange, Sweet	12 00@12 25	Opium, Deodorz'd	@5 40
Cassia (ordinary)	25 @ 30	Organum, pure	@ 50	Rhubarb	@1 92
Cassia (Saigon)	50 @ 60	Organum, com'l	1 00@1 20	Paints	
Sassafras (pw. 60c)	@ 50	Pennyroyal	3 00@3 25	Lead, red dry	13 1/2 @ 14
Soap Cut (powd.)	20 @ 30	Peppermint	5 50@5 70	Lead, white dry	13 1/2 @ 14
35c		Rose, pure	13 50@14 00	Lead, white oil	13 1/2 @ 14
Berries		Rosemary Flows	1 25@1 50	Ocure, yellow bbl.	@ 2 1/2
Cubeb	@1 00	Sandelwood, E.		Ochre, yellow less	3 @ 6
Fish	@ 25	I.	10 50@10 75	Red Venet'n Am.	3 1/2 @ 7
Juniper	11 @ 20	Sassafras, true	1 75@2 00	Red Venet'n Eng.	4 @ 8
Prickly Ash	@ 75	Sassafras, art'l	75@1 00	Putty	5 @ 8
Extracts		Spearment	7 00@7 25	Whiting, bbl	@ 4 1/2
Licorice	60 @ 65	Sperm	1 50@1 75	Whiting	5 1/2 @ 10
Licorice, powd.	60 @ 70	Tany	7 00@7 25	L. H. P. Prep.	2 55@2 70
Flowers		Tar USP	65 @ 75	Rogers Prep.	2 55@2 70
Arnica	1 75@1 85	Turpentine, bbl.	@ 65 1/2	Miscellaneous	
Chamomile (Ged.)	@ 50	Turpentine, less	73 @ 86	Acetanalid	57 @ 75
Chamomile Rom.	@ 75	Wintergreen,		Alum	06 @ 12
Gums		leaf	6 00@6 25	Alum, powd and	
Acacia, 1st	50 @ 55	Wintergreen, sweet		ground	09 @ 15
Acacia, 2nd	45 @ 50	birch	3 00@3 25	Bismuth, Subni-	
Acacia, Sorts	20 @ 25	Wintergreen, art	75 @ 100	trate	2 25@2 52
Acacia, Powdered	35 @ 40	Worm Seed	3 50@3 75	Borax xtal or	
Aloes (Barb Pow)	25 @ 35	Wormwood	20 00@20 25	powdered	05 @ 13
Aloes (Cape Pow)	25 @ 35	Potassium		Cantharides, po.	1 50@2 00
Aloes (Soc. Pow.)	75 @ 80	Bicarbonate	35 @ 40	Calomel	2 72@2 82
Asafoetida	50 @ 60	Bichromate	15 @ 25	Capsicum, pow'd	62 @ 75
Pow.	90 @ 100	Bromide	69 @ 85	Carmine	7 50@8 00
Campor	90 @ 95	Chlorate, gran'd	23 @ 30	Cassia Buds	30 @ 35
Guaiaac	@ 60	Chlorate, powd.		Cloves	40 @ 50
Guaiaac, pow'd	@ 70	or Xtal	16 @ 25	Chalk Prepared	14 @ 16
Kino	@ 1 25	Cyanide	30 @ 90	Chloroform	53 @ 66
Kino, powdered	@ 1 20	Iodide	4 36@4 60	Chloral Hydrate	1 20@1 50
Myrrh	@ 1 15	Permanganate	22 1/2 @ 35	Cocaine	12 85@13 50
Myrrh, powdered	@ 1 25	Prussiate, yellow	35 @ 45	Cocoa Butter	65 @ 90
Opium, powd.	19 65@19 92	Prussiate, red	@ 70	Corks, list, less	30-10 to
Opium, gran.	19 65@19 92	Sulphate	35 @ 40		40-10%
Shellac	65 @ 80	Roots		Copperas	03 @ 10
Shellac	75 @ 90	Alkanet	30 @ 35	Copperas, Powd.	4 @ 10
Tragacanth, pow.	@ 1 75	Blood, powdered	40 @ 45	Corrosive Sublim	2 25@2 30
Tragacanth	2 00@2 35	Calamus	35 @ 85	Cream Tartar	35 @ 45
Turpentine	@ 30	Elecampane, powd.	25 @ 30	Cuttle bone	40 @ 50
Insecticides		Gentian, powd.	20 @ 30	Dextrine	6 @ 15
Arsenic	08 @ 20	Ginger, African,		Dover's Powder	4 00@4 50
Blue Vitriol, bbl.	@ 08	powdered	30 @ 35	Emery, All Nos.	10 @ 15
Blue Vitriol, less	09 1/4 @ 17	Ginger, Jamaica.	60 @ 65	Emery, Powdered	@ 15
Bordea. Mix Dry	12 @ 26	powdered	45 @ 60	Epsom Salts, bbls.	@ 03 1/2
Hellebore, White		Ginger, Jamaica,		Epsom Salts, less	3 1/2 @ 10
powdered	18 @ 30	powdered	45 @ 60	Ergot, powdered	@ 4 00
Insect Powder	47 1/2 @ 60	Goldenseal, pow.	7 50@8 00	Flake, White	15 @ 20
Lead Arsenate Po.	13 1/2 @ 30	Ipecac, powd.	4 50@5 00	Formaldehyde, lb.	13 1/2 @ 35
Lime and Sulphur		Licorice	35 @ 40	Gelatine	80 @ 90
Dry	08 @ 22	Licorice, powd.	20 @ 30	Glassware, less	55%
Paris Green	24 @ 42	Orris, powdered	45 @ 50	Glassware, full case	60%
Leaves		Poke, powdered	35 @ 40	Glauber Salts, bbl.	@ 02 1/2
Buchu	@1 05	Rhubarb, powd	@ 1 00	Glauber Salts less	04 @ 10
Buchu, powdered	@1 10	Rosinwood, powd.	@ 50	Glue, Brown	20 @ 30
Sage, Bulk	25 @ 30	Sarsaparilla, Hond.		Glue, Brown Grd	16 @ 22
Sage, 1/4 loose	@ 40	ground	@ 1 10	Glue, White	27 1/2 @ 35
Sage, powdered	@ 35	Sarsaparilla, Mexic.	@ 60	Glue, white grd.	25 @ 35
Senna, Alex.	50 @ 75	Squills	35 @ 40	Glycerine	75 @ 95
Senna, Tinn. pow.	30 @ 35	Squills, powdered	70 @ 80	Hops	75 @ 95
Uva Ursi	20 @ 25	Tumeric, powd.	20 @ 25	Iodine	6 45@7 00
Oils		Valerian, powd.	@ 1 00	Iodoform	8 00@8 30
Almonds, Bitter,		Seeds		Lead Acetate	@ 20 30
true	7 50@7 75	Anise	@ 35	Lead	@ 1 50
Almonds, Bitter,		Anise, powdered	35 @ 40	Lead, powdered	@ 1 60
artificial	3 00@3 25	Bird, ls	13 @ 17	Menthol	8 50@9 50
Almonds, Sweet,		Canary	10 @ 16	Morphine	12 83@13 98
true	1 50@1 80	Caraway, Po. 30	25 @ 30	Nux Vomica	@ 30
Almonds, Sweet,		Cardamon	2 50@3 00	Nux Vomica, pow.	15 @ 25
imitation	1 00@1 25	Coriander pow.	40 30 @ 25	Pepper, black, pow	57 @ 70
Amber, crude	1 25@1 50	Dill	15 @ 20	Pepper, White, pw.	75 @ 85
Amber, rectified	1 50@1 75	Fennell	35 @ 50	Pitch, Burgudry	20 @ 25
Anise	1 25@1 50	Flax	7 @ 15	Quassia	12 @ 15
Bergamont	9 00@9 25	Flax, ground	7 @ 15	Quinine, 5 oz. cans	@ 59
Cajuput	2 00@2 25	Foenugreek, pwd.	15 @ 25	Rochelle Salts	23 @ 40
Cassia	4 00@4 25	Hemp	8 @ 15	Sacharine	2 60@2 75
Castor	1 55@1 80	Lobelia, powd.	@ 1 60	Salt Peter	11 @ 22
Cedar Leaf	2 00@2 25	Mustard, yellow	17 @ 25	Seidlitz Mixture	30 @ 40
Citronella	1 00@1 20	Mustard, black	20 @ 25	Soap, green	15 @ 30
Cloves	4 00@4 25	Poppy	15 @ 30	Soap mott cast	@ 25
Cocanut	27 1/4 @ 35	Quince	1 00@1 25	Soap, white Castile,	
Cod Liver	1 75@2 25	Sabadilla	45 @ 50	case	@ 15 00
Croton	2 00@2 25	Sunflower	12 @ 18	Soap, white Castile	
Tinctures		Worm, American	30 @ 40	less, per bar	@ 1 60
Aconite	@1 80	Worm, Levant	6 50@7 00	Soda Ash	3 @ 10
Aloes	@1 56	Seeds		Soda Bicarbonate	3 1/2 @ 10
Arnica	@1 50	Anise	@ 35	Soda, Sal	02 1/2 @ 08
Asafoetida	@2 28	Anise, powdered	35 @ 40	Spirits Camphor	@ 1 20

