

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, APRIL 3, 1929

Number 2376

OURS is a land rich in resources; stimulating in its glorious beauty; filled with millions of happy homes; blessed with comfort and opportunity. In no nation are the institutions of progress more advanced. In no nation are the fruits of accomplishment more secure. In no nation is the government more worthy of respect. No country is more loved by its people. I have an abiding faith in their capacity, integrity and high purpose. I have no fears for the future of our country. It is bright with hope.

PRESIDENT HERBERT HOOVER

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GRAND RAPIDS, MICHIGAN

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The Prompt Shippers

Don't Experiment. Make

**Morton House
COFFEE**

Your Leader. It Never Fails

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Wholesalers for Sixty Years
OTTAWA AT WESTON - GRAND RAPIDS

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Your Customers
Know

that the **quality** of well-advertised brands must be maintained. You don't waste time telling them about unknown brands.

You reduce selling expense in offering your trade such a well-known brand as

**K C
Baking
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*Same Price
for over 38 years*

25 ounces for 25c

The price is established through our advertising and the consumer knows that is the correct price. Furthermore, you are not asking your customers to pay War Prices.

Your profits are protected.

**Millions of Pounds Used by Our
Government**

MICHIGAN TRADESMAN

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

Nine Dozen California Oranges For a Quarter.

Los Angeles, March 26—Last week I had something to say about a prevailing but mistaken idea that orange raising was simply picking the fruit off the trees and squeezing out the juice.

Since that time I had occasion to visit several orchards and incidentally a large packing house, which assisted me in exploding the "all-profit" theory.

It was out in the Fullerton district and there were orange groves to the right of us and orange groves to the left of us, not to speak of lemons galore. I could not help but feel that it was akin to tragedy for so many tourists to go back home without putting in a few hours at least in a citrus grove, but a lot of them confine their investigations to the purchase of the luscious globes at fruit stands, at Grand Rapids prices, and whereby California loses a lot of publicity. For instance nobody could visit a citrus packing plant without becoming a California booster. He would be so interested that he would write or otherwise tell the folks back home of the care, the science, the ingenious mechanical devices and the exceptional sanitary measures which make it certain that the brands which are making California more and more famous should uphold these high standards.

At the packing house the crates were unloaded from trucks and placed on a moving belt which carried them to the cullers. There each crate was dumped, and all blemished, scarred or malformed fruit removed. Then all the good fruit passed into warm, soapy water which carried it between rows of mechanically operated brushes, which scrubbed it thoroughly. Next it went through a soda or borax bath, and then up carriers to compressed air dryers, then through a mechanical "sizer" which separated it into three groups, conveying the large oranges to one bin, the medium to another and the smaller ones to still another. And then the select, chemically pure oranges were packed by girls wearing white rubber gloves. After passing the cullers they were not touched by hands. When a buyer back East unwraps an orange from its tissue cover he can bite right into it with no fear that it carries any sort of germ. For the theory is that anything that might harm him might also harm the reputation of the fruit abroad, thus every precaution that human care and more humanly accurate mechanisms can

devise guards the grower's reputation.

For the benefit of the grower, the fruit from each rancher is handled separately, and every orange which is not culled out is counted by automatic counters, so that he will know to a dead certainty how many went into the first quality bin, as well as the other two grades. But even after this operation the fruit is inspected by experts paid by the state growers organization. They are then tissue wrapped by machinery, the grower's name being printed on such wrappings, carefully placed in boxes, a certain number of a certain size, exactly filling them, and whirled away to the refrigerator cars on spur tracks along side of the building, and thus endeth the lesson for one day.

I might add that the culls and smaller sizes are offered to purchasers by the wagon load. As many as nine dozen may be purchased for a quarter. Their juice is said to be even richer than that extracted from the larger specimens.

Some orange juice is extracted here, but mostly for local consumption. A few years ago a scheme was evolved whereby the juice might be extracted, placed in containers and shipped in the same refrigerator cars, thereby saving transportation costs on rinds and pulp. But the railroad companies beat the shippers to it. The rinds and pulp were not there, but they were in the freight bill all the same.

Lemons are handled similarly, even with greater care, but the industry is on the wane, the supply always being well ahead of the demand. Much of this product was in the early days used for making citric acid, but the market became glutted on this commodity, and the major portion of the crop now goes into acid phosphate, which is used for fertilizing purposes. The finest lemons I ever saw are sold on the markets for ten cents per dozen, and if you don't watch out, they will smuggle in a few extras.

The marketing problem is something I may touch upon in a future offering.

Last Saturday the Wolverines of Southern California, held their annual basket picnic at Sycamore Grove, this city. It was some picnic and there was no disorder. As usual, Kent county had the largest representation. It is estimated that 65,000 former Michiganders have taken up their permanent abode in Los Angeles alone, and there is still Long Beach to be reckoned with. Nearly every county in the home state had a registration booth. I learned a lot of news of personal interest by hanging around.

And now the "holier than thou" contingent are instituting another reform for the guidance of their erring brothers, in the nature of regulating the Sunday programs of broadcasting stations. Pretty soon everything will be regulated except possibly the time for going to bed and getting up the next morning. This group proposes restriction of the Sunday broadcast to "purely religious offerings" and it indicates that that body is preparing to wage war against the radio the same as they have been trying to do with the Sunday newspapers and motion picture shows. The same freedom by which a citizen may go to one church or another, according to his own dictates surely ought to permit him to

listen to church music, jazz, sermons or lectures on non-religious subjects. Quite likely the world is becoming more worth-while but I doubt if such senseless propaganda has much to do with it.

The California legislature has trodden with both feet on a bill which would deny the right of contract to a worker which would limit his field of operations to a union controlled shop. California for many years has gotten along nicely without union interference, workers are prosperous and happy, and, but for a few Soviets who preach anarchy and insubordination, there would scarcely be anything to talk about.

Even out here, where there is a well-rooted prejudice against the Oriental race, the Chinaman is accredited with being exceptionally honest. It is interesting to note, in this connection, that in a case recently reported by a hotel organization, instead of the family offering to make good on the worthless checks of a young man of Chinese ancestry in the event of the prosecution being dropped, they declared that whether the accused was sent to prison or not, the loss would be repaid. This is a refreshing attitude to find in connection with individuals of any race, but the Chinese have this outstanding virtue. In China a defaulter immediately commits suicide rather than face his relatives and friends. In California the issuing of checks against insufficient funds, is not encouraged, as witnessed by the lecture given a housewife by one of our local judges, where she had made out the check through ignorance. For this reason financial institutions are favoring the use of cashiers' checks, instead of drawing accounts for housewives. Under a proposed plan, instead of allowing wife to draw checks because she knows the bank is solvent, husbands will be able to buy their wives books of various denominations, in which cashiers' checks for \$5 each are bound and when the last check is drawn they know it is the end of the month for them so far as drawing on their bank account is concerned. It sounds easy—but—

The National Restaurant Association want President Hoover to make a survey with a view to eliminating a lot of feeding places everywhere. The president will hardly feel equal to this task, and there might be some doubt in his mind as to the importance of interfering in the program of one single industry. No doubt there is a great economic waste along these lines, but this condition appears in many other industries. There are, if failures reported are authentic, too many institutions which should never have been started, but only the starving out process will eliminate them. The feeding game is a fascinating one, if indulged in by individuals who are familiar with its minutiae, and who have practical business ideas, but there are few such institutions which weather the storm. The cost of supplies and the ideas of patrons are at variance. Hence nowadays you will find the hotel operator much inclined to rent his rooms at a price but perfectly willing to let someone else do the commissarying. Here on the Coast there are thousands who go to the wall every season, but there are other thousands

who absolutely know just how it can be accomplished, hence every day, in the newspapers, you have offered to you the choice of many establishments, highly successful, but must be sold on account of "sickness of owner." Presumably true. Headache—possibly. I should think President Hoover would have plenty to do without attempting to administer to them.

Frank S. Verbeck.

Cannot Evade Legal Liability.

The officers of Mutual Home Builders Association recently undertook to void the proceedings brought against them by receivers on the ground that the corporation was insolvent at the time the receiver was appointed. Judge Raymond summarily dismissed this attempt to avoid personal liability in the following well-worded opinion:

The sole question presented by the proofs taken upon issue joined by denial of bankruptcy is whether the alleged bankrupt was insolvent on August 28, 1928, the date of appointment of receiver by the Kent Circuit Court. The burden of proof rests upon petitioning creditors to establish insolvency. The only witness produced to establish value of assets or amount of liabilities was the receiver appointed by the State court. There was also received in evidence a report and audit statement as of August 27, 1928, made by auditors employed under direction of the State court. No useful purpose will be served by a detailed analysis of the testimony of the receiver. It is sufficient to state that only by disregarding his testimony as to the value of assets and extent of liabilities can the conclusion be reached that the corporation was insolvent when the receiver was appointed.

The statement of assets and liabilities prepared by counsel for petitioning creditors overlooks the undisputed testimony of the receiver that the fair market value of the real estate after deducting mortgages, land contracts, accrued interest and taxes payable, is the sum of \$18,037.74. To eliminate this testimony and accept so-called "book values" (the accuracy of which is discredited by the sole witness) would be to disregard universally accepted rules for weighing testimony. Neither is the court justified in rejecting the testimony of the receiver to the effect that the balance due on the Bierce construction contract (stated in the audit to be \$14,749.60 and which is now the subject of arbitration) is worth several thousand dollars. With these items included, the assets are clearly of a market value of several thousand dollars in excess of all indebtedness unless the court accepts as proved liabilities disputed claims which have been filed in the receivership proceedings aggregating approximately \$9,000. No proof was offered of the validity of these claims and the liability of the estate thereon is vigorously denied by the receiver. They cannot be considered in determination of solvency.

Under the circumstances it seems clear to the court that petitioning creditors have not sustained the burden of proof resting upon them in this proceeding.

An order of dismissal will be entered accordingly.

NEW COLD STORAGE.

It Will Soon Be Opened For Business.

The basic force responsible for all self-earned success is energy. One may have talent; but, lacking energy, may not apply it. One may perceive opportunity; but, lacking ambition to begin and energy to further, may not seize it. Energy is but power. The criminal may possess energy, but he



Abe Schefman

lacks integrity and sense. Energy to be of value must be properly applied. The lightning bolt carries greater energy than the wire cable, but the one brings only devastation while the other may turn a million spindles and serve a thousand useful purposes.

The man of talent must possess energy. The man of energy must possess other constituent qualities; he

Energy, after all, is merely a capacity and desire for hard work. A practical simile is that of the controlled electricity in contrast with the unbridled lightning. And this simile brings to mind the human dynamo whose portrait and most recent achievement adorn this page.

Fifteen years ago Abe Schefman came to Grand Rapids from Ft. Wayne to take the position of Manager of the wholesale fruit and produce house of M. Piowaty & Sons. Five years later he retired from that position to engage in the fruit and produce business on his own account. His first stand was in a small store on South Ionia avenue. Some years later he removed to more commodious quarters at the corner of Ottawa avenue and Ferry street, where he had the use of a side track which enabled him to handle car-load shipments to advantage.

Mr. Schefman's more recent movements are thus graphically described by the Spectator:

"For some years past Mr. Schefman has had a vision of a modern cold

"The basement has four banana storage rooms with combined capacity for storage of eight cars of fruit. Connection with the switch track from which cars are unloaded is through four doors on the west side of the building, and the unloading equipment is Richards-Wilcox banana track and elevator, which handles the fruit quickly, and with minimum of labor.

"In the basement is also one room for storage of wet produce, such as lettuce, celery, etc., with a capacity for six cars of such produce. A celery washing machine is part of the equipment. In addition there is a cold storage room in the basement for general storage, in size 60 by 80 feet.

"The first floor is the receiving floor from the switch tracks, and the distributing floor from which produce is loaded on to cars on the switch tracks, or onto trucks from the loading platform on the east side. The general offices of the company are also located on the first floor, as are shower baths, locker rooms and toilets. Four cars can be unloaded from the tracks, and

driven to provide the water necessary for use in the condensing coils of the refrigeration machinery.

"Abe Schefman is the lessee of the plant and in its completion is realizing a dream of many years, during which time he has worked to a single end of providing for his growing business with the most modern storage and distributing plant in Western Michigan.

"Mr. Schefman has faith in the future of Grand Rapids. He has a greater



Alex Mallick

appreciation of the possibilities which lie in the future of this city as the distributing point for all Western Michigan than perhaps a long-time resident would have. His home at 1153 Chippewa, Ottawa Hills, is made more homelike by a family of six stalwart boys and girls."

The business will be conducted under the style of Abe Schefman & Co.,

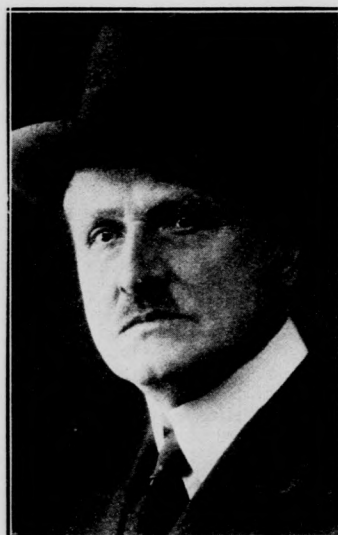


Abe Hyman

storage plant, wherein perishable produce might be handled for a wide territory in Western Michigan, in which his business was continually expanding. He took his ideas to Frank H. Alfred, President of the Pere Marquette Railroad, and so impressed that official that it was finally agreed that the railway company would construct such a plant as Mr. Schefman had in mind, and lease the premises to Mr. Schefman for a long term of years.

"The building is being erected on land owned by the railway company at the corner of Williams street and the Pere Marquette Railroad, and will be ready for occupancy on or before April 1 next. The cost of the plant exclusive of the land, will be approximately \$350,000, and it will be the most completely modern in design and equipment of any similar plant in the United States.

"The construction is of concrete for the frame, with facing of brick and cast stone. Four stories and basement, in size approximately 60 by 160 feet, the storage capacity is ample for the expansion needs of years to come.



Richard Rademaker

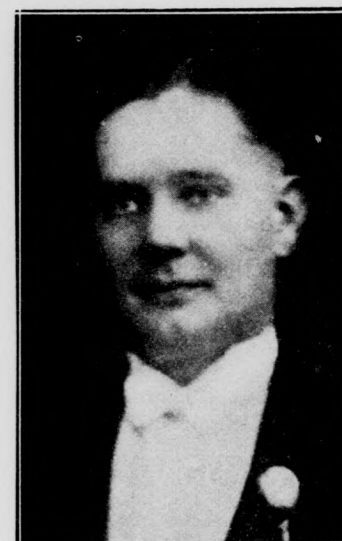
twelve trucks can be loaded from the truck loading platform simultaneously. A pre-cooling room on this floor has a capacity for storage of four cars and is 20 by 60 feet inside.

"The second and third floors are identical, each having two storage rooms, one 20 by 60 and the other 60 by 140 feet. Refrigeration in these rooms is at about 32 degrees, or freezing point.

"The fourth floor is the polar retreat, having five rooms in which temperatures as low as 15 degrees below zero may be attained. These rooms are for storage of frozen products, such as butter, eggs, poultry, meats, etc.

"Two Otis elevators are installed, each 16 by 6½ feet and of 10,000 pound load capacity. The elevators run from basement to fourth floor, serving all floors.

"The refrigeration equipment is by the Moore Appliance company; the insulation the United Cork company; the inner doors by the Stephenson Cold Storage Door company; electrical and motor equipment by Consumers Power company. A six-inch deep well was



Al Morris

the partners being Mr. Schefman and his younger brother, Frank Schefman, who has been associated with the business for a number of years. Under a plan worked out by Mr. Schefman the Manager of the produce department and the three salesmen who handle the city trade of the house will share in the profits of the produce department. Abe

(Continued on page 6)

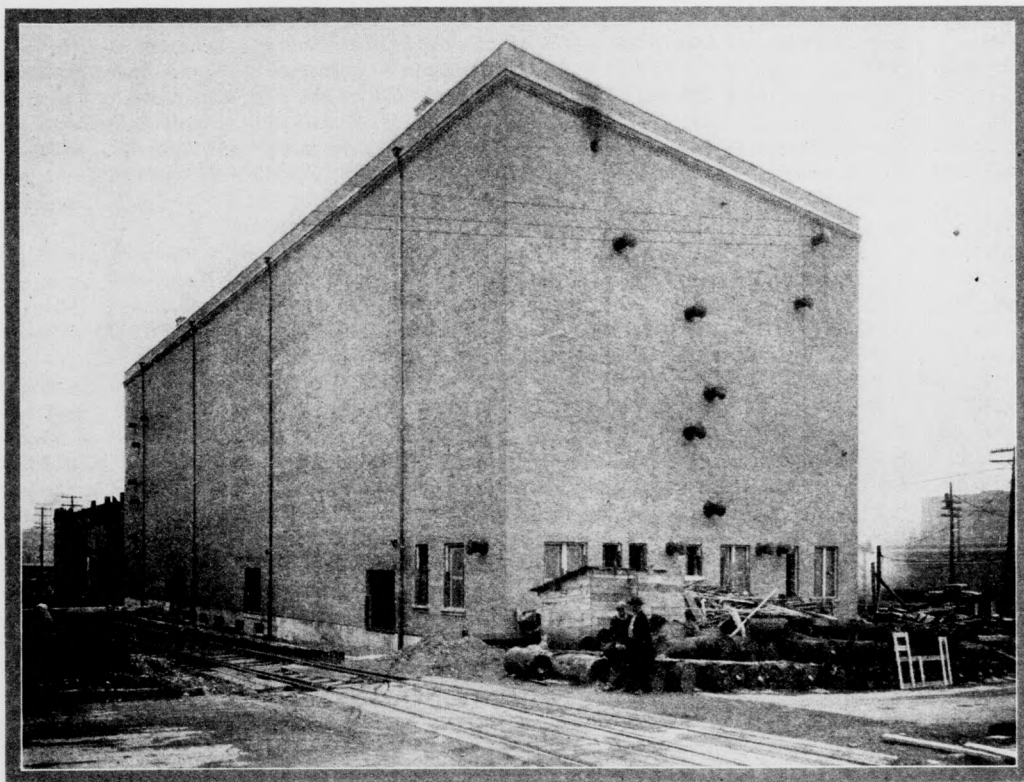


Frank Schefman

must possess judgment that is able to decide which way will be best; he must possess courage to carry to a conclusion this judgment, once determined, in the face of predictions of disaster. The greatest successes have been won by the brave in the face of the fears of the timid.

The man of energy must have integrity if his talent is not to be diverted into questionable channels.

New Cold Storage Plant



We take great pleasure in announcing the opening of our new modern Storage Plant located at the corner of Williams St. and the Pere Marquette Tracks.

We are now completely prepared to take in your Eggs, Poultry and Butter, as well as all kinds of Fruits and Vegetables for storage.

Our carefully selected personnel is ready, prepared by their years of experience, to serve you to your best advantage.

The public is invited to call and inspect our plant at any time.

ABE SCHEFMAN & COMPANY

DIAL 4483

MOVEMENTS OF MERCHANTS.

Adrian—C. E. Haarer will open a meat market on Chicago street.

Detroit—Gratiot Chene Meat Market has been opened at 2620 Arndt street.

Morrice — Tom Goslin succeeds Cates & Blossom in the grocery and meat business.

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

Detroit—Vanity Box, Inc., General Motors building, has increased its capital stock from \$5,000 to \$10,000.

Highland Park—The Metropolitan Trust Co. has increased its capital stock from \$300,000 to \$500,000.

South Range—The Riteway Stores Co., Inc., has opened a grocery and meat market at First and Baltic streets.

Detroit—The American Ice Co., 606 Guaranty building, has changed its name to the American Coal & Ice Co.

Royal Oak—The Genereau & Fanzini Corporation has changed its name to the Pontiac Sand & Gravel Co., Inc.

Menominee — The Northern Hardware & Supply Co. has decreased its capital stock from \$300,000 to \$100,000.

Stanton—George M. Stevenson has opened a men's furnishings store under the style of Stevenson's Men's Shop.

North Lansing—Clinton Hanks succeeds William A. Havens in the grocery and meat business at 1600 High street.

Grand Rapids—The Stuart-Dewey Tile Co., 956 Cherry street, has changed its name to the D. O. Dewey Tile & Marble Co.

Kalamazoo — Claude L. DeHaven has opened a restaurant and delicatessen at 428 West Main street under the style of the Rosebud.

Dowagiac—Harry A. Brown has purchased the grocery stock and meat market of R. H. Gribler and will continue the business at the same location.

Marquette—William G. Miller and Louis Oliverius have organized the Superior Roofing Co. which will specialize in asphalt and asbestos roofing materials.

Wyandotte—The Industrial Bank of Wyandotte has been incorporated with an authorized capital stock of \$110,000, all of which has been subscribed and paid in in cash.

Stanton—The J. C. Cutler Co., of Sheridan, has leased the east store in the Smith Bros. building and will occupy it May 1, with a complete stock of dry goods and shoes.

Nashville—Herman A. Maurer, who has been engaged in the shoe and dry goods business here for twenty-five years, is closing out his stock at special sale and will retire from trade.

Greenville—The Economy Clothing Co., owned and conducted by Wyckoff & Smith, has been sold by them to P. C. Nelson and Leo Lepley, of Ithaca, who took possession April 1.

Lansing—Andrew Scott, of Grand Rapids, has purchased the Gauss bakery building and will remodel it, install modern baking machinery and open the plant for business about June 1.

Detroit—Leather Patents Corporation, 1603 Dime Bank building, has been incorporated with an authorized

capital stock of 1,000 shares at \$10 a share, \$1,000 being subscribed and paid in in cash.

Grand Rapids—West's Drug Stores, 93 Monroe avenue, has merged its business into a stock company with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit — Autocarriers, Inc., Union Trust building, has been incorporated with an authorized capital stock of 1,000 shares at \$2 a share, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—Quaker Dairies, Inc., corner Madison and Beaubien streets, has been incorporated with an authorized capital stock of 15,000 shares at \$10 a share, \$75,000 being subscribed and paid in in cash.

Ferndale—The Rockwell Dry Goods Co., Inc., has been incorporated with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in, \$2,449.51 in cash and \$550.49 in property.

Flint—The Genesee Coal & Ice Co., 3101 Michigan avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$300,000, \$175,000 of which has been subscribed and paid in.

Nashville—Ralph Hess has purchased the interest of his brother, D. D. Hess, in the furniture and undertaking stocks of C. T. Hess & Son, here and at Vermontville and the business will be continued under the same style.

Ishpeming—W. H. Norman has severed his connection with the Eagle Rolling Mills Co., New Ulm, Minn., to accept the position of salesman in this territory for Jewett & Sherman, a Milwaukee wholesale grocery house.

Detroit — Dorothy Pitt, Inc., 224 West Grand River avenue has been incorporated to deal in leather goods, bags and purses, with an authorized capital stock of \$10,000, \$4,000 of which has been subscribed and paid in in cash.

White Pigeon—George Ignatz has sold his store building and confectionery stock to Clarence Schrock, who has taken possession. Mr. Ignatz will retire, having been identified with the business interests of the town for over thirty years.