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

Tomatoes
Pork
Smoked Meats

DECLINED

Potted Meat
Nucoa
Liver

AMMONIA

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



APPLE BUTTER

Quaker, 24-12 oz. doz. 2 25
Quaker, 12-38 oz. doz. 3 35

AXLE GREASE

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

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. 31 20
Calumet, 4 oz., doz. 95
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb. doz. 12 15
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

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, Yellow 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 15
Dbl Lacquer, 1 gross pkg., per gross 15 1/2

BREAKFAST FOODS

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

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

Post Brands.
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70
Pills Bran, 12s 1 90
Roman Wheat, 12-2 lb. 3 35
Cream Wheat, 18 3 90
Cream Barley, 18 3 40
Ralston Food, 18 4 00
Maple Flakes, 24 2 50
Rainbow Corn Flak, 36 2 50
Silver Flake Oats, 18s 1 40
Silver Flake Oats, 12s 2 25
90 lb. Jute Bulk Oats, bag 2 85
Ralston New Oats, 24 2 70
Ralston New Oats, 12 2 70
Shred. Wheat Bis., 36s 3 85
Shred. Wheat Bis., 72s 1 55
Triscuit, 24s 1 70
Wheatena, 18s 3 70

BROOMS

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

BRUSHES

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

Stove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion 2 85

CANDLES

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

CANNED FRUIT

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

CANNED FISH

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

Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 75
Lobster, No. 1, 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, k'less 5 25
Salmon, Red Alaska 3 00
Salmon, Med. Alaska 2 40
Salmon, Pink Alaska 2 25
Sardines, Im., 1/4, ea. 10 23
Sardines, Im., 1/4, ea. 25
Sardines, Cal., 1/4 35
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/4s, Curtis, doz. 3 20
Tuna, 1/2 Blue Fin 2 25
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 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., sil. 1 65
Beef, 3 1/2, oz. Qua., sil. 2 15
Beef, 5 oz., Am Sliced 2 90
Beef, No. 1, B. Nut, sil. 4 00
Beefsteak & Onions, s 3 70
Chili Con Can, 1s 1 85
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 50
Potted Meat, 1/2 Libby 90
Potted Meat, 1/4 Qua. 85
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 25

Baked Beans

Campbells 1 15
Quaker, 18 oz 1 10
Fremont, No. 2 1 25
Snider, No. 1 1 10
Snider, No. 2 1 25
Van Camp, small 90
Van Camp, med. 1 15

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 65
W. Beans, 10 8 00
Green Beans, 2s 1 65
Green Beans, 10s 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 25
Corn, No. 2, Fan. 1 80
Corn, No. 10 8 00
Hominy, No. 3 1 00
Okra, No. 2, whole 2 15
Okra, No. 2, cut 1 75
Mushrooms, Hotels 32
Mushrooms, Choice, 8 oz. 35
Mushrooms, Sur Extra 50
Peas, No. 2, E. J. 1 35
Peas, No. 2, Sift. 1 85
June 1 85
Peas, No. 2, Ex. Sift. 2 25
E. J. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 60
Pumpkin, No. 10 5 00
Pimentos, 1/4, each 12 14
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 1 75
Sauerkraut, No. 3 1 45
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 35
Spinach, No. 2 1 60
Spinach, No. 3 2 25
Spinach, No. 10 6 50
Tomatoes, No. 2 1 60
Tomatoes, No. 3 2 25
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 35
Quaker, 8 oz. 1 30
Quaker, 10 oz. 1 45
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 12 50
Quaker, Gallon Tin 8 50

CHILI SAUCE

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

OYSTER COCKTAIL.

Sniders, 16 oz. 2 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
Wisconsin Flat 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
Beeman's Pepsin 65
Beechnut Wintergreen 65
Beechnut Peppermint 65
Beechnut Spearmint 65
Doublemint 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Juicy Fruit 65
Wrigley's P-K 65
Zeno 65
Teaberry 65

CLEANER

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

COCOA.



Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 25
Droste's Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastelles, No. 1 12 80
Pastelles, 1/2 lb. 6 60
Pains De Cafe 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles 2 15
1 lb. Rose Tin Bon 13 00
Bons 9 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
Bralded, 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
Carolene, Tall, 4 doz. 3 80
Carolene, Baby 3 50

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 75
Quaker, Baby, 8 doz. 4 65
Quaker, Gallon, 1/2 doz. 4 65
Carnation, Tall, 4 doz. 5 10
Carnation, Baby, 8 doz. 5 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 27 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 Apollos 95 00
Bering Palmitas 115 00
Bering Diplomatica 115 00
Bering Delosos 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 1 75
Nibble Sticks 1 85
Chocolate Nut Rolls 1 85
Magnolia Choc 1 25
Bon Ton Choc. 1 50

Gum Drops

Anise 16
Champion Gums 16
Challenge Gums 14
Superior, Boxes 22

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. Mallovs 15
Handy Packages, 12-10c 80

Bar Goods

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

COUPON BOOKS

50 Economic grade 3 60
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes 43

DRIED FRUITS

Apples

N. Y. Fcy., 50 lb. box 15 1/2
N. Y. Fcy., 14 oz. pkg. 16

Apricots

Evaporated, Choice 23
Evaporated, Fancy 29
Evaporated, Slabs 18

Citron

10 lb. box 40

Currants

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, 15 oz. 08 1/2
Seeded, 15 oz. 08 1/2

California Prunes

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

Hominy

Pearl, 100 lb. sacks 2 50

Macaroni

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

Bulk Goods

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

Pearl Barley

Chester 4 25
1000 7 00
Barley Grits 5 00

Sage

East India 10

GELATINE

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

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

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb.	21
Nucoa, 2 and 5 lb.	20 1/2
Wilson & Co.'s Brands	
Oleo	
Certified	24
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 bx	5 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



S x 10 lb. cans	6 45
Twelve 5 lb. cans	6 70
Twenty-four 2 1/2 lb. cs.	6 95
Thirty-six 1 1/2 lb. cans	5 65
Green Label	
Six 10 lb. cans	5 20
Twelve 5 lb. cans	5 45
Twenty-four 2 1/2 lb. cs.	5 70
Thirty-six 1 1/2 lb. cans	4 70

NUTS—Whole

Almonds, Tarragona	25
Brazil, New	24
Peanut Mixed	25
Fluberta, 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
Shelled	
Almonds	70
Peanuts, Spanish,	12 1/2
125 lb. bags	32
Fluberta	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
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 75

PARIS GREEN

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

PEANUT BUTTER



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

PETROLEUM PRODUCTS.

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

ISO-VIS MOTOR OILS

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



Iron Barrels

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



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

PICKLES

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

Dill Pickles

Gal. 40 to Tin, doz.	9 60
No. 2 1/2 Tins	2 25
32 oz. Glass Picked	2 75
32 oz. Glass Thrown	2 30
Dill Pickles Bulk	
5 Gal., 200	4 75
16 Gal., 600	9 25
45 Gal., 1200	19 50

PIPES

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

Battle Axe, per doz.	2 65
Bicycle	4 75

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Heif.	24
Good Strs & H's, 15 1/2@22	
Med. Steers & Heif.	20
Com. Steers & Heif. 15@16	
Veal	
Top	22
Good	20
Medium	18

Lamb

Spring Lamb	31
Good	30
Medium	28
Poor	21

Mutton

Good	18
Medium	16
Poor	13

Pork

Light hogs	14
Medium hogs	16
Heavy hogs	15

Loin, med.	25
Butts	22
Shoulders	19
Spareribs	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	19
Tongue, Jellied	35
Headcheese	18

Smoked Meats

Hams, Cer. 14-16 lb.	@28
Hams, Cer., Skinned	
16-18 lb.	@27 1/2
Ham, dried beef	
Knuckles	@44
California Hams	@17 1/2
Picnic Boiled	
Hams	@25
Boiled Hams	@42
Mixed Hams	@21
Bacon 4/6 Cert.	24 @29

Beef

Boneless, rump	28 00@38 00
Rump, new	29 00@32 00

Liver

Beef	17
Calf	55
Pork	10

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 fat	1 75

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

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

STOVE POLISH

Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 35
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

SALT

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



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

BORAX

Twenty Mule Team	
24, 1 lb. packages	3 25
48, 10 oz. packages	4 35
Iodized, 24, 2 lbs.	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, 136	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
Triby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Brillo	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
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50 doz.	2 10
Wyandotte, 48	4 75

SPICES

Whole Spices	
Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochlin	@25
Mace, Penang	1 39
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-1 10	@59
Pepper, Black	@46
Pure Ground in Bulk	
Allspice, Jamaica	@35
Cloves, Zanzibar	@46
Cassia, Canton	@28
Ginger, Corkin	@35
Mustard	@32
Mace, Penang	1 39
Pepper, Black	@55
Nutmegs	@59
Pepper, White	@80
Pepper, Cayenne	@37
Paprika, Spanish	@45

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 26.—On this day was held the first meeting of creditors in the matter of Charles Minnema, Bankrupt No. 3651. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. No creditors were present. No claims proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On this day was held the first meeting of creditors in the matter of Automotive Electric & Battery Co., Bankrupt No. 3646. The bankrupt was present by Mr. Kramers and represented by Bartel J. Jonkman. Certain creditors were present in person. The claims were proved and allowed. The bankrupt was sworn and examined with a reporter. Shirley C. DeGroot was named trustee and his bond placed at \$1,500. The first meeting then adjourned without date.

On this day was held the first meeting of creditors in the matter of Field's of Muskegon, Bankrupt No. 3680. The bankrupt was present by the president and manager, and represented by George S. Norcross and Calmon R. Golder. Certain creditors were present in person. The claims were proved and allowed. The bankrupt was sworn and examined with a reporter. Edward DeGroot was named trustee and his bond placed at \$7,500. The first meeting then adjourned to March 13 for further examination.

Feb. 27. We have to-day received the schedules, reference and adjudication in the matter of T. George Finucan, Bankrupt No. 3709. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedules show assets of \$25 of which the full amount is claimed as exempt, with liabilities of \$7,568.83. 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:

City of Grand Rapids	\$254.36
Hazeltine & Perkins Drug Co.	
Grand Rapids	1300.00
A. E. Brooks & Co., Grand Rapids	90.05
Lee & Cady, Grand Rapids	46.48
Roy Barkman, Grand Rapids	131.48
Gray Beach Cigar Co., Grand R.	76.48
General Cigar Co., Grand Rapids	6.83
Perfect Pictures Shop, Grand Rap.	52.92
E. C. DeWitt & Co., Grand Rapids	54.80
Palmolive Co., Chicago	57.60
Hochschild Corp., Chicago	38.74
Parke, Davis & Co., Detroit	17.48
W. M. Ackerman Elec. Co., G. R.	6.30
Fuller Morrison, Chicago	8.50
Harry Meyer, Grand Rapids	7.35
Woodhouse Co., Grand Rapids	28.21
DeVilbiss Atomizer Co., Toledo	23.11
Amer. Druggist Syndicate, Chicago	48.37
Baldwin Perfumery Co., Chicago	7.23
C. A. Moss Laboratories, Chicago	1.90
C. C. Mitchell, Aurora, Ill.	12.00
Toledo Pen Co., Toledo	22.72
Bell Chemical Co., Chicago	2.00
Armand Co., Des Moines	26.19
Norwich Pharmacal Co., Chicago	82.72
H. Van Eenennaam, Zeeland	14.60
McLiss Mfg. Co., Toledo	11.10
M. J. Darg & Sons, Grand Rapids	53.25
Blatz Val Brewing Co., Grand R.	2.90
Hollinger Cutlery Co., Fremont, O.	42.14
G. R. Calendar Co., Grand Rapids	6.25
Upjohn Co., Kalamazoo	10.00
Joyce Bottling Co., Grand Rapids	24.35
Miller Candy Co., Grand Rapids	72.35
Crystal Candy Co., Grand Rapids	43.05
Bauer & Black, Chicago	27.38
Frederick Stearns & Co., Detroit	35.00
Clauss, Shearer Co., Fremont, Ohio	25.50
Kelly Ice Cream Co., Grand Rapids	198.48
Worden Grocer Co., Grand Rapids	9.94
Mich. Bell Tel. Co., Grand Rapids	26.70
Hazeltine & Perkins Drug Co.	