Detroit — Cookies by Speyer, 2550 Marquette avenue, has been incorporated to manufacture and sell cookies, with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,000 paid in in cash and \$2,000 in property.

Detroit—The American Investment Co., 3274 Montgomery avenue, has been incorporated to own and conduct stores, with an authorized capital stock of \$100,000, \$26,800 of which has been subscribed and paid in, \$50 in cash and \$26,750 in property.

Detroit — Pearl Motor Sales, 3645 Myrtle street, has been incorporated to deal in automobiles and accessories with an authorized capital stock of \$75,000, of which amount \$47,000 has been subscribed and paid in, \$37,000 in cash and \$10,000 in property.

Pontiac—Fuller, Padfield & Gummings, Inc., Huron & Wayne streets, has been incorporated to deal in car-

pets, rugs and other floor coverings, with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and \$1,500 paid in in cash.

Detroit—Shippers Service Co., 121 Detroit Fruit Action building, has been incorporated to deal in fruits and produce at wholesale and retail with an authorized capital stock of \$25,000, \$3,000 of which has been subscribed, \$2,843.35 paid in in cash and \$165.65 in property.

Detroit—Ray Engineering, Inc., 415 Brainard street, has been incorporated to deal in oil burners, stokers and other heating and combustion apparatus at wholesale and retail with an authorized capital stock of \$100,000, \$27,000 of which has been subscribed and paid in in property.

Detroit—Theisen Motors, Inc., 714 Six Mile Road, has been incorporated to deal in automobiles, radio and electrical apparatus with an authorized capital stock of \$20,000 preferred and 5,000 shares at \$1 a share, \$25,000 being subscribed, \$2,750 paid in in cash and \$5,000 in property.

Holland — J. S. Dykstra, 29 East Main street, has merged his undertaking and cutlery business into a stock company under the style of the Dykstra Funeral Home, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$2,420.24 in cash and \$17,570.76 in property.

Detroit—Harry Suffrin, 1131 Shelby street, has merged his men's furnishings and clothing business into a stock company under the style of Harry Suffrin, Inc., with an authorized capital stock of \$400,000 first preferred, \$100,000 second preferred and 2,000 shares at \$1 a share, of which amount \$269,000 has been subscribed, \$4,701.69 paid in in cash and \$97,298.31 in property.

Manufacturing Matters.

Detroit—The Drinkomat Corporation of Detroit, 508 Donovan building, has changed its name to the Automatic Sales Corporation.

Grand Junction—The Javet Co. has engaged in business here, manufacturing and selling an electric device with which coffee is brewed on the table.

Detroit—The Rex Tool & Die Co., 5860 Twelfth street, has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Detroit — The Fas-Tex Paint Co., 4041 Fenkell avenue, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—The Velvet Power Brake Co., 7644 Woodward avenue has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Lansing—The Melling Forging Co. will operate a night and day shift with all hammers and presses running twenty-four hours a day until the last of August. The company is completing a new press building and employing over 200 men.

Detroit—The Evinrude Motor Co., 6304 East Jefferson avenue, has merged its business into a stock company un-

der the style of the Evinrude Detroit Motor Co., with an authorized capital stock of \$50,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The Detroit Septic Tank Co., 14550 Pierson avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, \$17,000 of which has been subscribed and paid in, \$1,017.73 in cash and \$15,982.27 in property.

Detroit — The Electrodo Co., 762 Fenkell avenue, has been incorporated to manufacture electric mechanical door closer and other appliances, with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in, \$5,500 in cash and \$4,500 in property.

Detroit—The Lasky Furniture Co., 13300 Joseph Campau avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$5,000 common and \$120,000 preferred, of which amount \$122,000 has been subscribed and paid in in property.

Monroe—A contract secured by the Mead Machine Co. adds the manufacture of motors to the city's increasing list of industrial products. The Mead Co. started the manufacture of Hydrocheck shock absorbers two years ago and after that development went into the general machine shop field.

Sears, Roebuck Will Open 126 Units in 1929.

One hundred and twenty-six stores, stretching from Portland, Oregon, to Tampa, Florida, will be opened this year by Sears, Roebuck & Company. R. E. Wood, president, told the Tradesman in an exclusive statement this week. Mr. Wood's announcement followed the appointment of Alvin E. Dodd to take charge of the retail activities of the company, announced last week.

Although Mr. Wood did not feel at liberty to announce all of the stores, twenty-six Class A stores will be opened as follows:

Pontiac, Mich.; Oklahoma City; Scranton; South Bend; Portland, Oregon; Denver; Houston; Cincinnati; Washington, D. C.; Indianapolis; Louisville; Pittsburg; Syracuse; Buffalo; Rochester; Newark; Toledo; Jacksonville, Florida; Chattanooga; Miami; Grand Rapids; Duluth; Topeka; Charlotte, North Carolina; Gary and Tampa.

Forty-one Class A stores, he said, are already in operation:

Atlanta; Augusta; Boston; Cambridge; two at Cleveland; four at Chicago; Dallas; Des Moines; two at Detroit; Evansville; Fort Wayne; Hollywood; Long Beach; San Diego; San Francisco; two at Los Angeles; Seattle; Tacoma; Memphis; Nashville; Kansas City; two at St. Louis; two at Milwaukee; Minneapolis; Omaha; three at Philadelphia; Richmond; Salt Lake City; San Antonio; Wichita, Kansas; and Wilkes-Barre.

If a young man stops running after a girl it is doughnuts to fudge she'll turn around and run after him.

Essential Features of the Grocery Staples.

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

Canned Fruits—California fruits have shown no material change. The peach market still shows signs of softness and considerable willingness, particularly by holders of choice, to grant concessions. Even further reductions in consumer prices are being made in some sections of the country, which indicate the possibility that consumers have had all the peaches they want, especially with spring near at hand. Northwest pears have been moving satisfactorily and holdings are all small. Future bookings S. A. P. have been made much in the same manner as last year.

Canned Vegetables—The tomato acreage situation in the United States as a whole has been complicated by reports of the inability of canners to contract the desired acreage in Indiana, the Ozarks and in California. Until recently the volume of future business in the important distributing centers had been about that of last year, or in some cases larger, but business has now slackened on account of uncertainty about acreage, and also partially because some buyers have shown a tendency to offer lower prices than canners are willing to accept in their present frame of mind. The Department of Agriculture has estimated the 1929 crop at 9,632,000 cases of 3s. This is a revision of the earlier estimate of 9,521,000 cases. With the probability of a complete clean-up all over the country before the new pack is available, a nine or ten million case output should find a ready market. Corn and peas are sluggish, as well as tomatoes. The tri-State tomato situation was unrelieved and continued rather easy and dull. The trade has shown good interest in 1929 pack California asparagus, and sales have been fairly large at steady prices. One of the big packers of a nationally advertised brand reported that it had withdrawn quotations on certain sizes, having sold out. The wholesale grocery trade showed a buying interest in tomato puree, and in one instance a very large sale was put through. On account of the extreme scarcity of puree, the price was a good one.

Dried Fruits—Prunes, package and bulk, both California and Oregon varieties, have sold moderately well, and the statistical position of the article is somewhat stronger than at the first of the month. Resales among jobbers and wholesalers, of course, have constituted the trading in the market here, as spot prices are still behind replacement costs on the Coast. In the last two weeks buying has lacked spirit and there has been almost no change whatever in prices. But the fact that there have been no price changes is a sign that the market is in a good condition even if business is rather slow. Few distressed lots have been thrown on the market, and when they have, they have not influenced other holders to cut their prices in order to compete. Present indications are that in the future prices

will be steady, and that if any marked changes take place they will be upward. The 1929 crop of imported citron has been the most active item on the list. Import costs have gone up sharply, with corresponding spot advances. Local operators are now offering their goods considerably below the cost of replacement. Apricots have been strong in tone, but movement has been spotty because of high prices. Stocks on hand are light, particularly in the higher grades. Raisins have been sluggish right along, and prices have been unaltered. Some holders, however, believe that the future prospects of the market are good.

Nuts—California walnuts and almonds have moved into consumption at a moderately good rate, as the retail demand has been favorably influenced by the appearance of the Jewish holidays. Ne plus and Nonpareil almonds in the shell are rather closely cleaned up on the spot and there are practically no unsold supplies on the Coast. The Almond Growers' Exchange, in fact, has been entirely sold up for some time on all unshelled varieties. Drakes have not been much in demand, locally. Stocks of imported nuts on hand in United States bonded warehouses were reported to be about 300 tons as of Feb. 1, about the same quantity on hand at the same date last year. Brazil nuts have been moving rather slowly and prices show a slight tendency to decline, though no quotable changes have occurred lately. The shelled nut market has been quiet and the general situation unchanged.

Pickles—A steady volume of business continues on bottled pickles, relishes and spreads, with prices unchanged. Dills are in good demand and the salt stock market is firm. Supplies of dills are becoming short as the fall pack is cleaning up. Large sizes are very scarce while there is a fair quantity of the smaller pickles still available. Ungraded salt stock is in good supply, but nubbins, cutting up stock, relish stock and very fine sizes of hand assorted gherkins are closely sold up.

Rice—The feature of this week's trading is an improved demand for extra fancy Blue Rose, with considerable business being consummated at full prices. There has been very little speculative buying and practically no accumulation of forward requirements. Stocks in the large markets are considered light for this time of the year. Further improvement of demand is looked for.

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.

Asparagus—85c for 2 lb. bunches of Calif.

Bagas—Canadian, \$1.50 per 100 lb. bag.

Bananas—5@5½c per lb.

Beets—\$3.75 per crate for new from Texas.

Brussels Sprouts—30c per qt.

Butter—Jobbers hold prints at 48c

and fresh packed in 65 lb. tubs at 47c.

Butter Beans—\$4 per hamper for Florida.

Carrots—Home grown \$1.65 per bu.; new from Calif., \$3 per crate of 5 doz.

Cabbage—New from Texas, \$3 per 100 lb. crate.

Cauliflower—\$2.50 per doz.

Celery—Florida commands 75c per bunch or \$3.50 per crate.

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

Cucumbers—\$2 per doz. for Illinois.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$9.50

Light Red Kidney ----- 9.00

Dark Red Kidney ----- 9.00

Eggs—The market has declined 1c during the past week. Local jobbers pay 25c per doz. Cold storage operators begin putting in stock this week.

Egg Plant—20c apiece.

Garlick—23c per lb.

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

Green Onions—Shallots, 50c per doz.

Green Peas—15c per lb.

Green Peppers—60c per doz.

Lemons—Ruling prices this week are as follows:

360 Sunkist ----- \$6.00

300 Sunkist ----- 6.00

360 Red Ball ----- 6.00

300 Red Ball ----- 6.00

Lettuce—In good demand on the following basis:

Imperial Valley, per crate ----- \$4.50

Hot house leaf, per lb. ----- 9c

Limes—\$1.25 per box.

Mushrooms—75c per lb.

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

126 ----- \$6.50

150 ----- 6.00

176 ----- 4.50

200 ----- 4.25

252 ----- 4.00

216 ----- 4.00

288 ----- 4.00

324 ----- 3.50

Onions—Spanish, \$3.75 per crate; home grown, \$4.50 per 100 lb. bag.

Parsley—75c per doz. bunches.

Pieplant—Ill. hot house, \$3.50 for 40 lb. box.

Poultry — Wilson & Company pay as follows:

Heavy fowls ----- 30c

Light fowls ----- 25c

Heavy Roaster ----- 30c

Radishes—75c per doz. bunches.

Spinach—\$1.10 per bu.

Strawberries—\$4.25 for 24 pint crate from Louisiana.

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

Tomatoes—\$1.40 for 6 lb. basket from California.

Turnips—75c per doz. bunches for Florida.

Veal Calves — Wilson & Company pay as follows:

Fancy ----- 20c

Good ----- 18c

Medium ----- 15c

Poor ----- 12c

Gabby Gleanings From Grand Rapids. Grand Rapids, April 2—A. T. Monson has purchased the interest of H. J. Bundy in the mutual fire insurance agency they have maintained in the Murray building and will continue the

business alone under the style of the A. T. Monson Co. Mr. Bundy has taken the position of general agent for Illinois for the Pioneer Equitable Fire Insurance Co., of Indianapolis, Ind.

Frank C. Hawkins, who came to Grand Rapids from Providence, R. I., in 1878, and lived here until 1895, then removing to Chicago, was in the city this week to bury his wife in Woodlawn cemetery. Mrs. Hawkins died in Detroit, where she and her husband have lived for the past twenty-seven years. During all that time Mr. Hawkins has been a city salesman for J. T. Wing & Co., jobbers of mill supplies. He sees his customers every week and uses street cars altogether in his rounds. Mr. Hawkins is a brother of the late Lewis E. Hawkins, who died five or six years ago.

Indicative of the purpose of the Salesmen's Club to serve its members and make it possible for them to be fully informed not only as to the latest and best methods of salesmanship, but in connection with civic matters as well, Mayor Elvin Swarthout was the speaker at the meeting of this Club held in the Rowe Hotel on Saturday, March 30. The Mayor told the Club that he came not only as a matter of service, but as a matter of duty, it being his duty to give the citizens of this city any or all information in connection with city or civic affairs that it was possible for him to give. In this connection he took up a discussion of the different propositions to be voted on at the polls at the city election to be held on April 1, discussing each one of the different propositions to be submitted to the electors on that date very frankly and candidly. His address was well worth listening to, as everyone present at this meeting had a far better understanding and were thus in a better position to vote intelligently on the propositions affecting the people of this city. In conclusion he stated that this city had, as a rule, been very progressive and when there was a fair expression by the majority of the people in the city their decisions were generally correct and for the best, but that the problem was to get the people to go to the polls and express themselves. He urged each member of the Club to think the matter out for himself and then go to the polls and vote. The speaker for the next meeting, to be held on April 6 is Lee Bierce, Secretary of the Association of Commerce, who will talk about the many different schemes by which the people and the merchants of this city are defrauded.

Glenn S. McCarthy, whose financial backer (Fred Lewellen) recently sold him out to the Worden Grocer Co., has re-engaged in business on his own account at the same location, 39 South Market avenue, under the style of the Market Wholesale Grocery.

Bailey Bros. have engaged in the hardware business at Bellaire. The Michigan Hardware Co. furnished the stock.

The Kroger Co. has decided to utilize the buildings on Ellsworth avenue, which Clarence Thomas used as his headquarters, for its produce business.

Lee & Cady have opened a cash-and-carry store at 157 Adams street, Ionia. Ernie Wakefield is manager of the branch.

Olivet—The Kedron Manufacturing Co. has recently installed a cadmium plating machine for rust proofing washers, which is one of its products. The company, organized about a year ago by George B. Ely and Ivan Montague, has had a steady growth. The company supplies washers to the Buick Motor Co., Flint, the Durant at Lansing, the Devereaux and Ferro Stamping concern, Detroit, and the National Sign Co., of Battle Creek.

MEN OF MARK.

Joseph W. Putnam, Manager National Candy Co.

In considering the lives of men who have accomplished much in any department of worldly activity it often is observable that the start was made early in life, in which there was a singleness of purpose, energized by a laudable ambition, that was the initiative impulsion which drove forward to success. Many lives have been failures because youth was passed in frivolities, and worse, without any serious motive to center the energies, with an aimless indulgence in the fancies of the passing hour and a blind and fatuous trust in a good fortune that some day would present the chance, without much strenuous effort, to seize a passing opportunity and appropriate it as one's own. But there are few royal roads to success, or even to a modicum of attainment of desirable things, and he who would wear the purple of kingship in any desired end which men prize must begin early, be inspired by a set purpose, and work incessantly along the chosen line, with a constant determination to permit no relaxation and no diversion to swerve him from the object sought. Especially is this observation true of those whose beginning is under circumstances wherein one's own unaided effort is all of the capital upon which one must depend. There are numerous instances in this country in which if we trace the successful careers of men back to the first step in the upward climb we shall find a mere boy starting in loneliness and poverty, but bent on doing something to earn a living, and beginning by taking the first employment attainable, at meager pay, but soon making a choice of a vocation and pursuing it tenaciously, step by step, to the attainment of final power and success.

In such cases the main things are a realization of dependence upon one's efforts and a motive to surmount adverse conditions and rise in the world. It is a serious business, and fortunate is the boy or young man who has character enough and stamina sufficient to push aside all vagaries of adolescence and buckle to the work while others dawdle and fritter away their years in vanities and wayward conceits and enticements with chimerical promise only.

These reflections have been suggested in the contemplation of the life of a man who has attained an enviable position in the wholesale confectionery business, as a citizen and in the social world, simply by beginning a serious career early in life, adopting a pursuit and pressing onward in it until he attained successful results.

Joseph W. Putnam was born in Grand Rapids, Oct. 21, 1876. His father was Joseph D. Putnam, who was connected with the Putnam Candy Co. all his life. He attended the public schools, but just before graduating from Central High he entered the Parish Business College, where he remained one year. He was a careful student in both schools and came out

of the business college fully prepared to meet the battle of life in a successful manner. The next two years he was an employe of the Bradstreet Co., formulating reports and attending to correspondence. On Jan. 1, 1897, he entered the employ of the Putnam Candy Co. as billing clerk. He subsequently became house salesman and on the change of the name to the National Candy Co., he took on the buying for the house, which he has conducted with signal ability ever since. On the death of Mr. Bean, two weeks ago, it was conceded that Mr. Putnam would be the most natural man to succeed him as manager, and on Saturday of last week word came from St. Louis that the directors had de-

year ago. He has since been a member of the Court of Honor.

Mr. Putnam owns up to three hobbies, golf, automobile, and flowers and fruits. He is an enthusiastic grower of the latter and his yard is one of the marvels of city planting and cultivation along that line.

Mr. Putnam attributes his success to hard work and long hours. During the thirty-two years he has been employed by the National Candy Co. and its predecessors, he has seldom been at his desk later than 7 o'clock in the morning and stayed invariably until 6 o'clock at night. He and hard work never had a falling out. In all probability he will not now change the habits of a lifetime, because he finds



Joseph W. Putnam.

cided to make the appointment. If ever a man earned promotion along legitimate lines by reason of faithful service and careful attention, that man is Joe Putnam.

Mr. Putnam was married June 2, 1913, to Miss Jette Strong. They have no children. They reside in their own home at 56 Fitch avenue.

Mr. Putnam is a member of York Lodge, F., and A. M., and Columbian Chapter. He was a charter member of the Grand Rapids Boat and Canoe Club, serving as Secretary for eight years. He is a member of the Masonic Club. On the organization of the Boy Scouts in Grand Rapids, he was elected Scoutmaster, which position he filled for three years. He was subsequently made director, which position he occupied for ten years, retiring one

his greatest delight is good work well done.

Mr. Putnam combines the courage of a lion with a rare gentleness of nature and a broad charity. Naturally conservative in judgment he is optimistic in his planning and courageous and persistent in carrying out each plan which develops under his guiding hand. Safe and sane in his reasoning he has wonderful powers of intuition, and in this respect seems to be gifted to a degree seldom encountered.

In his relations with his employes Mr. Putnam will be the captain and the leader in whom all believe and confide and he will command a fidelity and allegiance that has always been a conspicuous feature of his attitude toward his deceased chief, Richard Bean. Like most leaders he has the faculty of

choosing well his lieutenants and inspiring them with his own courage and binding them to him with bands of steel. In fact, the National Candy Co., under his guidance will continue to function like one large family, united in spirit and purpose.

NEW COLD STORAGE.

(Continued from page 2)

Hyman, the Manager of the produce department, has been with the house for several years. The salesmen — Richard Rademaker, Alex Mallick and Al Morris have each had more than ten years' experience in the business.

Abe Schefman is planning for a brilliant opening, which will be attended by members of the trade from all parts of the country. He has employed Charles Neff, formerly of the Merchant Ice & Cold Storage, Louisville, as cold storage manager. Mr. Neff has had many years of experience in cold storage management and is particularly enthusiastic about the Moore System.

May Hurt Instalment Sales.

The wiping out of the assets of thousands of small speculators in the recent severe break in the stock market may have a serious effect on the instalment business, it was said yesterday. Many men of small means, who were "riding high" when the market was on the upgrade and who made time contracts for automobiles and other expensive instalment merchandise on the strength of their paper profits, will doubtless be forced to submit to repossession. He further said that this is especially probable in cases where stock commitments were sufficient to give these traders deficits that must be met in some way.

Radiation From Cod-Liver Oil.

That cod-liver oil undergoing oxidation gives off some form of radiation which will affect a photographic plate was announced recently by Jay W. Woodrow at the Minneapolis meeting of the American Physical Society. The radiation appears to be in the form of particles, which are absorbed in a few centimeters of air. In view of the anti-rachitic effect of cod-liver oil, this appears to be of considerable importance as possibly throwing some light on this, and as well on the cause of the beneficial effects of ultra-violet irradiation.

Used New Type of Circular.

Apparently believing that much of the form letter mail sent to charge customers is not read, one prominent department store recently tried a new stunt. It sent to each customer of this type what at first glance appeared to be a statement of his or her account. The form used was that for billing, but on it was printed a concise statement of what the store had to offer in the way of special selling events.

Detroit—Mike Etlinger has sold his grocery and meat market at 8312 Burdeno avenue to Rose Varadi.

Detroit—The Burger Grocery Co. has opened a grocery and meat market at 10926 Grand River avenue.



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.

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.



That Boy of Yours

What's going to become of him? You are no doubt planning many things for him—a college education—a good start in business,—but what provisions have you made to insure the carrying out of these plans whether you live or not?

One way to assure your child's future is to make the proper Trust provision in your Will.

Examine your Will today, and if it does not provide for the protection of the money your son will inherit, and also wisely direct its use, consult the officers in our Trust Department. They will be glad to assist you in the carrying out of plans that will insure the protection of his future.



THE MICHIGAN TRUST CO.
GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN

OUR PLACE ON THE SEA.

With final action on the sale transferring to private ownership and operation eleven ships of the United States Lines and the American Merchant Lines, a new attempt to build up our merchant marine is inaugurated. It is a difficult task. The conditions which in the past operated to make American shipping lead all the world have greatly changed and in no field of commercial activity is competition keener.

America's great period upon the sea commenced during the Napoleonic wars and came to its climax when our clippers showed their heels to the vessels of every other nation, those of England by no means excepted. The young republic was quick to take advantage of its neutrality at the opening of the nineteenth century, and before the Constitution was twenty years old its ships were the common carriers of the world. Our own war with England brought temporary stagnation, but peace gave renewed activity. American-built ships expanded their trade in their own right. They were simply better ships than those of which any other nation could boast.

The development of the clipper increased our supremacy. In the tea trade with China, a branch of commerce in which speed was a first requisite, English ships lay idle in the ports of the Far East, while American vessels found cargoes as fast as they could unload those which they already carried. The story of the record runs made from Shanghai to London across the Atlantic and later in the voyage about Cape Horn between the Atlantic Coast and the gold fields of California is the brightest page in the history of our merchant marine.

To recapture these lost laurels is the goal which the new owners of the Leviathan, the George Washington, the America, the Republic, the President Harding, the President Roosevelt and the five steamships of the American Merchant Lines have set themselves. Can they do in this age of steam what the shipowners of the nineteenth century so ably did in the days of sail?

THE CASE OF JOE PUTNAM.

In these days of unrest, when the young man of thirty frequently boasts of the number of houses he has been connected with since he turned his attention to business pursuits, it is refreshing to be able to chronicle an instance where a man sought employment with a house which came up to his ideals of what a house should be and stayed on the job thirty-two years, calmly and confidently awaiting his reward. Joe Putnam—few business men would recognize him by the name of Joseph—began working for the Putnam Candy Co.—now known as the National Candy Co.—thirty-two years ago Jan. 1. He was gradually promoted as circumstances seemed to justify, but he never ceased giving his employer the best he had to give, never lost his affability or failed to greet every customer of the house with a hearty smile. Last Saturday he received word from the headquarters of the company at St. Louis that he had been selected

by the directors of the corporation to succeed the late Richard Bean as Manager of the business.

The Tradesman commends the example of Joe Putnam to those youngsters who think they must have an increase in salary at regular intervals, whether they are deserving of it or not and whether the condition of the business justifies it or not. Such men never get very far in this world, because they do not stay long enough in any one place to become really valuable to any employer.

The man who selects a job which he thinks is fitted to his ability and then proceeds to make himself so valuable to the house that there is no occasion for making a change of employment is the man who, as a rule, achieves the highest degree of success.

DRY GOODS CONDITIONS.

Favorable weather not only brought Easter business to a close with excellent trade on holiday articles but also stimulated other purchasing so that the week's total was probably ahead of a year ago by a satisfactory margin. The average daily volume for the month just ended was no doubt well above the level of last year, and, despite the fact that there was one less business day this year, the March total should top that of 1928 because of the earlier holiday.

Several factors are now tending to improve store results. Styles are more carefully tested, for one thing, and consumer acceptance is therefore readier. Then there has been the progress made in store control which promotes turnover and reduces markdown losses. In addition, the more numerous changes in personnel have no doubt raised executive efficiency.

To many retailers the question of how to shape operations after Easter has been particularly vexing this season, but present indications point to more emphasis upon the promotion of regular selling. In a number of cases clearance and special sales will be postponed for a time at least while efforts are made to attract interest on seasonal, novelty and quality offerings. Of course, competition is likely to determine just what may be accomplished along this line, but the clean condition of wholesale stocks argues better chances for the plan than usual.

Some complaint has been heard in the wholesale apparel markets that volume has not been up to the usual level on Easter business. Except for those manufacturers who tried to produce ensembles at too low a price, however, profits were reported as satisfactory. Fewer cancellations have been received and there will be little surplus of desirable merchandise.

STOCK BREAK AGAIN.

Once again stock market developments overshadowed what was going on in business during the week. The abrupt crash last week Tuesday was followed by an equally quick recovery in security prices, but it dramatized fears concerning the credit situation. For the time being the situation seems to stand where it was, with inflation

still dominant. The money easing to follow quarterly dividend disbursements and the attraction of foreign funds may act to send values still higher, but in the end the collapse will be just that much greater unless some new norm of worth has been established.

In their conclusions with respect to the outlook the Conference of Statisticians in Industry holds that continuation of the present pace of industrial activity depends on business optimism being maintained, upon improvement in purchasing power in the non-industrial areas and on early stabilization of the money market. The latter, of course, is linked up almost entirely with developments in the security markets, and the first factor also has its mainspring there.

Much the same reports are coming from industry as have featured the year to date. New records are certain for the quarter in the steel, automobile and other very active lines. Building operations continue to run at their reduced rate of some 15 per cent. under a year ago. Since money rates are steadily climbing higher, the next phase of activity to suffer may prove to be installment selling, although this is not yet apparent in the automobile field.

SMALL STORE TO BE STUDIED.

It was to be expected that the principal effort to improve retail store operation would first deal largely with the problems of the large establishments. The field was broader, the returns were larger, the necessary data more complete, and, last but not least, the store owners more influential. Furthermore, it was probably imagined that the smaller stores might readily adjust the scientific principles found necessary in the running of a large store to their own needs.

The National Retail Dry Goods Association during the week, however, announced that the year's work would emphasize studies calculated to assist the small store. Last week the president of this organization pointed out that the smaller retailers would find much to benefit them in the service of the association divisions. He placed emphasis upon the wisdom of adapting rather than adopting the operating principles suggested, since every store has its own problem which cannot always be met in a standardized way.

This new move of the retail association follows a convention when a special session was devoted to discussing improved methods for the smaller stores, and it will be welcomed by the merchants who cannot use with profit the more complicated systems employed by their large rivals. Some simple systems of control are greatly desired, and it is worth considering that the big stores may find it decidedly to their benefit to have scientific merchandising spread and ignorant and costly competition reduced.

It always makes a widow mad when she hears of a woman who abuses her husband.

Many a girl catches a husband by baiting her hook with indifference.

FREE INDUSTRIES FROM LAW.

Obviously the commerce committee of the American Bar Association, which conferred during the past week upon the question of how the trust law might be amended took the view that voluntary agreements must be permitted if certain "sick industries" are to obtain relief. The committee would allow such industries to formulate their rules, after which the Federal Trade Commission would issue a certificate of public interest if the agreement was found to be to the welfare of both the public and the industry. Those at the conference were experts also, but it was plain that they were not in accord on major points discussed.

On the face of it, the question at once arises, since all such agreements have as their most important objects the raising of prices, whether the public will accept higher prices as in its interest. Within an industry the question also comes up on how the small manufacturer will feel if there is to be control of output, which, after all, has so large a bearing on prices. With a case of overproduction to solve, would any agreement short of ousting so many manufacturers out of the business prove effective? Would not an agreement to keep up prices gradually reduce demand?

An overhauling of the Sherman law is imperative, as most business interests view it, and a conference under proper auspices to determine desirable changes should draw tremendous response. The trade practice movement is sufficient evidence of that.

PHILIP'S SNAKES.

An item in the newspapers the other day brought a sigh of relief to the untold thousands who have been wondering what a youth would do with an income of \$1,000 a day from an inheritance of \$6,000,000. The youth is Philip Chancellor, of Chicago, a former reporter, who inherited the money from his grandfather, F. N. Matthueson, the zinc king.

It appears that, after somewhat annoying hesitancy, young Philip has decided to spend his money on snakes. To be more specific, he likes to hunt snakes. He yearns for a collection of rare serpents and lizards. He will travel widely in search of the largest reptile known to man. In brief, Philip will spend lots of money in looking for things which most of us would very gladly avoid and even pay money rather than encounter.

What is meat to one man is poison to another. What seems to be meat to Philip is, snakes being venomous, poison for the rest of us. But maybe Philip sees deeper than we do. In any event, he has the money to spend.

Granting that hunting snakes is a noble pursuit would it be presumptuous in one to ask Philip to try to save a little of the daily \$1,000 for some of the other noble pursuits in this, as ever, ailing world? If snakes were the only things offering an outlet for money, it would be different. But they are not. Philip was a reporter once. He ought to know. Still, we hope that he will have a good time with the snakes.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

As we had not glimpsed Muskegon for four months, that wonderful city was the objective point on our Out Around trip Saturday. The day was all that could be desired, with bright sunshine and blue sky. On the way out a Greyhound crept up behind us and passed us on a curve, without the warning required by law. The same thing occurred on a double curve on returning home in the evening. I do not know who owns the Greyhound line now, but the owners are certainly potential murderers in retaining in their employ drivers who have no regard for any law, human or divine. I do not wonder that the Greyhounds have so many accidents and kill so many people. The wonder is that the destruction of life and property is so small under the deplorable circumstances which have frequently been brought to the attention of the owners and manager of the line.

In driving through Marne I noted that the general stock had been removed from the store which has been occupied for several years by Mr. Zacharais. I have been expecting this outcome for a long time, because of the unfortunate personality of the man behind the counter. I asked a local resident how it all happened and he replied: "You see Zacharais was anti-everything and everybody. He was an Ishmaelite in his dealings with the people and had his hand against every other man's hand. If he had a friend in the world, he never seemed to be entirely satisfied until he had converted him into an enemy." I have never seen a man of this type succeed as a merchant or in any other line of human endeavor. It seems to be out of the question.

Much of the cement pavement on U S 16 from Grand Rapids to Grand Haven is in wretched condition, due, I suppose, to poor material and workmanship in the beginning and too many overloaded freight trucks ever since. Spring Lake, where the pavement was laid as a memorial to the late William Savidge by his since deceased sister, will certainly have to do much in the way of replacement this year.

Before leaving home I provided myself with two pistols, one for Louis J. Koster, of Grand Haven, and one for myself. Mr. Koster insisted that because my birthday happens to fall on March 16 I am next door to an Irishman. Such a charge against a man who has only English, French, German and Dutch blood coursing his veins calls for summary action and, duly provided with the necessary weapons, I called at Mr. Koster's home to complete the preliminaries before repairing to his back yard to try conclusion with the pistols. I felt it only fair that he be given time to notify his favorite undertaker and instruct his pastor regarding the text he

wished used in his funeral sermon and the hymns he wanted sung on that occasion. Unfortunately, Mr. Koster postponed the evil day by being away from home when I called.

I found my Muskegon friends somewhat staggered over the set back received by the oil industry, due to the indifference of refiners over accepting the product of the wells thus far developed. They appear to think that some way will be found to utilize the oil now coming to the surface, although it is conceded to be of inferior quality and much more expensive to refine than crude oil from the Midwest field.

The strangers who flocked into Muskegon when the oil excitement broke out are certainly in a class by themselves. They are certainly typical of the business in which they are engaged. Most of them wear slouch hats, with their trousers tucked in their boot legs. They walk with a swagger and their conversation is full of bluff and bluster. In many cases their word is not above par and their disposition to meet their obligations in man fashion is non est. Personally, I shall be sorry to see this type of men become a permanent fixture in Muskegon, because they do not harmonize with the other types of men who have made Muskegon great.

Whether the oil industry flattens out or develops into a paying proposition, I maintain that Muskegon is destined for great things in the near future. I knew her very well in the boom times of the lumber industry, forty to fifty years ago. The columns of the Tradesman will prove that I urged her people to prepare for the evil day when the lumber business would vanish and espouse other lines of manufacture to take its place before the crash came. They laughed at my fears and ignored my warnings. Later—when the collapse of the lumber industry actually occurred—they censured me because I had not made my predictions and entreaties more emphatic. Instead of folding their hands and accepting the situation as a permanent condition, they went to work with a vengeance and brought order out of chaos, success out of failure, victory out of defeat. No such burden was ever undertaken with greater heroism than that exhibited by the Muskegon people in changing their community from a village of sand and sawdust to a beautifully paved and reconstructed modern city. I never saw such a master accomplishment before. I never expect to see another.

Muskegon is destined to become a great city through the action of Uncle Sam in deciding that Muskegon Lake is the most available harbor for future development on the Great Lakes when the St. Lawrence ship canal is made an accomplished fact. Within a year after the ship canal is completed, Muskegon will be able to count the ships of forty other nations in her lake harbor. Perhaps not all at one time, but

during the period of navigation in one season.

A run through the oil district on M 20 and U S 31 discloses great activity in drilling and preparations for additional wells. Why people are so willing to invest such large sums of money in new wells before the status of the product is definitely determined is more than I can understand.

The Occidental Hotel has discontinued its \$1 evening dinner and substituted therefor a \$1.25 dinner. Portions are not so ample as was the case with the \$1 dinner, but a desert is added to the menu. The enlargement of the hotel is going forward rapidly.

It was a genuine pleasure to note the well-arranged grocery store of C. H. Boelkins & Sons, at the Heights. It is clean, wholesome and economically arranged.

Coming home from Kalamazoo the other day I noticed maple trees tapped at intervals along the way. It caused me to enquire what effect the taking of sap from the maple tree had upon it—its growth, its health and its longevity. Charley Garfield could have furnished me an answer to this enquiry off hand, but he didn't drop in for a day or two and every time I called at his bank he was either busy or away from his desk. The question seemed so opportune to me that I addressed a letter of enquiry to the Forest Service of the United States Department of Agriculture at Washington. The reply I received was so complete and comprehensive that I am sure many of my readers will enjoy reading it, as follows:

Reference is made to your letter of March 25, requesting information on Maple trees used for the production of maple sugar.

It is known that excessive tapping of maple trees is injurious to them and shortens their length of life. From one to three buckets can be hung on maple trees, depending upon their size. Generally, more than three buckets on the largest trees will prove injurious to them. We assume that the growth is somewhat retarded by tapping, but I do not think this will prove serious if done lightly. Outside of the slight protuberances and the irregularities occurring as a result of the healing of the tapping holes, there is generally slight effect upon the beauty of the tree. It is possible, of course, that unwise thinning and possible disruption of the conditions of the stand may affect the growth more than the actual tapping. Generally, for the maximum yield in sugar, the trees are managed a little differently than for the maximum yield in wood, since sap production is supposedly proportional to the leaf area exposed. Management for maximum sap yield would not always yield the finest quality of timber.

Tapping has an effect upon the lumber produced in the butt log of a tree. I have seen lumber from tapped trees and very often a discoloration is present about the tapped holes and running some little way up the tree. There is always the possibility that decay might get into the bored holes, but this commonly is not the result to any serious extent.

The above letter was signed by E. N. Nunns, Chief of Forest Experiment Stations. E. A. Stowe.

Hardware Specialties Active.

With the advance of the Spring season activity is gaining in a number of hardware and affiliated specialties. Growth of the home gardening idea favors a particularly good season in garden supplies and expanded sales of such items as bamboo and metal rakes, spades, weed pullers, clippers, etc., are foreseen. Increasing activity is noted in screens, with a marked growth in the use of types which cover the entire window. Rainproof ventilators are being sought, but considerable price competition has developed on these items. Special preparations of soil food for garden and lawn are being marketed in a larger way than ever before. Lacquer paints are in strong call.

Preparing Post-Easter Lines.

Lines for post-Easter selling are now being given extensive attention by both coat and dress manufacturers. The season after Easter is longer than usual, owing to the early date of the holiday, and producers figure that this affords more of an opportunity for profitable merchandising because of the clean condition of wholesale stocks, this type of garment giving way to new styles on which both retailer and manufacturer will seek a sustained mark-up. Special lines for the Summer season are also in course of preparation.

To Form Six Merchandise Groups.

Plans are under way for the creation of a number of sections in the merchandise managers' group of the National Retail Dry Goods Association. The divisions will be made according to the lines of interest of the membership. There will be six main sections, comprising home furnishings, ready-to-wear accessories, piece goods, small wares and men's and boys' apparel. Committees will be appointed from each group to study merchandising problems applying specifically to each of the six merchandise categories.

Plain Linens For Suits.

Calls for plain linens of better quality have supplanted those for fancies used in making men's light-weight suits and knickers for Summer wear. The trend toward oyster and ecru effects was noticeable in initial orders when lines opened, and repeat orders now reaching the market are for the same types. Although yardage is no larger than in 1928, the tendency toward better qualities makes the financial return greater.

The surest way to break down your health and lessen your earning power is to cultivate the habit of feeling sorry for yourself.

Don't put off learning how to enjoy the really good things of life or you will reach old age a bankrupt in mind and soul.

Electric light is popular because it is always there, ready for action.

Realize before the end that business is but a means to an end.

CHAIN STORE PRICES.

They Average About the Same as the Independents.

Chain store prices were lower than independent prices in the case of 33 out of 50 advertised articles used by Professor R. S. Alexander in his study of comparative prices covering over 1,000 stores in ten districts in metropolitan New York. Independent prices were lower than chains in 16 cases and identically the same in one. For those articles whose average price is below the general average of all commodities included, the chains have a price advantage of a little over 3 per cent. But on the higher-priced commodities—those above the average for all commodities—this advantage of the chain store is almost entirely reduced putting both chain and independents on practically the same level.

The South Carolina chain store tax law providing for the payment of \$100 for each store in excess of five has been declared invalid. About \$30,000 will be returned to companies who have paid this tax, the largest sum, \$7,400, going to the A. & P., and the next, \$5,000, to the Southern Grocery Stores, Inc.

The chains to-day are featuring advertised brands rather than private or controlled brands, but they are not on a satisfactory relationship with the average manufacturer. In what direction they will turn no one knows, but with their tremendous merchandising influence probably they will reach the point ultimately where either the manufacturer will give them special concessions or they will establish their own controlled brands. At present this would not be favorable to their interests. They need advertised brands with their rapid turnover and assured quality. While the present conflict remains between chains and manufacturers, the chain structure cannot be regarded as permanently favorable to manufacturers.

The results published so far in the study made by Professor Alexander, of Columbia, comparing prices charged by independents and chain stores, provides food for thought on several points. This study covers only nationally-advertised commodities of a highly competitive character, and it is clear that the price differential on such commodities is so small as to be almost negligible, and, in fact, on some items is now distinctly in favor of the independents. In other words, so far as the main reliance of the chains in the past has been concerned, that of price appeal on advertised articles, the independents have met the chains on their own ground. Such a state of affairs shifts the field of competition from that of price, on advertised commodities, which includes unadvertised staples, meats, fresh produce, etc. It is obvious that profit margins on these highly advertised commodities have been cut to the bone, both in chain stores and independents, and consequently the door is open wider than ever to the entrance of private controlled brands on which there ob-

viously can be no inter-store competition.

An ammunition manufacturer who has always been a strong advocate of price maintenance began selling mail order houses at a price which enabled them to sell 15 per cent. lower than the accepted retail price. Yet this manufacturer begs his wholesalers not to demoralize the market by price-cutting!

Out of mass distribution and sniping competition has emerged a scientific program which bids fair to correct many of the maladjustments now prevalent. This is the exclusive purchase plan, which, briefly, is usually a written contract between wholesaler and retailer, to co-ordinate their resources and energies in a co-operative way. The retailer, under this agreement, must transfer his allegiance from five or six wholesale distributors to only one. There are no stock selling nor promotional activities associated with the movement. The capital structure of the individual member remains unchanged. The agreement between jobber and retailer obligates each to conform to tested plans and principles of merchandising. Recognizing that, uniform painting and arrangement has been capitalized by successful chain store systems, a simple dressing of the

retailer's store building is asked for by the wholesaler. Price tags on merchandise and window decoration are also required. The hallucination of the retail grocer that he is a buyer is another of the glaring misconceptions which is corrected by the exclusive purchase contract. It is the wholesaler who is delegated to exercise this important trust and purchase for the group. The retailer, in losing his identity as a buyer, has found between sunrise and sunset many hours for scientific selling, store management, etc.

We hear right along that wholesale houses are going into the chain store business to maintain their distribution. There is always this way out for a wholesaler who knows his business. However, we are convinced that the independent dealer and jobber can operate more economically than a chain. We see evidence every day that dealers are awakening to the realization of this fact. When such dealers learn to lean on their jobber for buying while spending their own time in selling and sales planning, just like the manager of the chain store does, then and only then will we have the solution of the independent retailing problems.

Speakers at the Louisville Confer-

ence emphasized the responsibility of the wholesaler for the well being of his retailer customers. If retailers run their business by methods which lead inevitably to disaster, the wholesaler must go down with them if he continues to serve them. The analyses conducted in connection with the Louisville food distribution study are bringing out the intimate concern of the wholesaler with retailers' methods. From records of retailers' purchases he has the means to direct his buying to items which produce real profits, to discover what customers and what items impose insupportable expense, and to correct credit abuses which sap the wholesalers' financial resources.

If it is true that the chain will find its permanent market only in standardized nationally advertised products, then a wide field of speculation opens concerning the permanent value of the shifting process, by which a chain, which cannot make satisfactory terms with the producer of a nationally distributed product, makes or buys a substitute under its own brand. Temporarily, the chain may gain a distinct advantage, but if the manufacturer can hold public acceptance, the independent gains an edge. The chain eventually, therefore, will be compelled to advertise nationally.

A Chain Store Common Stock

Listed on the Chicago Stock Exchange

SALLY FROCKS, Inc.

The merchandising methods used with such remarkable success by the largest chain store systems of the country have been likewise successful in the development of the business of Sally Frocks, Inc. These methods are based on rapid turnover of inventory for cash, scientific merchandising, centralized management and the investment of earnings in additional stores.

By these means the original capital of \$39,000 has grown to a point where 20 stores are operated in Middle Western cities with net annual sales of over \$2,900,000. It is expected that at least 10 more stores will be opened during 1929.

Reported sales for the first two months of 1929, show an increase of approximately 55% over those of the first two months of 1928, and for the first two weeks of March sales were reported to show similarly an increase of about 95%.

Further information about the Common Stock of the Company may be obtained by writing or calling for a circular.

HOWE SNOW & Co.

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Why the Independent Merchant Cannot Be Superseded.

The chain store is an element of revolution and evolution which is rapidly becoming characteristic of retail trade not alone in the United States, but in many other countries. In the United States practically every line of distribution, and from one store in 1858 the number is estimated as high as 100,000 to-day, with a turnover of from eight to ten billions of dollars, or about 15 per cent. of the total retail trade.

In face of this solid, compact accomplishment, the existence of a function for the chain and of consistent support from the consumer is indisputable. Slowly gathering impetus during the first two decades of the present century, the past few years have shown a speeding up of the new force which is making for radical change in methods of distribution, is crowding out the picture commercial factors of age-old sanction, bringing the manufacturer face to face with an entirely new line-up in his sales work, presenting competitive situations of extreme novelty and significance, re-vamping distribution methods and practices, potently affecting advertising, introducing new and disturbing elements into the manufacturing field itself, establishing practices in rebates and allowances as well as in merchandise appeal, creating a great current of opposition from many rural banks, independent retailers and manufacturers, and, finally, is maturing a competitive war among chain elements themselves, that in the form of interchain competition is destined to modify profoundly the directional and structural factors involved in this most important trade movement of the twentieth century.

On the basis of the evidence at hand, it is a fair deduction that the future development of the chain store will be more intensive than extensive, and whereas the saturation point for chain practice has by no means been reached the weight of authority is in favor of the belief that increase in the future will be rather in sales per store than in number of stores. The next decade will be a period of consolidation for the chains and they will be able to more nearly determine their place in the great function of distribution and will also free themselves from much of the exaggerated optimism that makes claims of 100 per cent. of retail trade. Development will be in line with growth of the country and population, rather than in the sensational advance so far made.

It is quite evident that distribution is to become more highly integrated and that an entirely new school of merchandising will develop, both as related to chain practice and to the independent merchant. The machinery of distribution will go in high gear and much of the complaint now voiced about the weight of distribution costs will be silenced by more economical practice. The sales volume of certain chains will greatly increase as retail trade increases, and an annual turnover of a billion dollars will not be

startling for some systems. Distribution through outlets controlled by manufacturers will grow and closer co-operation between chains and manufacturers will be affected. However, the independent merchant who keeps the pace set by the Tradesman will never be crowded out of business, because he possesses inherent elements of strength which the chain can never acquire or supersede.

Work is earnestness.