Grand Rapids	1057.85
E. N. Cooper Candy Co., Grand R.	21.50
Heyboer Stationery Co., Grand R.	69.28
Shaw News Co., Grand Rapids	55.57
G. H. P. Cigar Co., Detroit	45.78
Dr. R. Earle Smith, Grand Rapids	52.50
Kent State Bank, Grand Rapids	72.60
Dr. R. E. Sculley, Grand Rapids	12.00
W. C. VanLuster, Grand Rapids	5.00
G. R. Gehring Co., Grand Rapids	16.00
Mrs. Millie Newell, Grand Rapids	240.00
William Finucan, Grand Rapids	1000.00
G. R. National Bank, Grand Rapids	250.00
Comstock Park Branch, Com. Pk.	300.00
M. J. Burch, Grand Rapids	190.00
Charlevoix Co. Bank, Charlevoix	300.00
Winifred P. Finucan, Grand Rap.	715.00
C. B. Rathburn, Grand Rapids	160.00

Feb. 27. We have to-day received the schedules, reference and adjudication in the matter of George A. Grady, Bankrupt No. 3708. 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 salesman. The schedules show assets of \$76 with liabilities of \$2,659.75. 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. 27. We have to-day received the schedules, reference and adjudication in the matter of Charles H. Wilcox, Bankrupt No. 3707. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident

of Hopkins, and his occupation is that of a laborer. The schedules show assets of \$12,100 of which \$200 is claimed as exempt, with liabilities of \$14,428.30. 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. 28. We have to-day received the schedules, reference and adjudication in the matter of Theodore Radke, Bankrupt No. 3710. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of St. Joseph, and his occupation is that of a laborer. The schedules show assets of \$450 of which \$350 is claimed as exempt, with liabilities of \$5,095. The court has written for funds and upon receipt of same, first meeting of creditors will be called, note of which will be made herein.

Feb. 28. We have to-day received the schedules, reference and adjudication in the matter of Perry Bacon, Bankrupt No. 3711. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a laborer. The schedules show assets of \$245 of which the full amount is claimed as exempt, with liabilities of \$2,588.29. 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. 28. We have to-day received the schedules, reference and adjudication in the matter of Nick Hagis, Bankrupt No. 3712. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedules show assets of none with liabilities of \$13,019.15. 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. On this day was held the first meeting of creditors in the matter of William Jenezon, Bankrupt No. 3667. The bankrupt was present in person and represented by attorneys Robert H. Burns and Seth Bidwell. No creditors were present. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned no date, and the case has been closed and returned to the district court, as a case without assets.

Feb. 28. We have to-day received the schedules, reference and adjudication in the matter of Earl Alexander, individually and as Alexander's Bakery, Bankrupt No. 3713. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ionia, and his occupation is that of a baker. The schedules show assets of \$7,100 of which \$500 is claimed as exempt, with liabilities of \$7,737.44. 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:

City of Ionia	\$ 63.37
National Bank of Ionia	3350.00
J. W. Allen & Co., Chicago	840.00
Associated Investment Co., So. Bend	250.00
Armour & Co., Chicago	331.62
J. W. Allen & Co., Chicago	94.75
Alexander Molasses Co., Cincinnati	25.65
Arbuckle Bros. Co., Chicago	41.98
Cudahy Bros., Cudahy, Wis.	141.08
S. Gumpert & Co., Brooklyn, N.Y.	48.30
E. B. Gallagher, Grand Rapids	115.67
O. P. DeWitt, St. Johns	201.19
C. W. Mills Paper Co., Grand R.	115.63
Menosha Printing Co., Chicago	79.20
Kal. Wax Paper Co., Kalamazoo	74.25
Saminax Paper Co., Kalamazoo	79.00
Plankinton Co., Milwaukee	107.05
Wolverine Spice Co., Grand Rapids	371.44
Otsego Wax Paper Co., Otsego	66.86
Watson-Higgins Co., Grand Rapids	69.75
Rumford Co., Chicago	16.00
McCarthy's Garage, Ionia	120.27
K. L. Cobb, Ionia	107.03
Ionia Daily Sentinel Standard	65.25
Ionia Hardware Co., Ionia	76.36
Weber & Dean Co., Ionia	25.56
Frank Wirtz Coal Co., Ionia	142.40
Ionia Produce Co., Ionia	86.25
M. C. Stout & Co., Ionia	141.00
Glenn L. Pierce, Ionia	33.67
Michigan Artificial Ice Products Co., Ionia	8.00
Consumers Power Co., Ionia	51.50
Michigan Bell Tel. Co., Ionia	12.35
W. C. Page Co., Ionia	11.00
James H. Fox, Grand Rapids	250.00
Peoples Cash Market, Ionia	38.00
Reuben Cook, Ionia	25.00
Geiser Tire Service, Ionia	60.00

Feb. 28. We have to-day received the schedules in the matter of Walter Pietrzyk, Bankrupt No. 3660. This is an involuntary case. The schedules show assets of \$878.07 with liabilities of \$3,729.65. The first meeting will be called and notice of same made herein. The list of creditors of said bankrupt is as follows:

C. W. Mills Paper Co., Grand R.	\$ 49.63
J. Bobbin & Co., Chicago	422.47
Cudahy Bros. Co., Cudahy, Wis.	412.32
L. & L. Tobacco & Candy Co., Grand Rapids	5.20
G. R. Calendar Co., Grand Rapids	42.00
Swift & Co., Grand Rapids	90.64
Wilson & Co., Grand Rapids	30.72
Thomasma Bros., Grand Rapids	30.10
Abe Schefman & Co., Grand Rapids	6.80
G. R. Malt & Syrup Co., Grand R.	19.50
National Grocer Co., Grand Rapids	102.88

Norris & Co., Grand Rapids	48.21
Worden Grocer Co., Grand Rapids	111.11
Lee Edson, Hudsonville	178.12
Yk Ben, Grand Rapids	7.45
Mary Zajdel, Grand Rapids	2062.60
G. R. Butchers Supply Co., Gr. R.	109.90

March 2. We have to-day received the schedules, reference and adjudication in the matter of Elza Larsen, Bankrupt No. 3714. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and he occupation is that of a storekeeper. The schedules show assets of \$561.65 of which \$300 is claimed as exempt, with liabilities of \$1,921.81. 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:

City of Grand Rapids	\$ 64.29
I. VanWestenbrugge, Grand Rap.	6.00
H. J. Heines Co., Grand Rapids	9.75
Woolens Spice Co., Toledo	11.06
DeYoung Candy Co., Grand Rapids	10.76
Herrud Meat Co., Grand Rapids	20.47
Consumers Ice Co., Grand Rapids	38.31
Groothof Dairy Co., Grand Rapids	400.00
DeVries & Co., Zeeland	16.32
VanDriele & Co., Grand Rapids	7.00
Bestman & DeMeester, Grand R.	9.18
Jeannette P. Sherman, Milwaukee	11.40
Dark & Co., Grand Rapids	15.00
Woodhouse Co., Grand Rapids	2.76
Ponce De Leon Water Co., G. R.	11.60
Rysdale Candy Co., Grand Rapids	80.00
Johnson Coddie Co., Milwaukee	7.84
Grennen's, Grand Rapids	5.37
Holland-American Wafer Co., G.R.	1.66
A. Z. Alward & Son, Grand Rapids	36.76
Voight Milling Co., Grand Rapids	21.45
Goldfield Dairy Co., Grand Rapids	83.02
Blue Valley Creamery Co., G. R.	8.00
Mills Paper Co., Grand Rapids	19.75
Kent Storage Co., Grand Rapids	22.87
Lee & aCdy Co., Grand Rapids	25.00
Holland Cigar Co., Grand Rapids	17.68
Holland-American Food Co., G. R.	2.25
Renfro Bros. Co., Chicago	18.81
Anderson & Lowman, Grand Rap.	10.00
McLaughlin Coffee Co., Chicago	12.15
Schultz Baking Co., Grand Rapids	14.75
VandenBerg Cigar Co., Grand R.	49.00
G. H. Haan Calendar Co., Grand R.	7.75
Ellis Bros., Grand Rapids	89.78
Vinkemulder Co., Grand Rapids	17.91
Mr. Robert, Caledonia	212.00
Post & Brady, Grand Rapids	5.75
Rademaker-Dooce Co., Grand Rap.	87.25
Ferris Coffee Co., Grand Rapids	97.14
Swift & Co., Grand Rapids	4.00
Bayuk Cigar Co., Grand Rapids	7.25
Specialty Candy Co., Grand Rapids	53.42
Michigan Coffee Co., Grand Rapids	7.20
Holsum Bakery Co., Grand Rapids	15.00
Grand Rapids Chronicle, Grand R.	4.00
Koeze Co., Grand Rapids	14.83
VanderVeen Bros., Grand Rapids	125.00
N. J. DeWeerd, Hudsonville	10.00
Press, Grand Rapids	15.00
G. R. Dairy Co., Grand Rapids	71.53
Wm. Muller Baking Co., Grand R.	4.82

March 4. We have to-day received the schedules, reference and adjudication in the matter of Walter W. Porter and Percy N. Barron, individually and as copartners doing business as Porter-Barron Hardware Co., Bankrupt No. 3715. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo. The schedules show assets of \$10,225.25 with liabilities of \$15,592.75. The first meeting will be called promptly and note of the same made herein. The list of creditors of said bankrupt is as follows:

City of Kalamazoo	\$330.91
Ackerman Steffen, Chicago	3.00
Allith Prouty Co., Danville, Ill.	50.00
All American Nodak Corp., Chicago	1.09
American Seed Co., Detroit	9.62
American Gas Mach. Co., Albert	
Lee, Minn.	6.41
Amer. Standard Mfg. Co., Chicago	12.69
Automatic Elec. Washer Co., Newton, Iowa	377.07
Baker Bros. Auto Parts, Kalamazoo	3.00
Chas. Bard, Kalamazoo	19.00
Barlow & Seelig Mfg. Co., Ripon, Wis.	39.00
Battery Shop, Kalamazoo	679.51
V. Bingham Co., Cleveland	1,140.37
Bond Supply Co., Kalamazoo	.76
A. J. Brown Seed Co., Grand Rap.	10.55
Buhl Sons Co., Detroit	303.36
Celery City Lumber Co., Kalamazoo	5.00
Chicago Spring Hinge Co., Chicago	100.00
Clark Chemical Co., Bay City	2.00
Frank H. Clay, Kalamazoo	197.85
Clements Mfg. Co., Chicago	189.00
Columbia Elec. Co., Kalamazoo	.83
Columbia Stamping Co., Terre Haute, Ind.	4.35
Consumers Power Co., Kalamazoo	40.76
Corbin Cabinet Lock Co., Chicago	9.40
Coney Collection Agency, Kalamazoo	27.31
Detroit Elec. Co., Detroit	50.00
Jack Dold Drug Store, Kalamazoo	1.35
Doubleday Bros., Kalamazoo	47.35
Edwards & Chamberlain Hardware Co., Kalamazoo	730.76
Economy Wall Paper Co., Kalamazoo	1.86
Enterprise Alum Co., Maseton, O.	30.00
Excelsior Stove Co., Quincy	7.56
John Brunsting, Kalamazoo	50.00
Kalamazoo Gabbette, Kalamazoo	428.85
R. E. Fair, Kalamazoo	8.78
Fiske Tire Co., Detroit	225.00
Fulkerson Bros., Puxico, Mo.	18.95
Gardner Wire Co., Chicago	30.00
Geo. Gatton, Kalamazoo	4.00
Goodlin Automotive Equip. Co., South Bend	145.68
L. Gould & Co., Chicago	9.94
Hathaway Tire Co., Kalamazoo	30.50

Hall Mfg. Co., Cedar Rapids	53.72
Hamilton Metal Products Co., Hamilton, Ohio	9.00
Henderson Ames Co., Kalamazoo	135.00
Hinckley & White, Kalamazoo	37.60
Hibbard Spencer Bartlett & Co., Chi.	175.00
Ihling Bros., Everard Co., Kalamazoo	3.00
Kal. Foundry & Mach. Co., Kala.	141.48
Kal. Glass Co., Kalamazoo	17.25
Kal. Mach. & oTol Co., Kalamazoo	1.75
Kal. Retail Credit Co., Kalamazoo	41.32
Kal. Trust & Savings Bank, Kala.	900.00
A. L. Lakey Co., Kalamazoo	13.51
Lewis & Freeman, Cleveland	150.00
H. Leonard & Sons, Grand Rapids	280.99
John H. Lickert, New Haven, Ind.	4.69
C. J. Litscher Co., Grand Rapids	111.27
Lufkin Rule Co., Saginaw	.69
McKinney Mfg. Corp., Chicago	689.47
Marks's Stores, Inc., Grand Rapids	39.45
Marple Lumber Co., Kalamazoo	3.20
Mattison Drug Co., Kalamazoo	18.50
Maynard Sign Co., Kalamazoo	4.80
Mich. Bell Tel. Co., Kalamazoo	14.04
M. & T. Battery Service, Kalamazoo	29.57
Fred J. Meyers Co., Hamilton, Ohio	39.90
Mich. Automotive Supply Co., Det.	33.65
Moon Bros., Detroit	13.23
Moerdyke Hardware Co., Kalamazoo	10.75
Morton Pottery Co., Morton, Ill.	26.60
J. Mulder Hdwe. Co., Kalamazoo	2.20
National Brass Co., Grand Rapids	80.00
National Hdwe. Ass'n., Indianapolis	17.50
Ohio Varnish Co., Cleveland	1653.07
Ray T. Parfet, Kalamazoo	58.24
Peck Stow & Wilcox, Cleveland	61.50
Polar Ware Co., Sheboygan	43.44
F. W. Prentiss, Adrian	29.80
Pyramid Film Co., Colorado Springs, Colo.	25.00

Reading Corp., Detroit	14.26
Remington Rand, Kalamazoo	27.94
Gus Reidel & Son, Kalamazoo	2.81
Savory, Inc., Buffalo, N. Y.	20.00
Sec Elec. Prod., Jackson	1.00
Safe Padlock Co., Lancaster, Pa.	1.60
Segal Lock & Hdwe. Co., New York	10.20
Shakespeare Co., Kalamazoo	6.05
Sidway Tonliff Co., Washington, aP.	1.19
T. C. Smith & Co., Philadelphia	34.20
Standard Gas Equipment Corp., Aurora, Ill.	65.00
Stanley Rule & Level Co., New Britain, Conn.	.62
State Accident Fund, Lansing	20.48
Superior Printing Co., Kalamazoo	5.50
Star Paper Co., Kalamazoo	1.88
Albion B. Titus, Kalamazoo	7.55
Truscott Pierce Eng. Co., St. Joseph	1.07
Traceys & Avery Co., Mansfield	16.00
United Engine Co., Lansing	529.62
U. S. Rubber Co., Detroit	30.00
Winchester Simmons Co., Chicago	887.61
Wigington Co., Kalamazoo	26.45
American Life Ins. Co., Detroit	77.40
Lloyd Malbone, Kalamazoo	925.00
C. Castiel, Kalamazoo	49.50
H. W. Beams, Kalamazoo	98.10
W. M. Dean, Kalamazoo	109.01
K. M. Bishop, Kalamazoo	125.35
Lorenzo Lee, Kalamazoo	136.25
R. J. Wrigley, Kalamazoo	100.00
Lester Weiss, Kalamazoo	75.75
S. R. Anderson, Kalamazoo	113.25
Rex Bursee, Kalamazoo	54.50
Frank H. Beck, Kalamazoo	98.10
H. C. Berry, Kalamazoo	140.00
A. D. Hudson, Kalamazoo	65.00
John Dustin, Kalamazoo	40.00
Frank Snyder, Kalamazoo	85.00
Wm. Shell, Kalamazoo	147.00
Earl Tiefenthal, Kalamazoo	25.00
V. Van Woert, Kalamazoo	180.00
C. P. Varney, Kalamazoo	150.00
C. B. Conklin, Kalamazoo	15.00
B. A. Shepard, Kalamazoo	70.20
F. L. Mapes, Kalamazoo	200.00
K. M. Bishop, Kalamazoo	27.50
Lorenzo Lee, Kalamazoo	25.00
Max Sargent, Kalamazoo	75.00
Edw. Chambers, Kalamazoo	50.00
Ralph Meadows, Kalamazoo	110.00