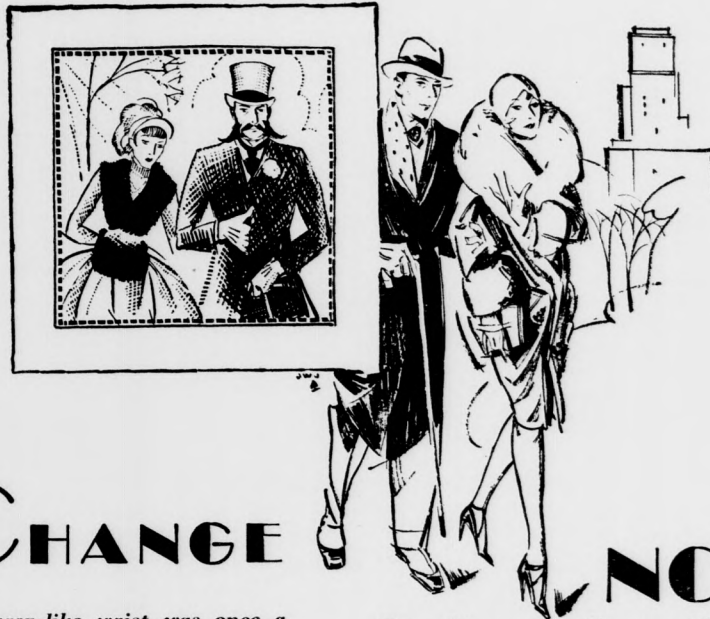
Lamp Sales Forging Ahead.

Mica and glass shades are giving considerable competition to parchment and silk shades for use with table and floor lamps. The latter types, however, continue strong in the lower end lines. While novelty design and color effects continue to exert a strong stimulus on the trade, there is said to be a steady swing of consumer favor to the more conservative period styles. Table lamps are in good call, and because of the increased use of end

tables the number of such lamps in the average home has greatly increased. Floor lamps in both junior and bridge types likewise have expanded in sales volume. Porch lamps are being sought for summer selling.

Manistique—P. M. Hoholik has sold his grocery and meat market on North Houghton avenue to Freeman Brothers.

An optimist is one who makes a lemonade of lemons handed to him.



CHANGE

The wasp-like waist was once a most envied constriction by those lovely girls of yesterday Threatened with a grunt, the little boned-in darling fainted away Excitedly the young fellow with her, carefully set down his gray plug hat with the nobby black band, bowl up Nervously he twisted the ends of his pink whiskers and tremulously exclaimed—"Ye Gods! Fuchsia has fainted! help! help!"

Change is inevitable. Fuchsia no longer chances a faint. For this is an era of progress. An era of change. And the old stuff doesn't go.

NOW

The Younger Generation Has Chosen a New, Wonderfully Delicious Modern Coffee . . .

"COFFEE restlessness" was common. People had grown tired of the old coffees. They demanded a change. Something new. Modern. Typical of the times.

Realizing that a change was surely coming, Lee & Cady's factors scoured the seven seas and obtained the finest coffees in all the world.

With the skilful co-operation of their own experts and a famous chef Lee & Cady ground, roasted and combined these choice coffees. Blend after blend was made. Test after test submitted. Not just to experts, but to hosts of progressive young people. At last they agreed on a new blend—one with a particularly delicious flavor, and a fragrance as spicy and alluring "as a breath from a garden in Araby."

As far as is known there is no other blend like Lee & Cady Coffee. It is modernity at its best, distinctive, individual, different. Not such a radical departure from true coffee flavors but a refining, a deftly mingling and enriching of these elusive flavors.



"TOMORROW'S COFFEE TODAY"

FINANCIAL

Reserve Sets Forth Policy Basis.

In its recently published annual report for 1928 the Federal Reserve Bank of New York makes a point relative to the loan market that deserves emphasis. Traditionally the market in call loans has been viewed as a place for the temporary employment of surplus bank funds. Commenting on recent developments, however, the bank says that "notwithstanding the large loss of gold, which under conditions existing before the Federal Reserve system would have forced a large liquidation of bank credit, the security markets called for additional credit in amounts larger than ever before."

This increased demand for funds from the security market came at a time "when most of the larger banks not only had no surplus funds, but were, in fact, becoming increasingly dependent upon the Reserve banks for the maintenance of their required reserves." Therein, of course, lies explanation for the recurrent periods of high call money rates that have been experienced so frequently in the last year.

In shaping its money policy the Reserve has taken account of a growth in the volume of credit that "was far outstripping ordinary commercial and industrial credit requirements." The bank points out that many years of experience show that increase in credit beyond business needs "leads ordinarily to unfortunate results, to speculative excesses, to price increases, to booms which end in depressions."

Whether present tendencies will continue until the level of money rates the world over is materially raised remains the most serious question before our economists. Certainly high interest rates here are drawing funds from all over the world and depressing the foreign exchanges. The shrinkage in foreign loan flotations on this market has contributed its influence toward the tightening process abroad. "These," says the Reserve bank frankly, "are conditions which if long continued may be expected to check adversely the trade of the world, and reduce the world's power to purchase the products of this country."

Here in a nut shell is the most disturbing aspect of the persistent advance in money rates. Whatever we may think of our obligations to Europe the fact is that if continued long enough without relief advancing money rates abroad may in depressing business there check the even flow of prosperity on this side of the water.

Paul Willard Garrett.
[Copyrighted, 1929.]

Women Hold Nation's Wealth.

In his effort to emphasize the ascendancy of women in business one statistician predicts a financial matriarchy by 2025 when at the present rate the country's wealth should all be in feminine hands.

Here is an amusing conclusion that inspired Lawrence Stern & Co.'s investigators in Chicago to grind out some facts relative to woman's position

as an investor that read like a romance. This banking institution turns up the interesting report among others that roughly 41 per cent. of the individual wealth of the country already is controlled by women.

To those who had not appreciated the increasing importance of women in the financial world the following brief findings will command attention:

1. Women are the beneficiaries for 80 per cent. of the \$95,000,000,000 of life insurance in force in this country.
2. Women pay taxes on over three and a quarter billion dollars of individual income.
3. Women represent an actual majority of stockholders in the country's largest corporations such as the Steel Corporation and the Pennsylvania Railroad.
4. Women represent from 35 to 40 per cent. of investment bond house customers.
5. Women millionaires are as plentiful as men on the individual income tax returns.
6. Women receive 70 per cent. of the estates left by men and 64 per cent. of the estates left by other women.
8. Over 8,500,000 women are gainfully employed in this country.

Time was when women were notoriously ignorant on matters financial but in recent years investment and banking institutions have found themselves obliged to establish special departments in increasing numbers to serve their women clients. In many instances women in possession of large sums have delegated the administration of such funds to others. Yet it would be unfair to ignore the very serious interest that is manifest on the part of many women who administer their own affairs.

While nobody will contend that this drift in finance threatens any fundamental change in established institutions it is plain that more and more existing houses must recognize the importance of their women clients in the development of new business. It throws an increased responsibility on the shoulders of institutions to educate women investors who are unfamiliar with banking practices, and a new responsibility on the shoulders of women to school themselves in the principles of sound investment.

Paul Willard Garrett.
[Copyrighted, 1929.]

Worth It.

An enterprising young college graduate opened an office in the vicinity of the Michigan Trust Co. He engaged a painter to letter the entrance door to his office.

"What do you want on the door?" asked the painter.

"Just John Smith, Broker," replied the student.

"Why don't you make it 'Banker and Broker'?" suggested the painter.

"How much more will it cost?" queried the student.

"About \$4," answered the painter.

"Go ahead," said the student. "Who wouldn't give \$4 to be a banker?"

Count only on luck and you'll be counted out.

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New Investment Trust Test.

Another serious stock market reaction, emphasizing the possibility of a prolonged decline, again calls attention to the part played by investment trusts in the financial scheme of things. Will recently formed trusts and trading corporations be subjected to a test at this time? is a question in which the financial community is interested.

In this connection recent comments on the investment trust movement by Moody's Investors' Service may be found worth consideration.

"So long as the American investor continues to buy blindly," says the article, "he will have no one to blame for losses sustained during periods of financial readjustment. The future of the investment trust in this country rests not in restrictive legislation but in the intelligent demands of the investing public.

"The well-conceived, conservatively operated investment trust," continues the article, "will not depend upon profits realized on the sale of securities to provide for the interest and dividend requirements on its fixed obligations, but will so regulate its capital structure and affairs that the income in the way of dividends and interest on its investments will more than adequately provide for the prior charges.

"The capital structure of a trust is very important to its future operation. While one of the essential features of the typical British investment trust is the acquisition of approximately 50 per cent. of its capital through the sale of debentures and preferred stocks, this can only be efficiently undertaken at times of low interest rates, when such securities can be economically sold. During periods of high security price levels such as the present, when it is difficult to obtain a satisfactory current return on investment securities, a trust organized with a preponderance of fixed interest-bearing obligations is under a decided handicap.

"Many trusts have been formed with involved capital structures, including all manner of participating and conversion features," the article continues. "This method of financing is confusing to the investor, but a serious and painstaking study usually reveals that the management and those directly interested are risking very little and stand to gain the most as a result of future operations.

"The future rests in the hands of the investor, and, whereas blind speculation might result in immediate profits the most favorable results in the long run will be obtained by conscientious and painstaking examination at the time of original investment."

William Russell White.

[Copyrighted, 1929.]

A Business Man's Philosophy.

Says Professor Richard Burton: "To students plaintively enquiring of me, 'What good will the study of Browning's poetry do me?' I like to reply, 'It will give you a state of mind which you will find the equivalent of

a Rolls-Royce car. Thus it will save you several thousand dollars.'"

That is a perfect answer to a lot of similar questions.

What good does it do a man to fish in the Canadian woods? What good does it do a man to live in a fine home? What good does it do a man to smoke first-class cigars? What good does it do a man to become an expert golfer?

Let's follow Professor Burton and say it gives one a luxurious or an exalted state of mind.

We all seek this state of mind, and some can achieve it only by living in a thirty-room house, riding the high seas in a private yacht, sailing over the boulevards in a \$10,000 automobile or ordering everything on the barber's bill of fare.

Others can get it from looking at an etching or a marble figure in an art gallery, from reading a book, from listening to a Beethoven symphony from an evening's conversation with a congenial fellow.

That's all there is to culture. It's a way of easing the spirit, simplifying life or reducing the cost of a happy existence.

William Feather.

Dignified.

"Don't you think," airily suggested the new partner, "that you ought to brush up a bit on your correspondence? Use big words; they lend dignity to your letters."

"Perhaps you're right," admitted the other, calmly studying the end of his cigar. "But, while eschewing mediocrity of expression through platitudinous phraseology, it behooves one to beware of ponderosity, and to be mindful that pedantry, being indicative of an inherent megalomania, frustrates its own aim and results merely in obnubilation."

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Only When Helpful

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

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

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INVESTMENT SECURITIES

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Grand Rapids National Bank Building
Phone 4212

Detroit
2056 Buhl
Building

MUTUAL FIRE INSURANCE

If We Build To Resist Fire.

Engineers who have made an exhaustive study of the problem have a positive answer to the question, "How can we curtail America's stupendous fire waste?" They say with distinct emphasis, "the loss can be reduced if we will build to resist fire."

The initial step in building to resist fire is to have the plans drawn by an architect who understands the principles of fire prevention. Of necessity the structure must be erected in accordance with the plans and specification and it follows that if the plans are right the finished building will be fire safe. Many a building has been saved from fire while the plans were on the drafting board. The modern structures we now see in our cities are the result of many improvements and safeguards in the building industry.

In these large modern structures it is well to build so that there will be no great open areas through which fire can sweep unretarded. So far as possible fire-resistive material should be used throughout. In order to be fire-safe this type of building must be able to resist fire both from within and from without. One of the elementary rules is to build so that the flames will be confined to the place of origin until the fire department can arrive and extinguish the blaze. It is therefore imperative that stairways and elevator shafts be enclosed, and fire doors installed to separate the various sections of the structure. There should be no way for fire to spread from one floor to another. Often a building that would resist fire originating within its own walls would be an easy prey to fire starting in an adjoining structure. Many so-called "fireproof" buildings are exposed to danger by adjacent structures. In order to resist fire from the outside, windows may be equipped with wired glass in metal frames. Another important element making for fire-safety is the installation of a complete equipment of extinguishing devices such as automatic sprinklers, standpipes and fire extinguishers.

A larger percentage of combustible material generally enters into the construction of dwellings than in the type of building just discussed. However, if due consideration is given to fire-resistive construction, even a dwelling can be made relatively fire-safe. A fire in the average American home spreads very rapidly and it is vastly important to build so that the flames may be confined to the place of origin. Fire-stops which will retard the spread of fire from one floor to another are exceedingly important. A fire-resistive roof also aids materially in making dwellings fire-safe. When a heating plant is installed, due care should be taken to protect all combustible material from contact with parts of the equipment that will become hot, and all electrical work should be done in accordance with the electrical code. Chimneys also cause a large amount of fire

waste annually, which could be prevented if they were built in accordance with standard specifications.

If one considers that the loss from fire every year is a half billion dollars the importance of building to resist fire will be recognized, especially when it is realized that material destroyed in this way cannot be replaced and constitutes a severe drain upon the economic resources of the Nation.

Grocers' Plan For Dry Goods.

Leading dry goods wholesalers have been invited to attend a meeting at Chicago early this month to consider an association of their interests along the lines of the Independent Grocers' Alliance, it was reported yesterday. The Grocers' Alliance comprises fifty-two wholesalers and more than 10,000 retailers who confine their buying to these jobbers and in return receive expert merchandising assistance. J. Frank Grimes, director of the alliance, was in New York yesterday and confirmed the report of the meeting, which will be held April 12 to 15, but would not furnish further details.

Stress Borders in Men's Neckwear.

Border effects are receiving considerable attention in men's neckwear. The border is shown at the end of the tie, the design harmonizing with the rest of the pattern, but larger in size. In some models the border takes the form of a short fringe. The designs featured are small figures and cross stripes. Also being played up are handkerchief and tie sets. In these the handkerchief has a narrow border matching the tie, while the center is of white crepe de chine. The merchandise is priced from \$15 to \$18 per dozen, wholesale.

A Good Start.

"My dear," said a man to his newly-married wife, "where did all these books on astronomy come from? They are not ours."

"A pleasant little surprise for you," responded the wife. "You know, dear, you said this morning that we ought to study astronomy; and so I went to the bookstore and bought everything I could on the subject."

It was some minutes before he spoke. "My dear girl," he said slowly, "I never said we must study astronomy; I said we must study economy!"

Trend To Lace Hosiery.

Lace effects are getting a greater amount of attention in the women's hosiery field. This is attributed to the trend toward more feminine apparel among women and the more general use of lace in current styles. Use of the lace effects in hosiery is finding its greatest popularity in heels, where it has been adapted to both pointed and square types. Two mills featuring these designs report an encouraging response from all parts of the country.

Don't try to make a boy who is hand-minded take a school course designed for the word-minded.

The kick we get out of a holiday is knowing we have a job to go back to the next day.

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LANDSCAPING THE HIGHWAY

Greatest Source of Enjoyment in the World.*

A man shall ever see that when ages grow to civility and elegance, men come to build stately sooner than to garden finely; as if gardening were the greater perfection.—Bacon.

The excessive demand of the present period for paved and improved rural highways has been so great and insistent that it has led many of us to forget the underlying factors which are the cause of this unusual demand. Doubtless, however, this road construction period which we are now passing through will be followed by a period of the development of these roads commensurate with their basic needs.

The rural landscape is the greatest source of enjoyment in the world. With the development of our modern cities, depriving its citizens of the enjoyment and daily contact with the landscape, we find the city man yearning to get back to the landscape and enjoy its inspiring character. The automobile combined with the development of good highways has made the rural landscape available to him in his leisure time and rural highways have thus become the most popular parks of to-day for the automobilist as the rural scenes are found more enjoyable than any other. This naturally suggests that along these important rural highways there should be a development of scenic treatment comparable to that given to our park and boulevard drives.

The landscape beauty of Michigan combined with its admirable climatic conditions during the summer months and its accessibility from less favored sections combine to make the tourist and summer resort business of great economic importance. When one can appreciate that the landscape beauty of our State is the basis for the development and maintenance of this great economic interest, then one can appreciate the importance of landscaping our rural highways.

Rural highways should be designed and their environment developed to make them most interesting, capitalizing upon the adjacent roadside scenery that may be available by developing it so that it will be readily seen and thoroughly appreciated. It is the inspirations from the expressions of nature that our tourists and resorters most diligently seek in their retreat to the landscape of our rural sections. Therefore, the landscaping of our highways involves not simply the ornamental planting along the roadside but the removal of unsightly objects, the abolition of the roadside dump, the control of the billboard nuisance, as well as public service utilities in the erection of poles, the stringing of overhead wires and in the pruning of roadside trees. Pains should be taken that the highways lead to the various outlooks and objects of greatest landscape beauty. Where admirable landscape scenes and vistas are available or roadside springs, shady groves or other inviting landscape features pre-

vail, an opportunity is afforded to further capitalize upon such spots as inviting a temporary stopping or resting point where the visitor may rest and enjoy the scene to its fullest extent.

Whereas it may seem at times that a paved road is the only essential requisite of a well developed highway—that the main pleasure that we have to offer traffic is that derived from the sense of traveling over them at high speeds, we may encourage our visitors to travel leisurely through our communities entertaining them as they go with the particular kind of enjoyment they are naturally seeking; namely the enjoyment of the beautiful native landscape, features that typify our locality.

Billboards are a source of ugliness and of displeasure along the rural highways, since they are offensive to the sight and to good taste and since it is through the sense of sight that the pleasure of rural landscapes are enjoyed. Billboards are in the same class as nuisances which are offensive to the other senses. The most scenic, slightly and conspicuous points are the very spots desired and selected by enterprising advertisers. The very scenes and characters of the city that one is trying to avoid in his retreat to the country precede him along the highways. Business interests in rural towns are defeating their own ends by consuming and obliterating scenic spots along the highways or by allowing outside interests to disfigure the landscape in this way. One of these days the business or rural communities will awaken to the fact that landscape beauty is a valuable economic asset that belongs to the community as a whole, that "the land belongs to its owners but the landscape to him who beholds it." Then we will have laws to control the placing of billboards, poles and such other things as tend to intrude upon the enjoyment and appreciation of our rural landscape along our public highways.

The planting along the country roadside can be made an important factor in its beauty. "To the untrained eye the country roadside is a mass of tangled vines, shrubs, trees and flowers; to the trained eye it is a scene in that wild garden which one comes to love as he loves no bit of cultivated soil however well ordered and well maintained." This wildness, freedom and naturalness of plant growth along the roadside should characterize our roadside plantings rather than the restrained, artificial effects of evenly spaced trees or plants in monotonous lines or of unplanted banks and cleared roadsides that often mark our rural highways where efforts have been made to produce a trim and tidy appearance.

Citizens working as private individuals cannot generally accomplish the ideal of rural highway improvement. This can only be accomplished through the co-operative and organized efforts of a number of citizens. Therefore, it offers a worthy and desirable field of service for local organizations interested in the development and improvement of their communities.

*Paper read at annual meeting Michigan Retail Dry Goods Association by C. P. Halligan.

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Glenn R. Chamberlain.

MEN OF MARK.

**Glenn R. Chamberlain, Manager
Grand Rapids Gas Light Co.**

It is a curious fact in history that the vast majority of business men in the United States are what are called "self-made men." They owe whatever measure of success they have achieved to their individual effort, have made their own way in life, beginning with little or no capital, and, blessed with good health and sound common sense, they have forged to the front. No other land in the civilized world contains the percentage of successful business men which exists in the great Western republic. It may be true that in no other country is the opportunity of advancement so extended, but men in America create opportunity. Here the man can start from the lowest rung in the ladder and by persistent effort mount to the topmost point in business, politics or social distinction. If the poor school boy reared in the village or on the farm, or perhaps in the busy haunts of city environment, is capable of self-sacrifice, untiring industry and intelligent effort he can wring success from poverty and obscurity. Such men are found in every community in all this broad land. They may not all attain political distinction or become statesmen or millionaires, but they can become prominent in business and in good works in the radius in which their sphere of life is cast.

It is all these self-made business men who have made this country what it is to-day. They have developed the fields and the mines, have felled the forests, built railroads, navigated the wide waste of waters, organized the business corporations and have set the wheels of industry humming in every city and town. It is the business man who makes work and wage for the industrious toiler, who builds up the cities and towns and who is the pillar upon which the whole structure of society rests. They are patrons and founders of schools, colleges and other institutions of learning. They maintain the churches and public charities, and provide chiefly the means by which the entire machinery of the community is operated. The biography of every business man is interesting to the community in which he is a factor for good, and it furnishes an object lesson that the youth of every locality and every state may well study with interest and profit.

Glenn R. Chamberlain was born on his grandfather's farm near Jamestown Center, Michigan, Nov. 23, 1878. His father was a real estate dealer and the family consisted of four boys and three girls, all of whom are still alive. The family lived in Grand Rapids for several years. While yet a small lad the family moved to Fennville, where Glenn attended school in the primary grades. Returning again to Grand Rapids, he attended school in South Grand Rapids for several years before going to Central High school, where he graduated in June, 1896. In February, 1897, he entered the office of the Grand Rapids Gas Light Co., which was then under the direction of Harry

D. Walbridge. He acted as clerk in the main office, then located at the corner of Pearl and Ottawa streets, served an apprenticeship in reading meters, shop and trouble work, also spending some time at various intervals in the gas plant learning the practical things about gas making. He was advanced to order clerk, assistant cashier, chief clerk, successively, when on the resignation of Harry B. Wales, he became Secretary and manager of the commercial department in 1904. He served in that capacity until June 15, 1923, when he was made First Vice-President and General Manager, which position he still occupies.

Mr. Chamberlain organized and is President and General Manager of the Kent County Gas Co., which like the Grand Rapids Gas Light Co., is a subsidiary of the American Light & Traction Co., supplying gas to the suburbs of Grand Rapids, serving at the present time South Division territory, Grandville, West Leonard district, Comstock Park, Sparta, and scattered districts in ten townships in which the company has franchises. It has a hundred miles of mains already laid. It expects to increase this mileage thirty miles this season. This company puts out a dry high pressure gas which is regulated to normal pressures at the home of the user.

When Mr. Chamberlain went with the Grand Rapids Gas Light Co., it was putting out 600,000 cubic feet of gas per day. Gas was then used almost exclusively for illuminating purposes. Now the illumination has been relegated to the electric light company. The gas company produces gas for cooking, heating and for large industrial uses. It is now putting out on peak days 6,500,000 cubic feet of gas per day.

At a recent meeting of the stockholders of the American Light & Traction Co., Mr. Chamberlain was elected a director of that corporation. He attended his first meeting in New York April 2.

Mr. Chamberlain was married Sept. 12, 1906, to Miss Lena C. Mannel, of New Buffalo. They have had three children, two boys and a girl. The older boy, now 20 years of age, spent two years in the Grand Rapids High school, graduating at Peddie Preparatory school and spent a year at Yale. He is now an apprentice with the Grand Rapids Gas Light Co., learning the business from the ground up. A boy 17 and a daughter of 15 are still students of Central High school.

Mr. Chamberlain resides in his own home, Hillcrest, on the Comstock Park hills. He owns twenty acres in connection with his home, which he has occupied for seventeen years. This location, which has the most commanding view of Grand Rapids and environs to be found anywhere, suggested to him the idea of a golf club on the wonderful hills between Comstock Park and Alpine avenue. Without saying anything to anybody, he quietly obtained options on thirty-five descriptions, comprising 400 acres of land. These options could have been turned over to a private company at a

profit of several thousand dollars, but instead of this he offered it to the Masons for a country club at exactly what he had arranged to pay for it. This was six years ago and on the organization of the Masonic Country Club, which was made possible through his efforts in securing the options, he was made Secretary, Treasurer and a life member. Previous to this he was one of the organizers of the Highland Country Club, of which he is still a member.