In the matter of Edith (Mrs. J. L. Taylor), Bankrupt No. 3669, the first meeting of creditors was held Feb. 26. The bankrupt was present in person and represented by attorneys Eldred & Genuend. Creditors were represented by G. R. Credit Men's Association and by R. J. Cleland, attorney. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Feb. 27. On this day was held the first meeting of creditors in the matter of Allan De Quesnoy, Bankrupt No. 3671. The bankrupt was present in person and represented by attorney J. Claude Youdan. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

In the matter of T. George Finucan, Bankrupt No. 3709. The funds have been received and the first meeting of creditors has been called for March 25.

In the matter of Harry Hull, Bankrupt No. 3706. The funds have been received and the first meeting of creditors has been called for March 25.

Knowledge is power. So is electricity, but it never accomplished anything until men discovered how to use it.

Properly Training Clerks To Sell Groceries.*

The first step in "Training a Clerk to Sell" is to educate him to sell himself on the merchandise he is to handle. Unless a clerk can be taught to have an abiding faith in the quality of merchandise he is to sell, he is not going to put his best effort in disposing of it. Then he should believe that the position he holds is something more than getting a check on Saturday night.

The owner of a store is in a position to give his clerks the example of clean, honest and fair merchandising. If the clerk discovers that the merchant is inclined to do shady things, he will not only be inclined to do so himself but he will lose his respect for his employer and, I believe, lose the pep he might have had previously.

It is a pleasure to me to reach on my shelves and hand a customer an article of food that is the best I am able to buy and know that I can stand back of that article not only with my reputation but the reputation of the concern that puts it up. That is what we want and expect our clerks to do. Of course, we can not all have the class of customers that demand the very best but we can have the best goods obtainable for the price. Know the quality of the food you carry and communicate this information to the clerks that they may sell intelligently. They should be taught to learn the customers and offer to them the article best suited to their needs, thereby saving time and annoyance. A clerk must learn to sell himself to the customers through courtesy, promptness, neatness and affability. He should be friendly but not familiar, patient and considerate of those difficult to satisfy, attentive to all customers regardless of the amount of the sale. Patrons should always be waited on in their turn, including children. Let us not forget that the child of to-day is the home maker of tomorrow. Special attention given to a child pays big returns. These little factors are often mighty big ones in the building of success.

Selling goods by just being an order taker, is not profitable for the merchant nor the clerk as he is not taking advantage of the opportunity that presents itself for development of his own faculties. However, an order taker, is in my mind preferable to the clerk who is so insistent in offering goods as to make himself offensive to the customer. We find that in taking a telephone order there are people to whom we can mention certain articles on which we may have a special price, or some out of season product and then follow this up with something that will go with it. Others will not like this follow up, therefore, in training a clerk to sell, give him these tips on the different personalities that he may not lose a patron or place himself in an embarrassing position. If a clerk is observant he will soon learn the tastes of different housewives and remember their likes and dislikes.

*Paper read at grocers' convention by A. J. Faunce, of Harbor Springs.

A very important factor in selling is to sell only what you do sell. That is, in weighing bulk goods give exact weight, no more and no less. To emphasize this point I will give an illustration. Several years ago, I had a certain brand of bulk tea that was sold as a leader. Because of the excellent quality it sold rapidly and we would wrap a number of packages in our spare time. A clerk wrapped the usual amount one afternoon and upon weighing twenty packages all at once we found they were ten ounces over weight. He had allowed an over weight of half an ounce on each package causing a loss of 60 cents on the ten pounds of tea. The best plan in weighing a number of one-fourth, one-half or one pound packages, is to leave the articles on the platform of the scales and if a half pound package is being weighed make two of them weigh exactly one pound, three, a pound and a half, four two pounds, etc. Then there will be no over weight.

Your store should be a training school for your clerks. That has really been the trouble in the past. It seemed to be the general opinion that just anyone could run a grocery store. This alone is the reason that only 8 per cent. stay in the business over ten years and make a success while 92 per cent. either fail or quit.

Learn all you can about your stock and then pass it on to your clerks. If they are honest and industrious you may want them for a partner or they may be your competitor. In either case the better he is educated in his line the better it will be for you. I have always been grateful that I was able to get part of the training I received under two men who "knew their groceries." A mechanic knows his tools and material, so why not a grocery clerk learn and become posted in regard to the food he is to sell? We should be free to show a clerk the contents of a package or can of food and make comparisons with him so he may have the required knowledge to impart to the customer. It is a splendid plan to have him know how many pieces in cans of certain brands of pears, peaches, pineapple, etc. And also the grade of syrup in which they are packed.

It has been said that one out of every five clerks actually drives trade away. This being true, how much more important it is that he should know his stock. Let us then remember that a well instructed clerk is very apt to be a good salesman and he will also know that the final satisfaction of the customer is the important item in every sale.

Replacement Value Is the Only Possible Value of Stock.

(Continued from page 20)

the devil around a stump—and we can't. We all try to fool ourselves—and the trouble is we can. So through sidestepping the facts, through fearing to face facts with clear logic, we lose a lot of time, energy and hard earned profits.

I know from personal experience

that money can be made as a consequence of putting logical reasoning behind this problem, disposing of it once and for all, and acting in line therewith forever after. For I have done it in my own business and found it always paid. Any other man in any line can go and do likewise also greatly to his profit.

In line with this question of courage to do right in business is an experience I once had with a bunch of farmers banded together as Patrons of Industry. I had heard how they bought all things at one store and when I learned they wanted to come my way, I was so eager to get them that I never thought to ask my competitor why he was letting them go.

It took me only a few weeks to realize that the discounts they stipulated left little or nothing for me. I did not quit at once, because I felt ashamed to do that; but after a while I screwed up courage to cut them off. And the joke was that the few who were worth while among them stuck by me anyway. That was still another demonstration that price alone does not sell goods. Paul Findlay.

On the voyage of life the best ship is friendship.

Stonehouse Carting Co.

GENERAL TRUCKING

338 Wealthy St., S. W.
Phone 65664



Such
Wonderful
Toast

This is the
package

DUTCH TEA RUSK CO.
HOLLAND MICHIGAN



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

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.

Wanted Multigraph—Wanted late model used power multigraph. Describe, and quote price. Address No. 38, c/o Michigan Tradesman. 38

Shoe Salesman Wanted—Wanted young man with about two years' experience selling shoes in small to medium size towns to work in good shoe store as salesman and assistant manager. State wages wanted, experience, and give references. Address No. 39, c/o Michigan Tradesman. 39

Small Shoe Store Wanted—Would like to hear from party with small stock of footwear in good location in Central Michigan. Must be priced right. Address No. 40, c/o Michigan Tradesman. 40

For Lease—Good brick building 20x70, modern front, full basement. Located next to corner. Has been occupied 21 years by a successful shoe store. Now retired. Nickolas Schmitt, 430 Cedwell Ave., N. W., Grand Rapids, Mich. 41

For Sale—Grocery stock. Will sell stock and fixtures, rent building and apartment above store if desired. If interested, write W. D. Sargeant, Fremont, Mich. 42

For Sale or Trade—Full meat market equipment. Write John Herren, Beulah, Mich. 43

For Sale—U. S. slicing machine, stacker, five-ton Baker ice machine, 14x12 Butcher Boy cooler, cash registers and scales. Mrs. Eaton's Meat Shop, 86 Market Ave., N. W., Grand Rapids, Mich. Phone 21819 after 6 p. m. 44

FOR SALE—Up-to-date general store in a manufacturing town. Will sell stock and fixtures and rent building. Splendid opportunity. Will sell for cash, or exchange part cash and part good property. Address No. 45, c/o Michigan Tradesman. 45

"EXCELLOGRAPH"—Portable Rotary Stencil Printing Duplicators \$38. Equipped. Terms. Description, testimonials, printed samples, free. Pittsburg Typewriter Supply Co., Dep't. 540, Pittsburg, Pa. 3

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—New and refinished Northey coolers, refrigerators, freezer and top display cases. Send for special list. High class salesman wanted. S. B. Rosenthal, district salesman, 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.

I OFFER CASH!

For Retail Stores—Stocks—
Leases—all or Part.
Telegraph—Write—Telephone
L. LEVINSOHN
Saginaw, Mich.
Telephone Riv 2263W
Established 1909

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

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

Shoe Dealers Hold Meeting at Lansing.

Members of the Michigan Retail Shoe Dealers' Association concluded their convention at the Mutual building last Wednesday afternoon after a day of conference, addresses and reports of interest to the retail shoe trade. Approximately seventy-five delegates were present at the sessions which were held during the morning and afternoon.

The delegates Wednesday evening joined with the members of the Michigan Retail Dry Goods Association in convention at the Hotel Olds at a banquet and style show.

During the afternoon session Wednesday Luther H. Baker, Secretary-Treasurer of the Michigan Shoe Dealers Mutual Fire Insurance Co., gave an address on the Association. This was followed by a talk on association work and business promotion by James E. Wilson, vice-president of the organization, of Detroit.

Clyde Taylor, of Fyfe's Shoe store of Detroit, the largest shop of its kind in the world, gave an interesting talk on the large store. He related the history of the firm, remarking that Mr. Fyfe, its founder, has just passed his 90th birthday.

The Fyfe store is ten stories in height and shoes are sold on six floors, while hosiery and sundries are sold on every floor. It was established sixty-five years ago and has occupied five locations on Woodward avenue, having moved into its present home ten years ago.

F. L. Spencer, of the Byington and Spencer Shoe store, of Grand Ledge, spoke on the small store. He explained concentrated buying, which eliminates waste, increases volume, and enables the small store to compete with the chain store.

James H. Stone, Secretary of the National Retail Shoe Dealers Association, gave an address on association work and co-operation between the merchants and the organization.

Following the speaking, an open discussion was held. Those attending the convention praised Lansing and local shoe dealers who arranged for the convention.

Dry Goods Meeting a Great Success.

The annual meeting of the Michigan Retail Dry Goods Association, which was held at Lansing last week, was well attended. Several notable addresses were made. The banquet Wednesday evening was a great success. The speakers at the banquet were R. Perry Shorts, vice-president of the Second National Bank of Saginaw, and Phillip B. Woodworth, Chicago, educator, engineer and attorney. C. W. Otto, secretary-manager of the Lansing Chamber of Commerce, presided as toastmaster.

Election of officers resulted as follows:

President—F. H. Nissly, Ypsilanti.
First Vice-President—G. E. Martin, Benton Harbor.

Second Vice-President—D. Mihlethaler, Harbor Beach.

Secretary-Treasurer—John Richey, Charlotte.

Directors

Herbert N. Bush, Flint.
Henry McCormack, Ithaca.
Martin S. Smith, Battle Creek.
L. J. Ritzema, Grand Rapids.
J. B. Mills, Detroit.
W. E. Thornton, Muskegon.
Sam Seitner, Saginaw.

Ex-Officio Directors

D. M. Christian, Owosso.
J. W. Knapp, Lansing.
J. C. Toeller, Battle Creek.
J. B. Sperry, Port Huron.
G. T. Bullen, Albion.
H. J. Mulrine, Battle Creek.
A. K. Frandsen, Hastings.
F. E. Mills, Lansing.

Officers—Insurance Company

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C. P. Lillie, Coopersville, Vice-President.

John DeHoog, Grand Rapids, Secretary-Treasurer.

Jason E. Hammond, Lansing, Associate Secretary.

Directors—Insurance Company

D. M. Christian, Owosso.
J. B. Sperry, Port Huron.
W. O. Jones, Kalamazoo.
F. E. Mills, Lansing.
C. A. Mills, Grand Rapids.
H. Holtvluwer, Grand Rapids.
John Vandenberg, Grand Rapids.

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 12—The weather man has surely given us the cold shoulder for the past week, but put the smile on the coal dealers who were working so hard for business last fall. They can now see the bottom of some of the piles and are quite friendly among themselves and willing to help out in case of some of the dealers running short.

The Board of Trade in the Canadian Soo is laying plans to do considerable advertising to get more of the tourist trade next season. It has solicited the co-operation of the Rotary, Kiwanis and Civic Clubs. The wet drawing card the Canadian Soo has had does not bring the expected results, as people can get about all of the liquid refreshments they want in the United States. Only a few weeks ago it was discovered that they were sending over to Canada liquor they were making here in competition with the Canadians. It was found that they could undersell the Canadians in their own country.

The country roads are open again, after being blocked for the past week, but were not open in time to let the traveling men get back to the Soo. Most all of them had to come home by train, leaving their automobiles wherever they were parked in various parts of the State.

Triangles are usually brought about by someone not acting on the squire. They are found in all circles.

Ermintinger & Graville have moved back to their old stand from the temporary store in which they have been doing business since the fire. The old place, after being repaired and redecorated, looks better than it did before the fire.

Much satisfaction was manifested when it was learned that our popular agricultural agent, D. L. McMillan, has decided to return to the Soo, declining the position of supervisor of county agents of the Upper Peninsula, which had been offered him at Lansing. He will, however, receive a raise in salary by coming back, but his decision has caused regret to the State Extension Board, who had picked out Mr. McMillan as being the best man for the new job. Many telegrams from

farmers and others were sent to Lansing, asking that Mr. McMillan be sent back to Chippewa county, where he was doing such excellent work.

Never look down, look up; never look backward, look forward; do not do too much looking in, but look out.