Mr. Chamberlain is a past Vice-President of the National Commercial Gas Association and for ten years served successively as Secretary-Treasurer, Vice-President and President of the Michigan Gas Association. He is a director in the Michigan Public Utility Information Bureau, which has its offices in Ann Arbor. He was one of the organizers and for three years a Trustee of the present Welfare Union and one of the early general campaign chairmen. Mr. Chamberlain is a past director of the Grand Rapids Association of Commerce, past Secretary, Treasurer and Vice-President of the Grand Rapids Rotary Club. For twenty-seven years he has been a member and has served as director of the Peninsular Club. He is a permanent life member of the Greenwich Colony Club, member of York Lodge and holds life memberships in the Consistory and the Saladin Temple. He is Ex-Vice Governor and life member of the Michigan Society of Mayflower Descendants and life member of Society of Colonial Wars, being ninth in descent through his mother, Esther Jane Stiles Chamberlain, from John Alden and Priscilla Mullins and tenth in descent from Elder William Brewster. He is Trustee and Treasurer of the Fountain Street Baptist church. He was one of the founders of the Marquette Fin and Feather Club, which owns a large tract of land on the Pere Marquette river, near Baldwin. He is Treasurer and a director of this organization. He is an enthusiastic brook trout fisherman.

Mr. Chamberlain has purchased and is developing three large resort propositions. One is Point Nip-I-Gon on the Straits Resort Club, a development on the Straits of Mackinac, having two and one-half miles of beach and eighteen hundred acres, which is frequented in the summer by many Grand Rapids and Detroit families. He has always had great faith and enjoyment in the Lake Michigan shore and resort regions and with his two brothers, R. L. and Lee Chamberlain, owns and conducts Glenn Shores Beach and Golf Club on Lake Michigan, eight miles North of South Haven. This comprises three-quarters of a mile of frontage on Lake Michigan, including 275 acres of land remarkably well adapted to resort purposes. Another large development is 1800 acres with a three mile frontage on Lake Michigan, Southwest of Mackinaw City. This resort is known as Mackinaw Headlands and is evidently destined to make Mr. Chamberlain a very rich man, because it is one of the best located summer resorts in

the United States. Among its possessions are 3,000 virgin hard maple trees and a large amount of birch timber. A golf course has already been created.

Mr. Chamberlain attributes his success to his desire and ability to please the public and give the people what they are looking for in the way of service. He has been so successful in this respect that he is regarded as one of the most affable and diplomatic business men in Grand Rapids.

Honesty, good judgment and kindness are Mr. Chamberlain's chief characteristics. In any situation his first desire is for the facts, the reason for things, then his firmness or gentleness of decision naturally come as a result of his judgment in the given case. To these attributes should be added his happy unselfishness. Wholly modest in claiming honors for himself, his pleasure seems to be greatest in observing the progress of others. Fineness of character, clearness of intellect, intelligent understanding of duty as a citizen, devotion to family, loyalty and sincerity in friendship—these are the attributes which have enabled Mr. Chamberlain to earn the respect and to enjoy the affectionate regard of his friends and associates.

Factories Busy on Colored Glass.

While the recent demand has been quiet, glassware factories are working on a good backlog of orders that will carry them through some weeks ahead. Additional business expected with the passing of Easter is figured to provide activity until the annual shutdown of the plants in July. Colored glass, particularly rose and green shades, lead in table and decorative items. Introduction of complete dinner and luncheon sets of glass is providing some competition for chinaware of the same types. Buyers are said to be able to get patterns and colorings which are unavailable in china sets.

Woven Rayons Show Activity.

An increased demand for woven rayons, which have moved at an indifferant pace for some time has developed in the market, according to reports from mill agents. Indications that the fabric is coming back into vogue are seen in the number of enquiries and orders being received from widely separated parts of the country. The call is confined almost entirely to the fancies with no outstanding preference in patterns.

Men's Sweaters Gain, Women's Off.

A substantial increase in the call for men's and boys' lightweight sweaters principally of the slip-on variety in all-over patterns is reported. The call is to fill current needs. Boys' garments to retail at \$2.98 and men's to sell at retail from \$3.98 to \$4.95 are enjoying the bulk of the demand. Business in women's light-weight sweaters has fallen off considerably in the last few weeks. Sweaters for women had been in good demand until recently.

It spoils your day to get mad, so why let someone ruin your happiness by getting your goat?

DRY GOODS

Michigan Retail Dry Goods Association.

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.
Manager—Jason E. Hammond, Lansing.

The Better Merchandising Conference at Detroit.

Lansing, April 2—The Better Merchandising Conference in Detroit was, perhaps, better patronized by members of the Michigan Retail Dry Goods Association than by any other State organization. We attended the meeting in company with several of our directors throughout the most of its sessions and pronounce the program a very substantial success.

We were especially interested in the discussion on Stock Control by W. Barie Hanaford, of the Wm. Barie Dry Goods Co., of Saginaw. Mr. Hanaford was very practical in his remarks, which indicated that their store was making substantial progress in this direction without a large amount of expense.

The play entitled "Charge It" by the Ypsilanti Credit Bureau was one of the real hits of the conference. This number on the program was under the instruction of Paul Ungrodt, the new Secretary of the Ypsilanti Chamber of Commerce. We hope to have this number repeated at one of our group meetings this fall in some city conveniently near to Ypsilanti, possibly Jackson.

A party by the name of W. J. Schley was convicted in the Eaton County Circuit Court on a charge of practicing chiropody without a license. He had been selling a foot appliance for \$30, a "Joint Paste" of questionable value and from which he derived large sums of money. He lived at Hotel Olds, where he contracted a large bill, still unpaid. Judge R. B. McPeck fined Schley \$100 and taxed him \$100 costs additional.

Mrs. Wm. Beasy, who claims to represent the Christian Army, solicited funds in Lansing. Following a careful investigation of Mrs. Beasy and the Christian Army, request was made for her arrest on the charge of soliciting funds without a license from the State Welfare Commission. The woman was sent to Reading, where she alleges to operate a rescue home or mission for girls, similar to salvation army work.

The Christian Army, alleging itself to be headed by Gen. Zeal Hayes, National headquarters Chicago. Better Business Bureau of that city reports both Hayes and Army to be unlisted in city directory.

Investigation before warrant was requested for Mrs. Beasy was exhaustive in Michigan and other states. Estimated that a sum not less than \$100,000 has been collected in Michigan by this organization since it was incorporated. A writer from Reading states, "If this organization has done anything else but buy two automobiles, get a living and divide the balance of the money with a sub agent, we have no local evidence of it."

Leonard Falk, manager Butler's, 209 South Washington avenue, Lansing, on complaint of the Department of Labor and Industry, was charged with working women employees more than fifty-four hours during a week. He pleaded not guilty and was ordered to appear for trial. Representative of the Department of Labor and Industry alleges this will be regarded as test case.

Ferne W. Brooks, 3970 West Grand boulevard, Detroit, sold dresses March 9 in Hotel Olds, price \$16.50. Her attention was called to city ordinance and State statute governing transient merchants. She promised to cease and desist. A shopper was sent thereafter to purchase and did purchase a

dress. It was by this time nearly 6 o'clock, city offices were closed, no warrant could be secured and party was released with severe reprimand. She refunded purchase price. She had alleged dresses to be unusual values. Comparison showed better might be bought in Lansing at lower prices than she offered. Police Department gave splendid co-operation.

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

Sports Costumes in Smart Designs.

A new tennis ensemble consists of a jumper with Vionnet seaming in a manner to insure absolute freedom of motion and a sleeveless slip-on sweater. This latter is made with a notched collar, small slit pockets and a perled bottom. Both are made of jersey and come in bright colors only. Stripes and plaids are used in one or the other either the jumper or jacket remaining plain for contrast.

Smart little jackets to wear with either the sports frock or semi-formal sports frocks are to be found in dapper styles. Even the fabrics seem to carry out the smart impression, for they range from cotton pique and ombre striped flannel, to quilted silks, with all-over designs in conservative patterns.

Velveteen in purple, all the soft green shades, marine blue, brown and black is the most popular material, for it can be worn with a greater variety of frocks. These little jackets are finished with simple turnover collars, strictly mannish ones, and the tuxedo-shawl collar. Some are made in double breasted styles, others finished with a single button or double link. All the better ones except those in cotton pique and corduroy are lined with silk in a neutral shade.

Buyers Shouldn't Be Designers.

"Don't try to be a designer" is the advice one well-known Middle West department store head gives his buyers. This executive said he based his advice on the fact that buyers should not allow their personal tastes and prejudices to work against the efforts and products of skilled designers who are far more capable in their line than buyers can ever hope to be. Buyers too often, this executive said, have "killed" a design or style because it did not meet with their preconceived views. To some extent, at least, this situation brought about the addition

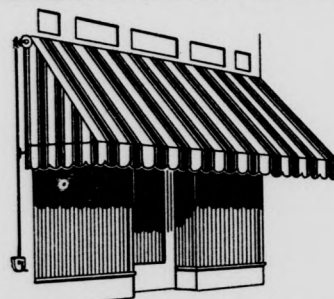
of the stylist as assistant to the buyer, the capable stylist, to a degree at least, having the same appreciation of good design as the designer himself.

See More Call For Window Glass.

Distribution of both plate and window glass continued in substantially unchanged volume during the week. Arrival of milder weather is expected to increase building operations, with resulting improvement in the call for window glass. Activity in plate glass

is at high levels, reflecting particularly the good demand on the part of the automobile manufacturers. Rough rolled and wire glass products, as well as specialties, are reported to be having a good seasonal movement.

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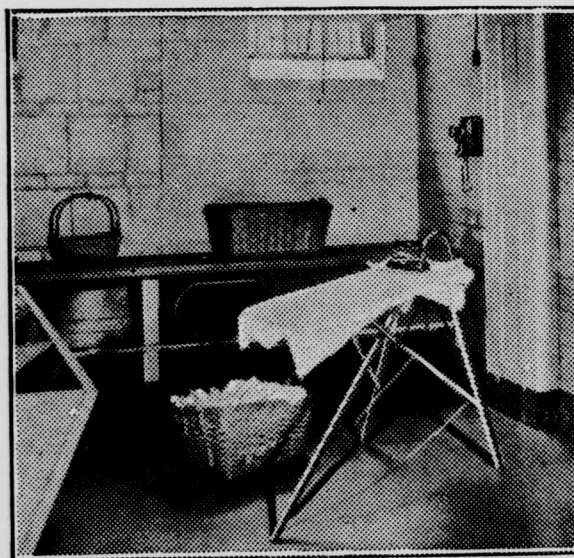
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The New Basement

Among the radical changes in homes wrought during the past few years, the improvement of the basement is noteworthy. That part of the home gradually has become a light, airy and warm room, instead of the damp, murky place of other years. It has become livable, instead of merely tolerable.

Another convenient improvement for your basement would be an extension telephone. When the telephone rings upstairs, and you are in the basement, it would be much easier to take the call without climbing the stairs!

**An Extension Telephone Costs Only
a Few Cents a Day**



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 manufacturer. We establish retail prices and merchandise under practical modern plan.

YOU RECEIVE 15 PER CENT COMMISSION ON ALL SALES. The proposition is open only to merchants who do not carry footwear of any kind but who believe they could sell a fair volume. For full particulars address Box 1000, c/o Michigan Tradesman.

SHOE MARKET

New Colors To Aid Sales.

Important improvements which have recently been perfected in the tanning, dyeing and finishing of calf leathers, should materially aid the retail shoe merchants of the country in their efforts to increase the sales of both men's and women's shoes for the spring and summer season, in the opinion of calfskin tanners who met in Boston some weeks ago to consider technical and merchandising problems of their industry.

Developments in the finishing of these leathers which have been worked out through careful research have resulted in products having a finer luster than ever before, with the result that they hold their shine better. Furthermore, improved methods have made it possible to turn out a more mellow quality of leather, which makes for greater comfort, feels better on the foot and is therefore especially adapted to the requirements of men's summer-weight shoes, as well as women's footwear for warm weather use, without sacrificing any of the durability and quality of standing up under rigorous wear that have been accepted sales arguments in favor of calf leathers in the past.

Since the advent of the summer-weight shoe for men several years ago, the tanners of calfskins in this country have been devoting a great deal of attention to the problem of producing leathers that are light, cool and comfortable yet strong and durable for use in the manufacture of shoes of this type. They feel that the marked increase in popularity of men's summer-weights last year was largely a result of their success in these efforts and they are confident that their contribution to the problem will further increase the retailer's volume through sales of summerweights during the spring and summer of 1929.

The new and attractive shades on the color card for the spring and summer season are likewise expected to prove a decided stimulus toward the increase of sales in both men's and women's shoes, in the opinion of prominent leather men attending the meeting in Boston. In recent summers extremely light shades of tan have tended to encourage men who did not care for such shades to buy black shoes and wear them all the time, with a consequent curtailment of volume. This year, however, such attractive and appealing shades as Saratoga tan, copper tan, ruddy brown, Trotteur tan and nicotine should tend to encourage the well dressed man to purchase more than one pair of shoes, and retailers are being advised to plan their spring and summer sales and advertising campaigns with this end in view.

With regard to women's shoes the soft and pliable leathers now being produced should make it easy for the merchant to sell the average woman on the idea that her spring wardrobe is not complete without one or more pairs of calf-skin shoes which are adapted both for walking and service

use and for dress wear. New methods have been perfected of dyeing calfskins in the delicate and beautiful shades demanded by fashion and science has solved the problem of producing leathers that take the dye uniformly with an effect that is most pleasing.

These leathers are achieving special popularity among that large and important class of customers now included in the term modern misses, who want shoes that are up-to-the-minute in style and smartness, yet able to withstand the strenuous usage to which modern youth subjects its footwear. For the younger children, elk veal sides, which have been shown by experience to be well suited to the requirements of hard play, continue to fill their long established place as ideal shoe materials.

Simulating the natural appearance of reptilian leathers and development of beautiful effects in fancy patterns has come to be an important factor of the business of many of the calfskin tanners, and the developments of the present season along these lines are said to be even more numerous and attractive than those of other years. So in all of these various lines, the leather men engaged in the calfskin branch of the industry, like those in other branches, are looking forward to a busy and prosperous year.

Leathers admittedly play a most important part in the shoe styles of today, when the greatest emphasis is being laid upon materials and colors. Consequently close co-operation between tanner, retail shoe merchant and manufacturer is more important than ever before and the leather manufacturers are giving closer attention than ever to retail merchandising problems. —Shoe Retailer.

Capucine Tones Color Feature.

The late Spring color trend has definitely swung to the pastel and lighter shades. The outstanding feature is the range of Capucine tones which are yellows verging into orange. The yellow greens are also said to be in notable favor, particularly chartreuse, absinthe and fresco. Reds are meeting with considerable interest, the outstanding tones being the light to the wine shades. Sunburn shades retain leadership in many types of accessories, and recently there has been considerable attention given the off-white hues.

Repeat Shoe Colors For Fall.

The color committee of the men's shoe and leather trades has endorsed the same colors for Fall as were featured in the initial Spring color card. Reaction to the shades was found highly satisfactory and the committee saw no reason to make new recommendations. The range comprises six hues, as follows: Saratoga tan, copper tan, ruddy brown, Durham brown, trotteur tan and dark nicotine.

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Write L. H. BAKER, Secy-Treas.

Lansing, Michigan

P. O. Box 549

RETAIL GROCER

Retail Grocers and General Merchants Association.

President — A. J. Faunce, Harbor Springs.
First Vice-President—G. Vander Hoon-
ing, Grand Rapids.
Second Vice-President—Wm. Schultz,
Ann Arbor.
Secretary—Paul Gezon, Wyoming Park.
Treasurer—J. F. Tatman, Clare.

Grocer Who Sells Bread at One Dollar Per Loaf.

The credit question has two aspects. One is from the standpoint of what the customer owes the grocer. The other is the question of what the grocer owes. From any sound point of view, the more important is the second question; for a merchant's customers may owe him much and never pay him, but so long as he does not owe, he is secure. Where do such facts lead us?

The conclusion is inevitable that no man should operate beyond the limits of his own capital. He must cut his suit according to his cloth. Let a man's operations be small or large, he must work so entirely within his capital that he can always discount every purchase that is discountable. He must pay every bill not discountable strictly within its correct time limit to keep his credit at par, and there is no more valuable element in success than gilt edge credit. He must extend credit to his customers only within his own capacity to finance it.

It is proper for merchants to check themselves up in line with these fundamentals; for while the strict observance of such rules may seem to hamper rapidity of growth, the growth will be sturdier and growth when it comes will be accelerated much more than enough to compensate for the slow start.

This all means that every merchant must work within his own means. That is the great fundamental laid down for me by a remarkably successful chain operator. It is the rule to be followed by the man who chooses to make a real success himself and for himself, regardless of lesser things.

Such considerations are far more important than the one—and I stress this one because of the emphasis I hear put upon it almost alone—that chain prices are so much lower than those of individual grocers.

For authorities pretty much agree that the chain sells its merchandise for only about two per cent. less than individuals do. I have recently touched on this point; but it may be emphasized if we consider that the chain carries so greatly fewer items than the individual retailer. Obviously, chains can not price lower on items they do not carry. And such items not carried by chains, which run from hundreds to thousands in individual stores operate much more than to restore the balance.

Incidentally, the most striking thing that has come out of the Louisville Survey, to my mind, was a large, successful retailer who made it clear that his success has come through adding to his items, instead of lessening the number. Let it be noted that variety, choice, change in taste and character—

all these are provided by manufacturers of the better goods which are not wanted by those who are interested only in offerings of soap chips at cut prices.

Chapman, of Columbus, is famous as a cash and carry grocer; but if there were needed an exemplar of the unquestioned truth that price alone does not sell goods the answer can be found in Chapman's. This because only last week that cash and carry grocer arranged to manufacture bread which he will retail for one dollar a loaf.

What does this mean? It means not less than a thousand things. Among others, these: That our people have more money than any people ever had; that said money is more evenly distributed throughout our population; that from top to bottom of our population, we indulge in fads and fancies regardless of the price thereof; that anything that may have merit or imagined merit can be sold, provided the seller is really a seller; that there is unlimited opportunity in our business for men who have imagination to sense the fact that our people want fine foods and will pay adequately for them if they are shown, demonstrated, displayed and sold.

Mr. Chapman began—and this is where you must begin thinking of him if you would get the significance of his tale—in a little, old, out-of-the-way building on a side street. Through the years he has been enterprising. Now he has made his location into a prominent one. He has literally brought business to himself by being a master merchant.

I waited for him because he was busy in his office. As I waited, I wanted to eat an apple. I selected it and went to the desk to pay for it. But when I got back into the store, by the fruit-vegetable display, I found no place where I could put the peelings and core. Every square foot of the floor was so clean that I could not think of dropping anything on it. I asked a boy who was piling oranges and he said to put the cuttings into any of the open orange boxes. Then I was at ease.

Here you can see how cleanliness and order breed cleanliness and order. I noted that his shelves were divided into numbered sections. That is a plan to facilitate the location of merchandise. Customers get used to associating numbers with lines of goods and their self-service is thereby facilitated.

After a time, Mr. Chapman came forward and told me—or started to tell me—all about that bread. It is made from flour without starch; it has certain vegetable ingredients so blended and proportioned that the manufacture can only be effected in a specialized plant; it is baked in a special oven. The ration is three slices daily, so that a loaf will last a week.

I cut in at this point saying: "Mr. Chapman, that is a pretty story—a beautiful story—a really convincing story; but, regardless of the poetry and pretty word-pictures, do you not see

(Continued on page 31)

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Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

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SUNKIST -- FANCY NAVEL ORANGES

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GRAND RAPIDS PAPER BOX CO.

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

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The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

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MICHIGAN

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Guess Work Can Be Eliminated.

It is admitted on every side that the lack of a thorough knowledge of the principles of meat merchandising is the cause of many difficulties connected with the retailing of meat and meat products.

It is the duty of every member of the retail meat business—the proprietor, the manager and meat cutter to first know how to cut meat that will bring the greatest profit. Many retail meat dealers believe that they "know how" to cut, but upon the investigation it is often found that much waste could have been eliminated and more profit made had the meat been properly cut.

The average meat cutter learned his trade in a haphazard way. Therefore, he did not receive proper instructions on how to cut "money" out of meat and for this reason there is room for much needed improvement. Up to this time the retail meat dealer who desired to improve his cutting methods in order that he might make more money, could find no reliable source of instruction that would aid him along this line. Heretofore, there has never been written material of any kind on the art of meat cutting.

The chief instructor of the National School of Meat Cutting, Inc., Toledo, Ohio, and his assistants have written an instruction book entitled, "Profitable Meat Cutting," which contains, in easily understood terms, actual cutting demonstrations accompanied by hundreds of illustrations showing just what is the easiest, quickest and most profitable way of making all standard and fancy cuts of meat.

This valuable book is based on over 30 years of actual experience in the retail meat business and not only contains proper meat cutting methods but has many pages devoted to buying meats correctly; how to find cost of each cut; how to take cutting tests without cutting up carcass; determining correct selling price; how to get up attractive displays; how to take inventory to determine profit quickly; skillful salesmanship; advertising; sanitation; refrigeration—in fact every angle of meat cutting and meat retailing is completely covered in this famous book.

It is the same manual that has met with such wonderful success at the large school in Toledo, Ohio, and is available to the meat trade only after many urgent demands from leaders in the meat industry, who were quick to appreciate the great help and benefit it would bring to every meat retailer.

The school officials receive letters from many retail meat dealers praising the merits of their great book, "Profitable Meat Cutting," which is the first and only book of its kind ever published. They all say it is filling

the greatest need in the industry to-day.

In connection with the book, the school offers a monthly service bulletin which gives timely buying information and sales help far enough in advance of each season or holiday for the meat retailer to prepare for extra profits which are his if he will but follow instructions as outlined in these service bulletins.

Many times in the operation of a meat market or meat department, the owner or manager is confronted with problems that are difficult to solve. If his previous experience has been limited, as it is in a great many cases, he is at a loss as to which is the best step to take. The National School of Meat Cutting comes to the aid of the retail meat dealer or manager at times when help is most needed through a consulting privilege which is available to every meat retailer. Retail meat dealers are urged to take advantage of the opportunity to increase their knowledge of meat cutting and meat retailing as offered through the remarkable instruction book, "Profitable Meat Cutting," and the National School's Monthly Service Bulletin and Free consulting privilege.

John R. Carson,

Director National Meat Cutting School.

Early Spring Lamb Crop.

The early lamb crop of 1929 in the principal early lambing states was about as large as the early crop of 1928, according to reports received by the Department of Agriculture as of March 1. As a whole the condition of the early crop this year early in March was below average and the outlook for a supply of good quality spring lambs was not as good as last year at that time and was considerably poorer than usual. Weather and feed conditions since January 1 have been unfavorable in most Western areas both for saving a large percentage of lambs and for the growth of the lambs. The movement to market in volume will be later than usual. The total supply of spring lambs at Eastern and Middle Western markets before July 1 this year will probably be smaller than last year and may be considerably below last year unless there is an early improvement in feed and weather conditions in the Pacific Coast states and Idaho.

When hearing a man denounce our existing way of doing things, decide whether his ideas are constructive or merely destructive.

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.

Don't Say Bread

— Say

HOLSUM

"WHOO? WHOO?"

THE GROCERS' SPECIAL TRAINS ARE CALLING

Whoo? Whoo's coming on board for the Thirty-second National Convention of Retail Grocers at Portland, Oregon? Business and pleasure combined! Special trains from all important centers, and special rates too. Stop offs at all the great sights of America on the way.

All the places you've wanted to see!

All the jolly good fellows you've wanted to meet!

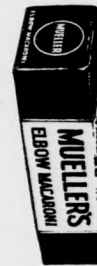
Attend the convention! Hear the important business talks! Remember the date—June 24 to 27!

Write your local Transportation Chairman. He will give you all the information you want on reservations, itineraries, etc.

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you can safely pass
it on to YOUR
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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.

Methods For Getting the Housecleaning Trade.

In recent years many new lines have been added to the stocks of retail hardware dealers. The majority of these lines consist of appliances and utensils for household purposes, produced principally with a view to lightening household work. Such lines as a rule carry a liberal margin of profit, and up-to-date hardware dealers have not been slow to take advantage of the opportunities offered them in this direction. One result has been to interest women in what was, thirty years ago, primarily and almost exclusively a man's store.

Spring housecleaning was at one time dreaded, alike by the housewife and by her husband, though for different reasons. The housewife dreaded the back-breaking, wearying drudgery; the mere man disliked the disorder and the scant meals. The housecleaning machinery consisted chiefly of a broom, a mop, a tin pail, a lot of soap, and a great deal of misdirected energy.

Modern invention has made housecleaning a more efficient and less exhausting business. Moreover, it has tended to make it an all-the-year-round affair. Thus, in place of sweeping the rugs with an inefficient broom and, twice a year, hanging them on the line and beating them with a broom-handle, the housewife uses a modern vacuum cleaner every day, and eliminates the beating. Instead of two semi-annual spasms of intense cleaning activity, many housewives keep things clean as they go along; and the semi-annual housecleaning takes on more the aspects of an inventory, designed to uncover things that are amiss rather than to remove obvious and conspicuous dirt.

An experienced hardware dealer told me the other day that his stock of households had, in the last twenty years, undergone many changes.

"Instead of cleaning up, housewives aim to keep clean right along," he said. "Instead of economizing on money, they economize on drudgery by buying the most efficient appliances they can get. The demand for such appliances is increasing, and new lines are being added right along.

"Now my housecleaning supplies department is busy at all seasons of the year, where, many years ago, the demand was practically limited to spring and fall. Housecleaning is carried on the whole year round. Of course the spring demand is still the biggest, but these lines sell readily at all other seasons.

"We feature housecleaning supplies strongly from March to May, and in this period we sell many lines of profitable goods. Many of these lines were never heard of a quarter century ago. Some of them are new in the last ten years. Where, as a junior, I was selling nails, wire, fencing, etc., now, as a merchant, I am pushing vacuum cleaners, dustless mops, dust cloths,

wall cleaners, furniture polish, paints, enamels, paint specialties of all kinds, sweeping powders, wall brooms, mops, mop wringers, electric washing machines, metal polish, clothes baskets, curtain stretchers, and a host of other household lines that carry good profits.

"We advertise freely in the newspapers, featuring housecleaning goods. We also use our show windows. Price cards with prices marked in plain figures always accompany the goods on display. I think it pays to price housecleaning lines when you display them.

"We make a large number of sales through personal contact, showing customers how certain articles are used, giving demonstrations of floor mops, vacuum cleaners and sweeping powders. Let me tell you right here, there is nothing will get a lady customer interested in what you are selling quicker than an actual demonstration. We sell more vacuum cleaners by demonstrating them than in any other way; and the most efficient method of selling dustless mops and dusters is to let the good wife use one on a small section of her own hardwood floor, after we've shown her how.

"Large show cards are very effective in drawing attention to housecleaning goods, especially when the goods are shown on tables. I believe in having a large selection of housecleaning supplies on display, and having one section or table set aside especially for the display during the spring housecleaning season.

"By using modern appliances, many of the old-time disagreeable features of housecleaning are eliminated. Almost every week something new is being offered by manufacturers to aid the housewife. I pick up many new and rapid selling lines by watching the advertising pages of the trade papers.

"It is always a good stunt to be first in your community with some new device that proves popular. You get in on the ground floor, as it were. At the same time I satisfy myself as to the actual merit of every new article before I buy in any quantity.

"You hear many dealers say that you have to work up a demand for these new housecleaning appliances. My experience is rather that the demand is there, and has always been there, and the dealer's largest problem is to convince the individual prospect that the article offered is as good as it looks or sounds. Yes, the demand is there; it is up to the hardware dealer to stock the goods, feature them, demonstrate their various uses, and meet the demand."

Display is a big item in selling these lines, or in selling any lines useful at the housecleaning season. In this connection, some lines can be effectively demonstrated by means of a "contrast" display.

The simplest type of contrast display was that put on by a dealer featuring pipe enamel. He took a length of pipe, coated half of it with enamel, left the other half in its original state, and put it in the center of his window with a card reading:

"Isn't it worth while?"

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

Special Reservation Service — "Wire Collect"



In Detroit—the Detroit-Leland Hotel

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

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

DETROIT-LELAND HOTEL

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

WM. J. CHITTENDEN, Jr., Manager
Direction Continental-Leland Corporation

Around this central feature he scattered cans of enamel. And that one simple, easily contrived display sold a lot of that enamel; because it strikingly emphasized the results that could be secured by its use.

A more elaborate type of the contrast display has often been used in featuring electric washing machines. A large window is usually required for this. One-half of the window shows the old-fashioned house wife (a dummy figure) bending over a washtub, with the old style of wash board, the clothes half washed, and a general aspect of weariness and inefficiency. The other half showed the latest type of electric washing machine and drying device in operation, and a dummy figure representing the modern housewife taking her ease. Here again, the effectiveness of the display was enhanced by the contrast.

The same idea can be adapted to most modern, labor-saving devices used in housework and housecleaning. Think back to your grandmother's time, give a picture of conditions then, and give right beside it a picture of conditions now as they are in many homes, and might be and should be in all. There, in a few words, is the kernel of the contrast display.

In your displays it is sound policy to drive home the idea of complete and efficient equipment for housecleaning. Here, again, the contrast idea is helpful. A dealer did this very simply by showing in one-half of his big window a tin pail, a cake of soap, a scrubbing brush, a worn-out broom and a mop, with the card, "Grandma had only this—that's why she grew old so soon." In the other half of the window was shown the completest possible equipment for housecleaning, with the slogan, "I've got all this—I mean to stay young."

That is an idea worth driving home, that complete equipment, of modern, labor-saving devices saves time, eliminates drudgery and keeps the housewife young. Every woman nowadays wants to keep young; and while artificial aids are in good demand, anything that helps to retain actual youth is appreciated. So feature that idea, of eliminating drudgery and keeping young.

A good idea is to get out a circular letter to a selected prospect list of housewives, discussing this general idea, pointing out the immense improvements made in labor-saving household devices, and making suggestions for the complete outfitting of a modern, efficient household. Conclude your letter by inviting the recipient to attend a demonstration of these devices, or to have any of them demonstrated by one of your salespeople right in her own home, or placed there on trial.

Some dealers get good results by suggesting "complete housecleaning outfits" at a combination price. It is possible in this way to make sales that quickly run into money with no more effort than is involved in the sale of a single small article. The combination is, of course, a little cheaper than the sum total of the individual items.

Some combinations can be more comprehensive than others, but the smallest combination of articles should be sufficient to handle the housecleaning with a good degree of efficiency.

If a housewife is not prepared to put in all the desired equipment at once, quite often she can be persuaded to add new items of equipment systematically, one every month or one every two weeks. The great thing is to get across the idea that complete equipment makes for efficiency.

Many of these devices can be advantageously placed in homes on trial. Kitchen ranges, electric washing machines and vacuum cleaners are examples of articles sold in this way. The housewife may feel that she can't afford an electric washing machine. She may resist window display, newspaper advertising, salesmanship behind the counter, demonstration in the store even the skilled canvasser who calls at her home. But once she has given the machine a trial in her home, once she has used it herself and found it to work smoothly and to do just what the salesman says it will—then she won't let it go. Of course the article has to be good, and to make good; but, this being granted, the contrivance practically sells itself.

The housecleaning trade is a big item in the spring months, and can be made, under modern conditions, a big all-the-year-round item in the hardware store. It pays to study the housewife's problems and to approach her, in your advertising, window display and personal salesmanship, from the angle of one who has found a solution for these problems and is in a position to produce results.

Victor Lauriston.

Pottery Ornaments Meet Demand.

A division of the pottery field in which more retail interest is being shown is that given over to ornamental home and garden pieces of molded clay. Retailers, particularly the larger establishments, are handling a larger variety of such items and are said to be meeting a profitable consumer demand. Outstanding items include jardinières, bowls, bird baths, pedestals, sun dials and combination pieces. While the items are molded, manufacturers are showing designs that are hand-finished. Volume centers on items to retail from \$4 to \$15 each.

New Material For Home Wares.

A new material similar to bakelite is now on the market. The material, ornamental in appearance, is used for the major portion and also as trimmings of candlesticks, sandwich plates, toaster bases and bread trays. Described as nontarnishable and non-breakable, the material is developed in jade, onyx and agate effects, showing a self design obtained through variations in shading. Chromium-plated items featuring the new material wholesale from \$6 to \$10.80 each.

Detroit—Jadwiga Kapanowski is the proprietor of the grocery and meat market at 4475 Casper avenue which was formerly owned by Joseph Kapanowski.

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ASK FOR

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Makes Structure Beautiful
No Painting
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Warm in Winter—Cool in Summer

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Dumbwaiters—Electric Convert-
ers to change your old hand
elevator into Electric Drive.
Mention this Paper. State
kind of Elevator wanted, size,
capacity and height.
SIDNEY ELEVATOR MFG. CO.
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PRODUCT OF GENERAL MOTORS



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Does an extra mans work
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HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Los Angeles, March 27—In a letter from A. E. Marriott, formerly manager of Murray Hill Hotel, Sault Ste. Marie, whom I accredited with again assuming the management of that hotel, he advises me that the above named property has been leased to the Roberts Hotel Co., who are now operating the Ojibwa and Park Hotels, of that city, and that for the time being at least, he is unattached. I shall be glad to hear of his getting back into the harness very soon for he is of the type who "knows his onions" and the traveling public needs him.

Fred C. Dean, present acting manager of Post Tavern, Battle Creek, according to the National Hotel Review, comes to that institution with a long row of merit marks for efficiency, having been connected as steward and otherwise with some of the prominent hotels in the East and in the Middle West. This is strictly in accordance with the fixed policies of the Montgomerys to offer only the very best to their clientele.

Wisconsin authorities are going to be vested with the right to regulate the operation of tourists camps and boarding houses. A tourist rooming house is defined in the bill as "Roadside eating and lodging places other than hotels and restaurants wherein meals or sleeping accommodations are offered to the public for pay, to serve transients or others in one or more rooms, and all places in connection therewith." Private boarding and rooming houses ordinarily conducted as such and not serving transients or tourists are exempt from the provisions of the bill. Ever since good roads made summer travel enticing there has sprung up a myriad of so-called inns, pantries and kitchens along the highways, conducted by parties who did not know the first rudiments of public purveying, but who felt that tourists were objects for high-jacking practices, with the result that travelers, who otherwise found Michigan delightful, many times went back home with a bad taste in their mouth, which they didn't forget to speak about when they were telling their neighbors about their trip. As a rule, prices charged were not complained about, but unsanitary conditions in rooms and poor meal offerings, inspired a feeling of dissatisfaction which was, to say the least, not good advertising for the commonwealth. It is to be hoped this condition will be rectified everywhere.

Frank Duggan, former assistant manager of the Detroit Statler, now president and manager of Hotel McAlpin and several other worth-while New York properties, is, according to all reports a busy-body, but he seems to be taking on additional activities all the time. Every time I take up a New York paper I find where he has annexed another 1000 room institution. I am strong for him.

Last week the Western Michigan charter of Greeters held a field day at Battle Creek, with Thomas S. Walker, president of the organization in charge. Tom, you know, is assistant manager of the Pantlind, and down for more than cursory mention in my "who's who." Geo. A. Southerton, manager of Kellogg Inn and Th. Aagaard, of the Battle Creek Sanitarium, had the colts in charge, and they were feasted and entertained to the limit, as they naturally would be in such hands.

It is reported that the owners of the community built Parker Inn, at Albion, are looking for another manager, since the retirement from the Wiggins Chain, which has conducted it since

its opening three years ago. Jerry Moore, assistant to Ward B. James, general manager of the Detroit Tuller, was offered the position, but declined for sufficient reasons. Perhaps some day the Parker people will pick up a miracle worker, like George Swanson, of Hotel Huron, Ypsilanti, and make some dividends for themselves, but that particular type are scarce. The Inn is a beautiful hotel, wonderfully furnished and equipped, but poorly located. Not that Albion isn't a good, live city, but the Inn is too far from the business center to attract traveling men, which has been much of a handicap. As a residential hotel, however, it ought to work out all right in proper hands and it certainly is some monument to those who built it.

Frank S. Verbeck.

Yale, March 28—Jerry B. Paisley, 71 years old, life-long resident of the Thumb and proprietor of the Paisley Hotel here for 32 years, died to-day while in a barber's chair. He is survived by his widow, a son, Harry, of Detroit; a daughter, Mrs. Hazel Cook, Pontiac, and a brother, Andrew, of Chicago.

Harbor Springs, March 29—Word has been received here of the death at Indianapolis, of Arthur J. Simpson, owner and manager of the Emmet Hotel here. Mr. Simpson was 66 years of age. He purchased the Emmet Hotel five years ago and placed it among the leading hostelrys of the Northern resorts. He was a member of the Methodist church and a Mason for more than 43 years. He is survived by the widow and two sons, Hugh, of Cleveland, and A. G., of Indianapolis. Mrs. Simpson and a son will open the hotel in June.

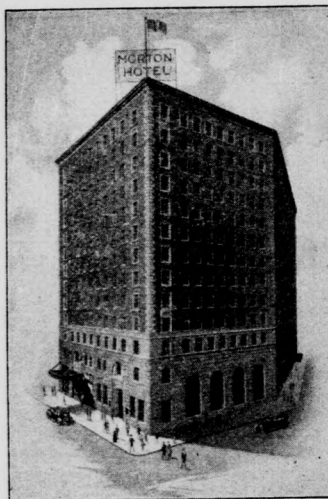
Detroit, April 1—With the recently announced change in capital stock ownership in the Hotel Fort Shelby, E. J. "Brad" Bradwell, for 10 years assistant manager of the hotel, has been made resident manager, succeeding J. E. Frawley, who under the new arrangement becomes managing director. J. D. Hollingsworth, assistant manager of the Fort Shelby for three years, continues in that capacity under the new organization. He formerly was in the same capacity at the Wayne and Cadillac hotels here, the Grand at Mackinac and the West Baden Springs Hotel at West Baden, Ind.

Detroit, April 1—Management of the Detroit-Leland Hotel was taken over to-day by the Bowman Management, Inc., of which John McEntee Bowman, New York hotel man, is president.

William J. Chittenden, Jr., the present executive, has been retained as resident manager and will continue to direct the activities of the present staff, Mr. Judkins said. Chittenden is one of the best known hotel men in America. He has served here since 1896 in the old Russell House, the Pontchartrain and the Book-Cadillac. He came to the Detroit-Leland as manager in June, 1927.

Final agreement to entrust the management of the Detroit-Leland to the Bowman group was reached at a meeting of the Detroit Hotel Saturday. Negotiations were carried on prior to that through the Development Service corporation, a group formed to develop hotel properties for the Bowman chain.

Harry A. Stormfeltz and Edward A. Loveley, of the Stormfeltz-Loveley Co., represented the owners of the hotel and Russel H. Armstrong the development company. Mr. Loveley is president of the Detroit Hotel company and also a director of the Bowman Biltmore Hotels corporation. Legal work was done by Joseph G. Hamblen, of Warren, Hill and Hamblen, counsel for the Detroit interests. Entry of the Bowman interests into



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

400 Rooms - 400 Baths

Menus in English

MORTON HOTEL

ARTHUR A. FROST

Manager



The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

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

WESTERN HOTEL

BIG RAPIDS, MICH.
Conducted on the 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. Rates reasonable.
WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN
In the Very Heart of the City

Fireproof Construction
The only All New Hotel in the city

Representing
a \$1,000,000 Investment.
250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day
RESTAURANT AND GRILL—
Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to
Especially Equipped Sample Rooms
WALTER J. HODGES,
Pres. and Gen. Mgr.

Wolverine Hotel

BOYNE CITY, MICHIGAN

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

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the
Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

PARK-AMERICAN HOTEL

KALAMAZOO

A First Class Tourist and Commercial Hotel

Manager

HARRY W. LUETHI

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

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

Detroit has been anticipated for some time, and rumor has credited the group with being interested in more than one hotel here. "The taking over of the Detroit-Leland," said Mr. Bowman, "is the realization of hopes extending back several years and, needless to say, I am highly gratified."

Paying tribute to the vision and enterprise of Detroit's citizens, Mr. Bowman continued: "You have enormous industrial enterprises located here which give employment to ever increasing thousands and bring a constant influx of wealth."

"Such a city needs plenty of good hotels and I predict you will consider yourselves fortunate in having the new Detroit-Leland, for we propose to spare no effort in giving it a perfection of service that the residents of the city and the traveling public will be quick to appreciate."

Hotels operated by the Bowman interests include the Biltmores in New York and Miami; the Commodore, Belmont and Murray Hill in New York; Sevilla in Havana, Cuba, and Biltmore, Santa Barbara and Dupont-Biltmore in Wilmington, Del.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 2—Navigation between the two Soos is now open. The ferry is making schedule time again, which means much more activity at both places.

The Northwestern Leather Co., employing 350 hands, expects to increase its production about 50 per cent., which will mean an increase on their payroll of at least 175 more employees. The reason for the Soo plant increasing production was caused by the closing of the plant at Portville, New York. Practically all of the additional force of men will be hired in the Soo. The local plant has never worked at maximum capacity. The Soo tannery has a capacity for producing \$4,000,000 worth of leather a year. For the past year the plant has been working steadily, but not near capacity. The Portville plant has been producing the same class of leather—high grade upper shoe leather. It has not as yet been announced whether or not the Portville plant will be dismantled or remain idle. There will be no change in the official staff at the local plant, with but one exception. W. R. Faulkner, formerly of the Soo, and who has been superintendent of the Portville plant, will return here as assistant superintendent under Hope S. Frederick. This will be pleasing news to our merchants, especially at Algonquin, who will profit by the change.

The Grand theater at St. Ignace was destroyed by fire last Saturday morning. The filling station owned by William Albright, next door had a narrow escape. The structure was partly covered by insurance. It has not as yet been announced as to whether the theater will be rebuilt.

Stanley S. and Charles R. Smith have gone into the delivery system business. The new firm will be known as Smith Bros. Delivery. They will make four deliveries each day and will do the delivering for the following grocers: D. H. Patterson, R. C. McMaster, P. T. McKinney, Lock City Mercantile Co., C. O. Brown, and Ermitinger & Graville. This is a move in the right direction, giving better service at less cost.

The Travelers Inn, at St. Ignace, under the management of Mrs. Oliver Vallier, is now open for business. The dinner service, started April 1, will be under the supervision of Joseph Thibault.

A rabbit's foot may be lucky, but its original owner wasn't.

The probability is that the Soo air port will be ready for dedication about June 10. The City Commission has authorized the Chamber of Commerce to take charge of the dedication ceremonies. Several seaplanes will be

here. It is expected that the gathering will bring together one of the largest group of planes ever seen together in the Upper Peninsula. The Ontario Air Service, with many hydroplanes on the Canadian side of the river, will be invited to participate in the dedication. Half of the air field is now completed and the work will be resumed just as soon as the weather will permit tractors and rollers to operate.

Attempts will be made this week to open the State ferry route between St. Ignace and Mackinaw City. The ferries are at Cheboygan, and as soon as they get through they will start on regular schedule for the season.

The saying that woman's work is never done is becoming nearly true these days, with so many labor saving devices to keep working.

William G. Tapert.

Twelve New Readers of the Tradesman.

The following new subscribers have been received during the past week:

Gus Johnson, Saginaw.
J. F. Adsitt, Saginaw.
Frank Marxer, Saginaw.
Frank Gielczyk, Saginaw.
Joseph Lehner, Saginaw.
Lugiewicz Grocery, Saginaw.
Dupuis Bros., Carrollton.
Norman C. Burke, Carrollton.
Blanding Milk Co., Greenville.
J. C. Laraway, Grand Rapids.
Daniel F. Niemeyer, Detroit.
J. J. Bartella, Escanaba.

Tantalum.

One of the elements first prepared in quantity in its pure form a few years ago, can now be obtained commercially. This metal has been found adaptable for radio-electrode and structural parts. It is soft and easily worked, yet it possesses considerable strength. It has an extremely high melting point.



**DUTCH
TEA
RUSK**
THE TOAST SUPREME

Simply delicious with jam or marmalade. Makes a wonderful breakfast cereal served with milk or cream. Fine with poached eggs. Booklet in every package gives dozens of other tempting ways to serve. Ask your grocer today.

DUTCH TEA RUSK CO.
HOLLAND, MICHIGAN

HOTEL CHIPPEWA

HENRY M. NELSON, Manager
European Plan
MANISTEE, MICH.

Up-to-date Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms
Dining Room Service
Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up
60 Rooms with Bath \$2.50 and \$3



CODY HOTEL

IN THE HEART OF THE
CITY OF GRAND RAPIDS

Division and Fulton

RATES

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

CODY CAFETERIA IN
CONNECTION

MELLON PREFERS BONDS

For obvious reasons.

Demand for call money has depressed the market on many non-speculative investments.

Consult the Old National Company NOW!



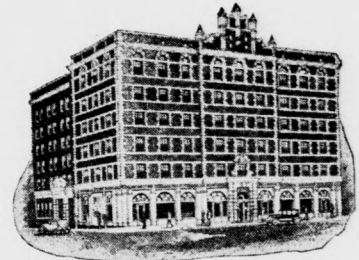
MONROE AT PEARL
SINCE 1853

"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.



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.

FOR SALE

OR RENT

The Stevens Hotel FENNVILLE, MICH.

On M 89—5 miles from US 31 in biggest apple shipping town in Michigan. Reason for selling—death in family. Present owner has conducted hotel twenty-six years.

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.

The Brand You Know by HART



Look for the Red Heart
on the Can

LEE & CADY

Distributor

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.

The Window Strip Question.

"Do you believe window strips help? Would it be as effective to tell the passerby that there is a fountain within and announce the items either by a menu or signs on the fountain?"

There are many people who know just what they want at a fountain. The item is to be had at all fountains and therefore a simple announcement that there is a fountain is enough.