The Grand Hotel, at Mackinac Island, changed hands last week. The purchaser of the property is Joe Ballard. The deal was completed at Chicago, after prolonged negotiations. It includes the transfer of the stock of Eugene J. LaChance, President of the Grand Hotel Co., as well as the holdings of other stockholders. Mr. LaChance was represented in the transfer by Attorney P. M. Brown, of St. Ignace. Mr. LaChance, now one of the wealthiest men in Mackinac, will remain on the Board of Directors and continue in full charge as manager of the hotel. There will be no change in policy. There will be some improvements for the comfort of guests. Under the management of Mr. LaChance, the Grand Hotel became one of the most popular summer resorts in America. Mr. Ballard has long been connected with the Grand as one of the biggest stockholders. He is recognized as one of the most successful hotel men in the country.

A doctor declared that kissing shortens life. We presume he means single life.
William G. Tapert.

When On Your Way, See Onaway.

Onaway, March 12—The regular March meeting of the Onaway Chamber of Commerce was held Wednesday and a lot of important business was transacted. President George Pregitzer named his executive committee consisting of twenty-six members.

A Publicity Committee consisting of five members was appointed, who will have a lot of important work to do and whose duty it will be to map and signboard all roads leading to the numerous points of interest; lakes, streams, the mountains, parks and resort grounds. These markers will be conspicuous and a big assistance to tourists and new-comers who enjoy getting off the beaten path. A tourist information bureau will also be established.

Supt. Schonhals is offering his assistance through the aid of his high school graduates, of whom there are forty this year. The annual class trip to Lansing this year will carry loads of advertising matter for Onaway and its opportunities.

Arthur G. Aikens has purchased an interest in the meat business with George B. Peterson. Improvements will be made on the market building. Mr. Peterson will have an opportunity to devote more of his time to outside work.

Fred P. Smith, Municipal Judge of Alpena, carried the primary election for Circuit Judge by over 800 majority and will, undoubtedly, become our next judge for this circuit.

Jerry Clemens, proprietor of the Metropole Hotel, is branching out into the chicken business, having built an elaborate poultry house on Lynn street. He has received 3,000 two-day old chicks as a starter.

The Parent-Teachers meeting, to be held Monday night at the high school, is attracting considerable attention, as at each meeting a very interesting program is presented by the pupils under direction of the different teachers. The good attendance proves the appreciation of the public in general.

After the big storm the highways are again open and traffic resumed. Saturday parking space for teams was at a premium.
Squire Signal.

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 12—About thirty home owned jobbing houses held a meeting at the Worden Grocer Co. offices Monday evening to consider the idea of organizing a local association and to consider the employment of a

man to call on the retail trade in the Grand Rapids territory and make window displays for stores and such interior changes as he could suggest. The proposition was received with so much favor that it was decided to hold another meeting Friday afternoon. A committee consisting of Messrs. Chinblom, Postema and Gilleland was appointed to draw up the necessary preliminary articles, setting forth the objects of the organization and the methods by which it will be maintained so as to function with the greatest possible degree of accomplishment.

May 1, 1922, the Worden Grocer Co. bought the stock of the Kent Grocer Co., which, at that time amounted to more than \$200,000. March 1, 1927, it bought the stock of the Gibson Grocer Co. March 12, 1929, it closed a deal for the stock of the Market Wholesale Grocery. The most salable portions of the stock are being moved to the warehouse of the Worden Grocer Co. The remainder will be sold from the present location of the Market Wholesale Grocery by William E. Gibson.

Monday evening Mr. Gilleland, manager of the Worden Grocer Co., attended a meeting of local jobbers at his store. Last evening he addressed the Detroit manufacturers at the Rowe Hotel. Later in the evening he gave a little talk to the retail grocers at the Pantlind Hotel. He is apparently achieving quite a reputation as a speechmaker along mercantile and economic lines.

Annual Meeting of Kalamazoo Council, U. C. T.

Kalamazoo, March 12—Guy Kistler was elected to the office of Senior Counselor of Kalamazoo Council, United Commercial Travelers at the annual meeting and dinner-dance Saturday evening in the New Burdick Hotel. Kistler succeeds J. A. Beimer as directing head of the local U. C. T.

Other officers chosen at the annual meeting were: LaVerne Weirick, junior counselor; J. A. Beimer, past counselor; Lewis Bush, collector; Walter Moore, sentinel; L. W. Shivington, page; and Guy Kistler, J. A. Beimer, G. E. Ranney, and D. L. Goodrich, representatives to the Grand Council meeting which will be held in Jackson in June.

The U. C. T. party, Saturday night, was attended by 150 members of the council and their ladies. The afternoon was given over to a business meeting for the council, while the ladies enjoyed a social session. The banquet was served at 6:30. Rev. William Gysan, pastor of the People's church, was the principal speaker. There were a number of informal talks and an exchange of greetings between the U. C. T. council and the auxiliary. Dancing began at 9.

Twenty-one New Readers of the Tradesman.

E. Gunnerson, Detroit.
Fred Z. Pantlind, Grand Rapids.
G. Schoenhals, Onaway.
Broder Bros., Detroit.
Metropolitan Trust Co., Detroit.
Wm. H. McCartney, Lake Odessa.
E. A. Kemp & Sons, Greenville.
Edward M. Perkins & Son, Lansing.
Wells Shoe Store, Greenville.
Wm. Shingler & Son, Sidnaw.
L. Herryman, Nashville.
Bert C. E. Silver, Greenville.
Devoe & Reynolds Co., Inc., Detroit.
Merchants Clearing House, Detroit.
Reliable Hardware Co., Greenville.
E. A. Eriksen, Greenville.
M. H. Maier, Grand Ledge.
Roy Thomas, Bangor.
Russell Thomas, Bangor.
William Kaplan, Decatur.
Frank Dreese, Edmore.

With the Price Established

through the manufacturers' advertising
your selling cost is less and profits more. Your customers recognize that the price is right when it is plainly shown on the label and in the advertising as it is in

K C Baking Powder

Same Price
for over 38 years

25 ounces for 25c

You save time and selling expense
in featuring such brands as K C.

Besides your profits are protected.

*Millions of Pounds Used by Our
Government*



BUSINESS PEOPLE SAY

"In these days every hour is crowded with questions demanding immediate and often momentous decisions. That is why we appreciate the sustaining quality of Lee & Cady Coffee. Its delicious flavor is on a par with its energy-producing goodness. Its modest stimulation smooths trying times. Lee & Cady Coffee is the best start for a busy day."

LEE & CADY COFFEE



*Revolutionizing
Blending Methods*

SO enthusiastic for Lee & Cady Coffee the people of Michigan have become that it would seem a radical change must be made in coffee blending.

The sales of Lee & Cady Coffee have shown such a tremendous increase that it is evident the public approves of this new and modern coffee.

Yet Lee & Cady Coffee is a mellowing and enriching of known coffee flavors rather than a drastic departure. There is actually nothing in Lee & Cady Coffee but coffee. It has an individual, distinctive taste. But it is only the mingling and blending of fine coffees that produces the exquisite full-bodied flavor.

"TOMORROW'S COFFEE TODAY"

Butter Jumble Cookie

butter jumbles

made with

fresh eggs

milk

creamery

butter



is a fair sample of the Schust Company's quality line of Cookies, Cakes and Crackers. If you have not tasted these wonderful cookies get in touch with any of our Branches or salesmen and we will be pleased to supply you with eating samples.

The Schust Company is a friend of the retail grocer, being the only large independent biscuit manufacturer in Michigan not associated with any trust or combination. We are in a position to give special service to the Retail Grocers. We operate factories and branches in the following cities:

Detroit - Saginaw - Grand Rapids - Lansing - Pt. Huron also distribution equipment or warehouses in Flint and Bay City."

THE SCHUST COMPANY

"All over Michigan"