This is also true of people who are hunting a fountain, who have decided they want something a fountain offers even if they have not decided what. There are others who know what a fountain offers and who would no doubt be sufficiently influenced by the mere announcement of the presence of a fountain.

But there is another large class who like fountain products but at the moment have no thought of indulging. Yet were they to make some other purchase they would be drawn to the fountain. There are hundreds of these walking along the street who have nothing to take them into the store where there is a fountain. The sign simply announcing the presence of a fountain would not draw them. Even seeing a fountain through the door would not create desire. But on the window of a shop containing a soda fountain there appears a small, neat sign suggesting that some favorite item is of unusual quality. Desire is created and the person comes in. There can be no doubt as to the value of the window strip, properly used. It talks to the people in a friendly way. It is not a formal, general announcement, but one suggesting the merits of a specific item.

Peaches For Ice Cream Flavoring.

Ice cream manufacturers have found that peach ice cream made with well ripened crushed fruit is popular in the peach season, but that little is made at other times, although other fruits such as strawberry and pineapple are available throughout the year. For the last three years, three members of the United States Department of Agriculture have been experimenting with the preservation of peaches for use in ice cream making, and have reported in Technical Bulletin 84-T, "Preservation of Peaches for Use in the Manufacture of Ice Cream," just published by the department.

The experimental work was done in the heart of the Georgia peach belt. Tests of the product were made in Washington. Two methods of preser-

vation proved satisfactory and enabled the experimenters to manufacture cream of distinctive peach flavor and of good consistency from fruit gathered as much as a year previously.

The characteristic fresh peach odor and flavor result from complex mixtures of substances which are highly volatile and evaporate on exposure to the air or in prolonged cooking.

Peaches were prepared by the experimenters in a commercial cannery and were either canned and processed, or were packed in cans and kept in cold storage with temperature at 15 degrees F.

When ice creams were manufactured from the products they were tested by members of the staff of the office of horticulture, who expressed opinions as to the relative desirability of various creams. The frozen material retained the characteristic flavor in slightly greater degree than that preserved by canning, but the difference could be eliminated by using slightly larger amounts of the canned pulp. The results, say the investigators, show conclusively that the flavor of the preserved fruit is retained satisfactorily by the methods described in the bulletin.

Pulp made from fully ripened fruit was superior in flavor to that picked at earlier stages of ripening, indicating the desirability of preparing the fruit in the immediate vicinity of the orchards. There are considerable differences in the adaptability to processing between the various varieties of peaches.

Coconut Oil Soap as a Germicide.

Thorough washing of the hands with any kind of soap will destroy any adhering diphtheria bacilli, streptococci and pneumococci, but according to Walker, coconut oil soap is most appreciably active against typhoid bacilli at ordinary temperatures. The longer period taken to wash the hands, and the stiffer the lather formed, the more certain is the killing of the typhoid germs. The germicidal properties of coconut soap are enhanced by raising the temperature of the water used in washing, and the activity of the soap as a germicide against typhoid and other germs seems to be due to its high content of saturated fatty acids and the very low proportion of unsaturated acids. The suggestion is made that coconut oil might advantageously replace linseed oil in the preparation of the official soft soap.

Definition of Vitamins.

Vitamins are defined as substances still indeterminate chemically and physiologically, which the animal organism cannot synthesize, and which possess properties in certain fractions of the unknown part of the diet which are indispensable for the accomplishment of vital phenomena in the adult, or during the course of the development of the animal, and whose absence produces characteristic pathological nutritional changes. It is considered desirable to restrict the term to substances indispensable to the life of the animal (excluding plants).

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Adrian, April 1—I would like to know whether this concern is any good; am enclosing some of the literature. They claim to have a warehouse or something of the sort in New York, but do not state whereabouts. I saw this advertisement in the Extra Money Magazine; they claim to stand back of their advertisements.

M. R.
The circular of the Lightning Co., St. Paul, Minn., describes "lightning" as a battery rejuvenator, and suggests that the product will lengthen the life of batteries a year. The National Better Business Bureau has made an investigation of "lightning" and other battery solutions and does not find the claims justified. This is just what any practical battery worker will confirm. Many owners of home lighting plants, automobiles and radios are taken in by the vender of these products. Some of these products, like the patent nostrums of human consumption, give the battery new life for a very brief period. No battery manufacturer will recommend the use of such rejuvenators.

Fur farming is not the "get-rich-quick" kind of business that many persons have come to believe it to be, according to the Bureau of Biological Survey of the United States Department of Agriculture. Many who enquire about fur farming have the notion that they can fence in a rugged piece of land, turn loose some furbearers, and collect large profits with little effort, but the survey advises prospective fur farmers with little experience to obtain employment on a fur farm where they may familiarize themselves with the principles involved before engaging in the business themselves.

In a new publication, Leaflet No. 27-L, "Recommendations to Beginners in Fur Farming," just issued by the department, recommendations to beginners in fur farming are outlined, and particular attention is called to the popular misconceptions regarding the enormous profits to be realized. The leaflet also contains general information on how to make a start in the business, on areas suitable for fur farming, where to obtain breeding stock, what it takes to make a good fur farmer, and species suitable for propagation. Foxes, fishers, martens, minks, otters, skunks, raccoons, opossums, beavers, muskrats, and rabbits are the kinds of fur-bearing animals treated.

A copy of the leaflet may be obtained by writing to the United States Department of Agriculture, Washington, D. C.

The above recommendation of the Department of Agriculture is worthy of serious consideration by those contemplating taking up the breeding of fur-bearing animals. It confirms the many warnings by the Realm on the subject.

The following extract from an item in an up-State paper brings home the necessity of our warning against signing papers of any kind for strangers, and signing anything under any circumstances without reading carefully:

One day a few months ago a stranger walked into Mr. Hodge's place of business, and asked if he could rent a little storage room for some advertising display fixtures which he said a salesman, who was to come along later, would unpack and distribute to

merchants. Mr. Hodge had plenty of room and agreed to take a commission on what was sold for the storage privilege. The man said he represented a Detroit company.

"My partner was present," said Mr. Hodge, "and heard this conversation. The agent handed me a slip to sign, which I unwisely neglected to read. About a week later I got an invoice which read: 'Sold to C. Hodge, fixtures amounting to \$495.'"

And the Detroit concern collected the \$495 by transferring the note to a bank, presumably an innocent party. It is thus that our laws intended to promote justice between individuals are twisted for the benefit of the trickster and sharper. Read before you sign!

So extensive has become the financing of automobiles purchased, including used automobiles, and so ruthless the methods of the financing companies in enforcing their contracts, which always give them the big end of the deal, that a recent court decision putting a crimp in one of these methods should be interesting and useful.

These financing schemes, with a very few exceptions, are always operated the same way. Assume you are the owner of a used car and decide to trade it in for a new one. This represents probably 99 per cent. of automobile transactions to-day. Also suppose you propose to treat the car turned in as cash payment, and wish to finance the balance. This represents, I am told, about 85 per cent. of all automobile transactions to-day. You go to a dealer, A, and make your deal with him. He, however, does no financing, and tells you this will have to be done through a financing company. He then goes through the form of selling the new car, not to you, but to the finance company. He retains, however, the used car you have traded in. The finance company then goes through the form of selling the new car to you, although it is more like a lease. The contract the finance company makes you sign is the last word in unfairness. It robs you of practically all rights, except the right to make the payments. You even sign a statement that the car bears no guarantee.

Suppose you default on a payment. The company at once takes judgment against you under the authority you have given it in the contract, and sends the sheriff after you to levy on everything he can find belonging to you. You can't claim exemption, for you have waived that in the contract.

In addition to this, the finance company issues a writ of replevin (an order to seize) and takes the car away. You have lost your used car, the payments you have made on it, the new car, and in addition the company has judgment against you for whatever balance is due.

The decision I referred to in the beginning is to the effect that in a case like this the company cannot seize the car. This is a hard blow at their relentless methods and will take some ingenuity to get around.

In the case in question one C. A. Pusey traded in a used car, valued at

\$400, for a \$1,685 new car. The \$400 used car was treated as the cash payment, and the balance, \$1,285, was financed through a financing company called Rockwood & Co. Everything was done exactly as I have outlined above. The title certificate was made to Rockwood & Co., but of course Pusey got immediate possession of the car.

Pusey fell behind in his payments, and the finance company worked its usual trick of replevining the car. Pusey, however, put up a fight instead of lying down as most victims do, and raised the point that replevin could not legally be used. The Appeal Court upheld this contention, although the lower court had decided against it. The position taken was rather technical, but I will try to make it clear. The court said in substance, "This is not a case of a motor company selling this car for \$1,685 to Rockwood & Co. leasing it to Pusey. The fact that it was partly paid for by the \$400 used car changes that entirely. Rockwood & Co. didn't pay the whole \$1,685, because Pusey had already paid \$400. Therefore what the motor company did was to sell the car to both of them together, Pusey paying \$400 and Rockwood & Co. the rest. They were therefore joint owners, and as one joint owner cannot bring replevin against the other, it follows that the replevin was wrongly issued in this case, and Pusey can still hold the car."

This decision, if upheld in other states, as I believe it will be, means that in every case where a new car purchased is financed after the payment for it has partly been made by turning in a used car, the finance company, while it still has its other remedies, cannot take the car back.

Elton J. Buckley.

[Copyrighted, 1929.]

Soluble Bismuth Salts.

In the course of a series of investigations undertaken with the object of preparing new salts of bismuth which are soluble in oil, and also in organic solvents, M. Picon succeeded in preparing two new compounds, bismuth hexahydrobenzoate and bismuth camphocarbonate. The former is prepared by heating hexahydrobenzoic acid and yellow oxide of bismuth in molecular proportions on a water bath with constant stirring, until a solid white salt is obtained. To remove the residue of yellow oxide of bismuth which escapes transformation, the product, reduced to a powder, is dissolved in hot benzol, filtered, and the benzol removed by distillation in vacuo. This salt is soluble in organic solvents which do not contain oxygen, and also in oils. Bismuth camphocarbonate is prepared in the same way from camphocarbonic acid and yellow oxide of bismuth. However, to effect combination it is necessary to add a very small amount of water to the mixture.

Vaccinating Dogs For Rabies.

There are now many countries where rabies, the "mad-dog" disease, is entirely eradicated, but in America this disease is perhaps as prevalent as any where else in the world. At any rate we stand surprisingly high in the list. Perhaps this is because it is not generally known that dogs can be vaccinated against this disease and that the vaccination is simple, inexpensive and no more painful than smallpox vaccination which most of us undergo at one time or another. It is surprising that a campaign among dog owners has not yet been started to eliminate this disease in America.

To avoid that tired feeling, keep up your personal interest in your work.

INSECTICIDES FOR 1929

Paris Green

Arsenate of Lead

Fungi Bordo

Dry Arsenate of Calcium

Dry Lime and Sulphur, etc.

Largest stock in Michigan. Stock now in, you can buy by the pound or a truck load if you are a dealer.

HAZELTINE & PERKINS DRUG CO.
Grand Rapids Michigan Manistee

WHOLESALE DRUG PRICE CURRENT

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

| | | | | | | | |
|-----------------------------|-------------|------|----------------------------|-------------|-----------------------------------|------------------------|----------------|
| Acids | | | Cotton Seed | 1 35@1 50 | Belladonna | | @1 44 |
| Boric (Powd.) | 9 @ | 20 | Cubebs | 5 00@5 25 | Benzoïn | | @2 23 |
| Boric (Xtal) | 9 @ | 20 | Eigerson | 6 00@6 25 | Benzoïn 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 23 |
| 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 50 | 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. | @ 38 | Guaiaic | | @2 28 |
| Water, 14 deg. | 5 1/2 @ | 13 | Linseed, boiled, bbl. | @ 39 | Guaiaic, Ammon. | | @2 04 |
| Carbonate | 20 @ | 25 | Linseed, bbl. less | 96@1 09 | Iodine | | @1 25 |
| Chloride (Gran.) | 09 @ | 30 | Linseed, raw, less | 93@1 06 | Iodine, Colorless | | @1 50 |
| Balsams | | | Mustard, arifil. oz. | @ 35 | Iron, Clo | | @1 56 |
| Copaiba | 1 00@1 25 | | Nestsfoot | 1 25@1 35 | Kino | | @1 44 |
| Fir (Canada) | 2 75@3 00 | | Olive, pure | 4 00@5 00 | Myrrh | | @2 52 |
| Fir (Oregon) | 65@1 00 | | Olive, Malaga, yellow | 3 00@3 50 | Nux Vomica | | @1 80 |
| Peru | 3 00@3 25 | | Olive, Malaga, green | 2 85@3 25 | Opium | | @5 40 |
| Tolu | 2 00@2 25 | | Orange, Sweet | 12 00@12 25 | Opium, Camp. | | @1 44 |
| Barks | | | Origanum, pure | @2 50 | Opium, Deodorz'd | | @5 44 |
| Cassia (ordinary) | 25 @ | 30 | Origanum, com'l | 1 00@1 20 | Rhubarb | | @1 92 |
| Cassia (Saigon) | 50 @ | 60 | Pennyroyal | 3 00@3 25 | Paints | | |
| Sassafras (pw. 50c) | @ 50 | | Peppermint | 5 50@5 70 | Lead, red dry | -- | 13 1/4 @14 1/4 |
| Soap Cut (powd.) | 20 @ | 30 | Rose, pure | 13 50@14 00 | Lead, white dry | 13 1/4 @14 1/4 | |
| Berries | | | Rosemary Flows | 1 25@1 50 | Lead, white oil | 13 1/4 @14 1/4 | |
| Cubeb | @1 00 | | Sandelwood, E. I. | 10 50@10 75 | Ochre, yellow bbl. | @ 2 1/2 | |
| Fish | @ 25 | | Sassafras, true | 1 75@2 00 | Ochre, yellow less | 3 @ 6 | |
| Juniper | 11 @ | 20 | Sassafras, arti'l | 75@1 00 | Red Venet'n Am. | 3 1/2 @ 7 | |
| Prickly Ash | @ 75 | | Spearmint | 7 00@7 25 | Red Venet'n Eng. | 4 @ 8 | |
| Extracts | | | Sperm | 1 50@1 75 | Putty | 5 @ 8 | |
| Licorice | 60 @ | 65 | Tany | 7 00@7 25 | Whiting, bbl | | @ 4 1/2 |
| Licorice, powd. | 60 @ | 70 | Tar USP | 65 @ 75 | Whiting | 5 1/2 @10 10 | |
| Flowers | | | Turpentine, bbl. | @66 1/4 | L. H. P. Prep. | 2 55@2 70 | |
| Arnica | 1 75@1 85 | | Turpentine, less. | 74 @ 87 | Rogers Prep. | 2 55@2 70 | |
| Chamomile (Ged.) | @ 50 | | Wintergreen, leaf | 6 00@6 25 | Miscellaneous | | |
| Chamomile Rom. | @ 75 | | Wintergreen, sweet | 3 00@3 25 | Acetanalid | 57 @ | 75 |
| Gums | | | Wintergreen, art | 75 @1 00 | Alum | 06 @ | 12 |
| Acacia, 1st | 50 @ | 55 | Worm Seed | 3 50@3 75 | Alum, powd and ground | 09 @ | 15 |
| Acacia, 2nd | 45 @ | 50 | Wormwood | 20 00@20 25 | Bismuth, Subnitrate | 2 25@2 52 | |
| Acacia, Sorts | 20 @ | 25 | Potassium | | | Borax xtal or powdered | 05 @ 13 |
| Acacia, Powdered | 35 @ | 40 | Bicarbonate | 35 @ 40 | Cantharides, po. | 1 50@2 00 | |
| Aloes (Barb Pow) | 25 @ | 35 | Bichromate | 15 @ 25 | Calomel | 2 72@2 82 | |
| Aloes (Cape Pow) | 25 @ | 35 | Bromide | 69 @ 85 | Capsicum, powd | 62 @ 75 | |
| Aloes (Soc. Pow.) | 75 @ | 80 | Bromide | 54 @ 71 | Carmine | 7 50@8 00 | |
| Asafoetida | 50 @ | 60 | Chlorate, gran d. | 23 @ 30 | Cassia Buds | 30 @ 35 | |
| Pow. | 90 @ | 1 00 | Chlorate, powd. | 16 @ 25 | Cloves | 40 @ 50 | |
| Camphor | 30 @ | 95 | or | or | Chalk Prepared | 14 @ 16 | |
| Guaiaic | @ 60 | | Cyanide | 30 @ 90 | Chloroform | 53 @ 66 | |
| Guaiaic, pow'd | @ 70 | | Iodide | 4 36@4 60 | Chloral Hydrate | 1 20@1 50 | |
| Kino | @1 25 | | Pernanganate | 22 1/2 @ 35 | Cocaine | 12 85@13 50 | |
| Kino, powdered | @1 20 | | Prussiate, yellow | 35 @ 45 | Coccol Butter | 65 @ 90 | |
| Myrrh | @1 15 | | Prussiate, red | @ 70 | Corks, list, less | 30-10 to 40-10 | |
| Myrrh, powdered | @1 25 | | Sulphate | 35 @ 40 | Copperas | 03 @ 10 | |
| Opium, powd. | 19 65@19 92 | | Roots | | | Copperas, Powd. | 4 @ 10 |
| Opium, gran. | 19 65@19 92 | | Alkanet | 30 @ 35 | Corrosive Sublim | 2 25@2 30 | |
| Shellac | 65 @ 80 | | Blood, powdered | 40 @ 45 | Cream Tartar | 35 @ 45 | |
| Shellac | 75 @ 90 | | Calamus | 35 @ 85 | Cuttle bone | 40 @ 50 | |
| Tragacanth, pow. | @1 75 | | Elecampane, pwd. | 25 @ 30 | Iextrine | 6 @ 15 | |
| Tragacanth | 2 00@2 35 | | Gentian, powd. | 20 @ 30 | Iovers's Powder | 4 00@4 40 | |
| Turpentine | @ 30 | | Ginger, African, powdered | 30 @ 35 | Emery, All Nos. | 10 @ 15 | |
| Insecticides | | | Ginger, Jamaica, powdered | 45 @ 60 | Emery, Powdered | @ 15 | |
| Arsenic | 08 @ 20 | | Ginger, Jamaica, powdered | 60 @ 65 | Epsom Salts, bbls. | @034 | |
| Blue Vitriol, bbl. | @ 08 | | Goldenseal, pow. | 7 50@8 00 | Epsom Salts, less | 3 1/4 @ 10 | |
| Blue Vitriol, less | 09 1/4 @17 | | Ipecac, powd. | 4 50@5 00 | Ergot, powdered | @ 4 00 | |
| Bordea, Mix Dry | 12 @ 26 | | Licorice | 35 @ 40 | Flake, white | 15 @ 20 | |
| Hellebore, White powdered | 18 @ 30 | | Licorice, powd. | 20 @ 30 | Formaldehyde, lb. | 13 1/2 @35 | |
| Insect Powder | 47 1/2 @ 60 | | Oriss, powdered | 45 @ 50 | Gelatine | 80 @ 90 | |
| Lead Arsenate Po. | 13 1/2 @30 | | Poke, powdered | 35 @ 40 | Glassware, less 55% | | |
| Lime and Sulphur | | | Rhubarb, powd | @1 00 | Glassware, full case 60%. | | |
| Dry | 08 @ 22 | | Rosinwood, powd. | @ 50 | Glauber Salts, bbl. | @02 1/2 | |
| Paris Green | 24 @ 42 | | Sarsaparilla, Hond. ground | @1 10 | Glauber Salts less | 04 @ 10 | |
| Leaves | | | Sarsaparilla, Mexic. | @ 60 | Glue, Brown | 20 @ 30 | |
| Buchu | @1 05 | | Squills | 35 @ 40 | Glue, Brown Grd | 16 @ 22 | |
| Buchu, powdered | @1 10 | | Squills, powdered | 70 @ 80 | Glue, White | 27 1/2 @ 35 | |
| Sage, Bulk | 25 @ 30 | | Tumeric, powd. | 20 @ 25 | Glue, white grd. | 25 @ 35 | |
| Sage, 1/4 loose | @ 40 | | Valerian, powd. | @1 00 | Glycerine | 20 @ 40 | |
| Sage, powdered. | @ 35 | | Seeds | | | Hops | 75 @ 95 |
| Senna, Alex. | 50 @ 75 | | Anise | @ 35 | iodine | 6 45@7 00 | |
| Senna, Tinn. pow. | 30 @ 35 | | Anise, powdered | 35 @ 40 | Iodoform | 8 00@8 30 | |
| Uva Ursi | 20 @ 25 | | Bird, 1s | 13 @ 17 | Lead Acetate | 20 @ 30 | |
| Oils | | | Canary | 10 @ 16 | face | @1 50 | |
| Almonds, Bitter, true | 7 50@7 75 | | Caraway, Po. | 25 @ 30 | face, powdered | @1 60 | |
| Almonds, Bitter, artificial | 3 00@3 25 | | Cardamon | 2 50@3 00 | Menthol | 8 50@9 50 | |
| Almonds, Sweet, true | 1 50@1 80 | | Coriander pow. | 40 @ 50 | Morphine | 12 83@13 98 | |
| Almonds, Sweet, imitation | 1 00@1 25 | | Dill | 15 @ 20 | Nux Vomica | @ 30 | |
| Amber, crude | 1 25@1 50 | | Fennel | 35 @ 50 | Nux Vomica, pow. | 15 @ 25 | |
| Amber, rectified | 1 50@1 75 | | Flax | 7 @ 15 | Pepper, black, pow | 57 @ 70 | |
| Anise | 1 25@1 50 | | Flax, ground | 7 @ 15 | Pepper, White, pw. | 75 @ 85 | |
| Bergamont | 9 00@9 25 | | Poenugreek, pwd. | 15 @ 25 | Pitch, Burgudry | 20 @ 25 | |
| Cajeput | 2 00@2 25 | | Hemp | 8 @ 15 | Quassia | 12 @ 15 | |
| Cassia | 4 00@4 25 | | Lobelia, powd. | @1 60 | Quinine, 5 oz. cans | @ 59 | |
| Castor | 1 55@1 80 | | Mustard, yellow | 17 @ 25 | Rochelle Salts | 28 @ 40 | |
| Cedar Leaf | 2 00@2 25 | | Mustard, black | 20 @ 25 | Sacharine | 2 60@2 75 | |
| Citronella | 1 00@1 20 | | Poppy | 15 @ 30 | Salt Peter | 11 @ 22 | |
| Cloves | 4 00@4 25 | | Quince | 1 00@1 25 | Selditz Mixture | 30 @ 40 | |
| Cococnut | 27 1/4 @ 35 | | Sabadilla | 45 @ 50 | Soap, green | 15 @ 30 | |
| Cod Liver | 1 75@2 25 | | Sunflower | 12 @ 18 | Soap mott cast | @ 25 | |
| Croton | 2 00@2 25 | | Worm, American | 30 @ 40 | Soap, white Castile, case | @15 00 | |
| | | | Worm, Levant | 6 50@7 00 | Soap, white Castile less, per bar | @1 60 | |
| | | | Tinctures | | | Soda Ash | 3 @ 10 |
| | | | Aconite | @1 80 | Soda Bicarbonate | 3 1/4 @ 10 | |
| | | | Aloes | @1 56 | Soda, Sal | 02 1/2 @ 08 | |
| | | | Arnica | @1 50 | Spirits Camphor | @1 20 | |
| | | | Asafoetida | @2 38 | Sulphur, roll | 3 1/4 @ 10 | |
| | | | | | | Sulphur, Subl. | 4 1/4 @ 10 |
| | | | | | | Tamarinds | 20 @ 25 |
| | | | | | | Tartar Emetic | 70 @ 75 |
| | | | | | | Turpentine, Ven. | 50 @ 75 |
| | | | | | | Vanilla Ex. pure | 1 50@2 00 |
| | | | | | | Vanilla Ex. pure 2 | 25@2 50 |
| | | | | | | Zinc Sulphate | 06 @ 11 |

GROCERY PRICE CURRENT

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

ADVANCED

Cod Fish—Middles

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, lre. case 2 25



APPLE BUTTER

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

AXLE GREASE

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

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. 31 20
Calumet, 4 oz., doz. 95
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 75
Calumet, 5 lb. doz. 12 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

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, 1/2 oz., Non-freeze, dozen 85
Boy Blue, 36s, per cs. 2 70

BEANS AND PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans 9 50
Red Kidney Beans 11 00
White Hand P. Beans 11 50
Cal. Lima Beans 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 14
Dbl. Lacquer, 1 gross pkg., per gross 14 1/2

BREAKFAST FOODS

Kellogg's Brands.
Corn Flakes, No. 136 2 35
Corn Flakes, No. 124 2 35
Corn Flakes, No. 102 2 00
Pep, No. 224 2 70
Pep, No. 202 2 00

DECLINED

Veal
White Hand Picked Beans
Bottle Caps
Wrapping Paper

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, 1/2 oz. 2 00

Post Brands.

Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85

Post's Bran, 24s 2 70
Pills Bran, 12s 1 90
Roman Meal, 12-2 lb. 3 35
Cream Wheat, 18 3 90
Cream Barley, 18 3 40
Raisin Food, 18 4 00

Maple Flakes, 24 2 50
Rainbow Corn Fla., 36 2 50
Silver Flake Oats, 18s 1 40
Silver Flake Oats, 12s 2 25

90 lb. Jute Bulk Oats, bag 2 85
Ralston New Oats, 24 2 70
Ralston New Oats, 12 2 70
Shred. Wheat Bis., 36s 3 85
Shred. Wheat Bis., 72s 1 55
Triscuit, 24s 1 70
Wheatena, 18s 3 70

BROOMS

Jewell, doz. 5 25
Standard Parlor, 23 lb. 8 25
Fancy Parlor, 23 lb. 9 25
Ex. Fancy Parlor 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 14 00
Cherries, No. 2 3 25
Cherries, No. 2 1/2 4 00
Cherries, No. 10 13 00
Peaches, No. 10 6 50
Peaches, No. 2 1/2 2 20
Peaches, 2 1/2 Cal. 2 25
Peaches, 10, Cal. 8 50
Pineapple, 1 sil. 1 35
Pineapple, 2 sil. 2 60
Pineapple, 2 br. sil. 2 25
Pineapple, 2 1/2, sil. 2 40
Pineapple, 2 1/2, 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
Flann Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 3 75
Fish Flakes, small 1 35

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

CHEESE.

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

CHEWING GUM.

Adams Black Jack 65
Adams Bloodberry 65
Adams Dentyne 65
Adams Calif. Fruit 65
Adams Sen Sen 65
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

CHEWING GUM.

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 Car, 1s 1 85
Deviled Ham, 1/2 s 2 20
Deviled Ham, 1/2 s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/2 Libby 50
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Qua. 85
Potted Ham, Gen. 1 85
Vienna Saus., No. 1/2 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 25

CHEWING GUM.

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 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 Car, 1s 1 85
Deviled Ham, 1/2 s 2 20
Deviled Ham, 1/2 s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/2 Libby 50
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Qua. 85
Potted Ham, Gen. 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 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 45
Corn, No. 2, stan. 1 15
Corn, Ex. stan. No. 2 1 25
Corn, No. 2, Fan. 1 80
Corn, No. 10 8 00
Hominy, No. 3 1 10
Okra, No. 2, whole 1 75
Okra, No. 2, cut 1 15
Mushrooms, Hotels 32
Mushrooms, Choice, 8 oz. 35
Mushrooms, Sup. Extra 50
Peas, No. 2, E. J. 1 35
Peas, No. 2, Sift. 1 85
Peas, No. 2, Ex. Sift. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 60
Pumpkin, No. 10 5 00
Pimentos, 1/2, each 12 14
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1 75
Sauerkraut, No. 3 1 45
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60
Spinach, No. 3 1 35
Spinach, No. 10 6 50
Tomatoes, No. 2 1 60
Tomatoes, No. 3 2 25
Tomatoes, No. 10 7 50

CHILI SAUCE

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

OYSTER COCKTAIL.

Sniders, 16 oz. 3 30
Sniders, 8 oz. 2 30

CHEESE.

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

CHEWING GUM.

Adams Black Jack 65
Adams Bloodberry 65
Adams Dentyne 65
Adams Calif. Fruit 65
Adams Sen Sen 65
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.



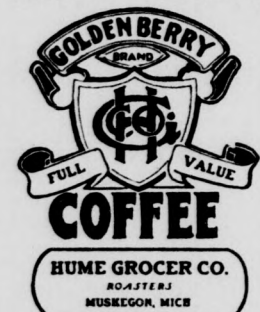
Drostes Dutch, 1 lb. 8 50
Drostes Dutch, 1/2 lb. 4 50
Drostes Dutch, 1/4 lb. 2 35
Drostes Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastelles, No. 1 12 60
Pastelles, 1/2 lb. 6 60
Pains De Cafe 3 00
Drostes Bars, 1 doz. 2 00
Delft Pastelles 2 15
1 lb. Rose Tin Bon 13 00
Bons 7 oz. Rose Tin Bon 9 00
13 oz. Creme De Caraque 12 20
12 oz. Rosaces 10 80
1/2 lb. Rosaces 7 80
1/4 lb. Pastelles 3 40
Langues De Chats 4 80

CHOCOLATE.

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

CLOTHES LINE.

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



COFFEE ROASTED
Worden Grocer Co.
1 lb. Package

Melrose 36
Liberty 25
Quaker 42
Nedrow 40
Morton House 49
Reno 37
Royal Club 32

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 49
Caroline, Tall, 4 doz. 3 80
Caroline, Baby 3 50

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 50
Quaker, Baby, 8 doz. 4 40
Quaker, Gallon, 1/2 doz. 4 50
Carnation, Tall, 4 doz. 4 70
Carnation, Baby, 8 doz. 4 60
Oatman's Dundee, Tall 4 70
Oatman's Dundee, Baby 4 60
Every Day, Tall 4 80
Every Day, Baby 4 70
Pet, Tall 4 70
Pet, Baby, 8 oz. 4 60
Borden's Tall 4 70
Borden's Baby 4 60

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c 75 00

Worden Grocer Co. Brands

Airedale 35 00
Havana Sweets 35 00
Hemeter Champion 37 50
Canadian Club 35 00
Rose O Cuba, Slims 37 50
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Panatras 65 00
T. Moore Longfellow 35 00
Webster Cadillac 75 00
Webster Astor 75 00
Webster Knickerbocker 95 00
Webster Albany 95 00
Bering Apollos 95 00
Bering Palmitas 115 00
Bering Diplomatica 115 00
Bering Delosces 120 00
Bering Favorita 125 00
Bering Albas 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc Marshmallow Dp 1 60
Milk Chocolate A A 1 75
Nibble Sticks 1 85
Chocolate Nut Rolls 1 85
Magnolia Choc 1 25
Bon Ton Choc 1 50

Gum Drops Pails

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

Lozenges Pails

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

Hard Goods Pails

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

Cough Drops Bxs

Putnam's 1 35
Smith Bros. 1 60

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. Malloes 1 15
Handy Packages, 12-10c 80

Bar Goods

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

COUPON BOOKS

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

CREAM OF TARTAR

6 lb. boxes 43

DRIED FRUITS

Apples

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

Apricots

Evaporated, Choice 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

GELATINE

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

JELLY AND PRESERVES

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

JELLY GLASSES

| | |
|-----------------|----|
| 8 oz., per doz. | 36 |
|-----------------|----|

OLEOMARGARINE

Van Westbrugge Brands
Carload Distributor



| | |
|--------------------|--------|
| Nucoa, 1 lb. | 21 |
| Nucoa, 2 and 5 lb. | 20 1/2 |

Wilson & Co.'s Brands

| | |
|--------------|----|
| Certified | 24 |
| Nut | 18 |
| Special Roll | 19 |

MATCHES

| | |
|------------------------|------|
| Swan, 144 | 4 20 |
| Diamond, 144 box | 5 00 |
| Searchlight, 144 box | 5 00 |
| Ohio Red Label, 144 bx | 4 20 |
| Ohio Blue Tip, 144 box | 5 00 |
| Ohio Blue Tip, 720-lc | 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 |
|---------------------|------|

NUTS—Whole

| | |
|-----------------------|--------|
| Almonds, Tarragona | 25 |
| Brazil, New | 24 |
| Fancy Mixed | 25 |
| Filberts, Sicily | 22 |
| Peanuts, Vir. Roasted | 11 1/2 |
| Peanuts, Jumbo, std. | 14 |
| Pecans, 3 star | 22 |
| Pecans, Jumbo | 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 | 12 |
| Filberts | 32 |
| Pecans Salted | 80 |
| Walnuts Manchurian | 60 |

MINCE MEAT

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

OLIVES

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

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand

| | |
|----------------------|--|
| 24 1 lb. Tins | |
| 8 oz., 3 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 "R" | 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

Torpedo, per doz. 2 25

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

Blue Ribbon, per doz. 4 25

PLAYING CARDS

Battle Axe, per doz. 2 65

POTASH

Babbitt's, 2 doz. 2 75

FRESH MEATS

Beef

Top Steers & Heif. 24

Good Steers & H's, 15 1/2@22

Med. Steers & Heif. 20

Com. Steers & Heif. 15@16

Veal

Top 20

Good 18

Medium 16

Lamb

Spring Lamb 31

Good 30

Medium 28

Poor 21

Mutton

Good 18

Medium 16

Poor 13

Pork

Light hogs 16

Medium hogs 16

Heavy hogs 15

Loin, med. 26

Butts 24

Shoulders 19

Spareribs 15

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 |
| 3 lb. pails | advance 1 |
| 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, Cert., Skinned | |
| 16-18 lb. | @27 1/2 |
| Ham, dried beef | |
| Knuckles | @44 |
| California Hams | @17 1/2 |
| Picnic Boiled | |
| Hams | 20 @25 |
| Boiled Hams | @42 |
| Mince 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 10 |

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

SAL SODA

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

COD FISH

| | |
|-----------------------|--------|
| Middles | 20 |
| 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

Mackerel

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

White Fish

Med. Fancy, 100 lb. 13 00

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 |
| 634 Stove Enamel, dz. | 2 80 |
| Vulcanol, No. 5, doz. | 95 |
| Vulcanol, No. 10, doz. | 1 35 |
| Stovoil, per doz. | 3 00 |

SALT

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



Per case, 24, 2 lbs. 2 40

Five case lots 2 30

Iodized, 24, 2 lbs. 2 40

SORAX

Twenty Mule Team

| | |
|----------------------|------|
| 24, 1 lb. packages | 3 25 |
| 48, 10 oz. packages | 4 35 |
| 96, 1/4 lb. packages | 4 00 |

SOAP

| | |
|-------------------------|-------|
| Am. Family, 100 box | 6 30 |
| Crystal White, 100 | 4 20 |
| Export, 100 box | 3 85 |
| Big Jack, 60s | 4 75 |
| Fels Naptha, 100 box | 5 50 |
| Flake White, 10 box | 4 20 |
| Grdma White Na. 10s | 3 75 |
| Jap Rose, 100 box | 7 85 |
| Fairy, 100 box | 4 00 |
| Palm Olive, 144 box | 11 00 |
| Lava, 100 box | 4 90 |
| Octagon, 12s | 5 00 |
| Pummo, 100 box | 4 85 |
| Sweetheart, 100 box | 5 70 |
| Grandpa Tar, 50 sm. | 2 10 |
| Grandpa Tar, 50 lge. | 3 50 |
| Quaker Hardwater | |
| Cocoa, 72s, box | 2 85 |
| Fairbank Tar, 100 bx | 4 00 |
| Trilby Soap, 100, 10c | 7 25 |
| Williams Barber Bar, 9s | 50 |
| Williams Mug, per doz. | 48 |

CLEANSERS



30 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 |
| Sapallo, 3 doz. | 3 15 |
| Soapine, 100, 12 oz. | 6 40 |
| Snowboy, 100, 10 oz. | 4 00 |
| Snowboy, 12 Large | 2 65 |
| Speedee, 3 doz. | 7 20 |
| Sunbrite, 50 doz. | 2 10 |
| Wyandotte, 48 | 4 75 |

SPICES

Whole Spices

| | |
|-----------------------|------|
| Allspice, Jamaica | @25 |
| Cloves, Zanzibar | @38 |
| Cassia, Canton | @32 |
| Cassia, 5c pkg., doz. | @40 |
| Ginger, African | @19 |
| Ginger, Cochon | @25 |
| Mace, Penang | 1 39 |
| Mixed, No. 1 | @32 |
| Mixed, 5c pkgs., doz. | @45 |
| Nutmegs, 70@90 | @59 |
| Nutmegs, 105-1 10 | @59 |
| Pepper, Black | @44 |

Pure Ground in Bulk

| | |
|-------------------|----------|
| Allspice, Jamaica | ---@35 |
| Cloves, Zanzibar | ---@46 |
| Cassia, Canton | ---@25 |
| Ginger, Corkin | ---@35 |
| Mustard | -----@35 |
| Mace, Penang | -----135 |
| Pepper, Black | -----@55 |
| Nutmegs | -----@55 |
| Pepper, White | -----@85 |
| Pepper, Cayenne | -----@35 |
| Paprika, Spanish | -----@45 |

Commends Secretary Gezon's Action on Cigarette Outrage.

At our recent convention we passed a resolution condemning the use of girls' pictures and testimonials in connection with cigarette advertisements.

I received the following letter from Escanaba, which speaks for itself. It was addressed to the President, but I am sure he will not mind it being published:

Escanaba, March 15—By accident I found this little notice of the stand your Association has taken in condemning the advertising of the cigarette manufacturers. As Regent of the Daughters of Isabella Trinity Circle, 362, I wish most heartily to congratulate your organization and wish you success in this movement.

If we can assist you in any way in having these signs with the pictures of young ladies smoking cigarettes removed from the Upper Peninsula we will be happy to do everything in our power to do so. Please send me a copy of your resolutions and I will present the same before the Escanaba Women's Club, the Women's Relief Corps, the Seven Different Units of the P. T. A., the Kiwanis Club, the City Council, the Rotary Club, the Daughters of Isabella and any of the other organizations in our sister cities of Gladstone, Menominee, Marquette and Iron Mountain.

I am so happy that some movement is on the way to try to stop the using of girls' pictures to advertise cigarettes.

Mrs. A. F. Alev.

I will say that I have taken the matter up with the offenders, but as yet have received no answer.

Let the good work go on and may I hear from others.

Paul Gezon, Sec'y.

Auto Output Keeps at a High Peak.

Detroit, April 1—With the first quarter of the year behind it, the automobile industry enters the second period at full speed, and with every indication that factory facilities will be strained to capacity for weeks to come. January and February were record-breaking months, as, no doubt, March will be. This will show figures for the initial quarter of 1929 that will surprise the manufacturers themselves. Spring demands for cars of all makes and prices are surpassing any similar period in history.

G. M. Williams, President of the Marmon Motor Car Co., announced to-day the new Marmon-built Roosevelt, and revealed, in detail, the first straight-eight car ever produced to sell under \$1,000. It is in production on a 300-car-a-day basis in a complete line that includes five-passenger sedan, collapsible coupe and rumble seat, and four-passenger Victoria coupe.

The Cadillac Motor Car Co. has launched an expansion program that calls for an expenditure of \$5,000,000. When completed, the Detroit plants will be in position to produce 60,000 Cadillacs and LaSalle's annually, an increase of 50 per cent. Last year Cadillac's dollar value totaled approximately \$103,000,000.

Five new branches were established by the Universal Credit Co. in the first quarter of the year, making seventeen for the extension of authorized Ford finance plans on time sales. Before the close of 1929 it is expected that the company will have a complete

operating branch at every point in the United States where a Ford factory is located. The credit company's business in the first year exceeded \$15,000,000.

The Gardner Motor Car Co., of St. Louis, is out with a new seven-passenger sedan, an eight-in-line model mounted on a 143 inch wheelbase with a 125 horsepower motor. A new seven passenger sedan has also been added to the Gardner series 125 line, mounted on a 133 inch wheelbase chassis.

Nash has added two models to its moderate priced Special Six 400 series line—a roadster and seven-passenger sedan.

Production of Model A Fords is being rapidly increased at the Canadian plant, and a total of 140,000 is now scheduled for 1929.

A fact not generally known is that the Hudson Motor Car Co. plant produces more automobiles than any other single location in the world. The Ford, Willys-Overland and Chevrolet all operate branch assembling units where the final operations are completed on the cars. The best example of this is the Ford assembling chain at the River Rouge plant, where most all Ford parts are manufactured for more than 8,000 cars each day, but where only about 500 completed cars are turned out—enough to supply the local demand. At the Hudson plant 400 Hudsons and 1,500 Essex cars are turned out complete every day.

Attractive Bag Ensembles.

Bag and scarf ensembles for wear with the various types of Spring suits are to be found in sports and formal styles. Those for use with the sports costumes are made of knitted woolens in modernistic designs and vivid diagonal stripes. The bags are made after the simple back-strap models with either a flap opening or one of the patented tops finished off with an ornament either of leather or galalith.

The scarfs which accompany these bags are made in new shapes so that they are neither too full nor bulky about the neck, but at the same time flare out in interesting wings when knotted. Some are lined with silk, others have the edges bound with a narrow ribbon or finished with a buttonhole stitch in a contrasting color.

Another bag ensemble is shown with a belt and hat to match. The bags are made in pouch style, mounted on either a metal or composition frame, with a thumb loop for handle or a top chain made of the bag fabric, but braided. These sets come in brilliant colors, as well as conservative shades. Plaids, checks, gay prints and solid colors are used in striking combinations or alone. The hats have narrow little bands finished with tailored bows or cocards, while the belts have fancy buckles in composition or metal. Some of the scarfs are quite large, being made with the idea of giving a collar effect to a sleeveless frock with a low-cut neck.

Summer Coats Being Featured.

"White" coats are being featured for Summer promotion in ready-to-wear. The range of the offerings

comprises white, off-white and pastel shades of flannel and basket-weave garments. The latter type are expected to receive most favor, although manufacturers do not figure that flannel styles will be neglected. In the


pastel colors, soft hues and pinks are outstanding. The garments are being offered at popular levels to meet the demand of consumers who do not care to spend as much for a summer coat as for a spring or fall garment.

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.

MOTHER'S DAY

MAY 12

Candy is the Ideal Gift
Stock up with **LOWNEY'S**
GIFT PACKAGES

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

MILLER PEANUT PRODUCTS CO.

Michigan's Greatest Exclusive Peanut Products
Manufacturers and distributors to the Jobbing Trade
OUR LEADING BRAND — PLAYERS PEANUTS
1996 GRATIOT AVENUE DETROIT, MICHIGAN



**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

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 22—On this day was held the first meeting of creditors in the matter of John Verburg, Bankrupt No. 3696. The bankrupt was present in person and represented by attorney Seth R. Bidwell. No creditors were present or represented. Claims were 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 also was held the first meeting of creditors in the matter of Roy J. Parker, Bankrupt No. 3691. The bankrupt was present in person and represented by attorney R. G. Goemmel. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Leonard W. Bigler, Bankrupt No. 3728. The funds have been received and the first meeting of creditors has been called for April 8.

In the matter of Peter Jensen, Bankrupt No. 3718. The first meeting of creditors has been called for April 8.

In the matter of William Blair, Bankrupt No. 3726. The funds have been received and the first meeting of creditors has been called for April 8.

In the matter of Frank H. Misner, Bankrupt No. 3727. The funds have been received and the first meeting of creditors has been called for April 8.

In the matter of John M. Schleicher, Bankrupt No. 3603. The sale of assets has been called for April 12, at 106 North Front street, Niles. The stock in trade and fixtures of this estate consists of a Bannet oven, pans, tools, equipment and machinery, all used in a retail bakery shop and appraised at \$1,563.70. All interested in such sale should be present at the time and date.

In the matter of Henry Boutell, Bankrupt No. 3730. The sale of assets has been called for April 11, at the premises formerly occupied by the bankrupt, 708 Jackson street, Muskegon. The stock in trade and fixtures of this estate consists of groceries and fixtures for a grocery store and meat market, and scheduled by the bankrupt at approximately \$1,855. All interested in such sale should be present at the time and date.

In the matter of Peter Jensen, Bankrupt No. 3718. The sale of assets has been called to be held on April 10, at the premises formerly occupied by the bankrupt at Trufant. The entire stock and trade and fixtures for a retail grocery store and meat market will be sold. The same is scheduled by the bankrupt at approximately \$1,180. All interested in such sale should be present at the date and time.

March 25. On this day was held the first meeting of creditors in the matter of T. George Pinucan, Bankrupt No. 3709. The bankrupt was present in person and represented by attorney Amos F. Paley. No creditors were present or represented. Claims were proved and allowed. 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 also was held the first meeting of creditors in the matter of Leo J. Joslin, Bankrupt No. 2701. The bankrupt was present in person, but not represented by attorney. 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.

On this day also was held the first meeting of creditors in the matter of Harry Hull, Bankrupt No. 3706. The bankrupt was present in person and represented by attorneys Dunham & Cholette. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On his day also was held the first meeting of creditors in the matter of John Thorpe, Bankrupt No. 3689. The bankrupt was present in person, but not represented by attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

March 26. On this day was held the first meeting of creditors in the matter of Martin J. Vandenhout, Bankrupt No. 3705. The bankrupt was present in person and represented by attorneys Munshaw & Herscher. Creditors were present in person and by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Edward De Groot,

of Grand Rapids, was elected trustee, and his bond placed at \$500. The first meeting then adjourned without date.

March 26. We have to-day received the schedules, reference and adjudication in the matter of Wallace A. Stanley, Bankrupt No. 3734. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of an investigator. The schedule shows assets of \$166 of which \$30 is claimed as exempt, with liabilities of \$1,662.30. 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.

March 26. We have to-day received the schedules, reference and adjudication in the matter of Edward J. Larcom, Bankrupt No. 3736. 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 schedule shows assets of \$1,700, of which the full amount is claimed as exempt, with liabilities of \$888. 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.

March 26. We have to-day received the schedules, reference and adjudication in the matter of John Folkema, Bankrupt No. 3735. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of New Era, and his occupation is that of a poultryman. The schedule shows assets of \$4,660 of which \$615 is claimed as exempt, with liabilities of \$6,590.47. 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:

| | | |
|-------------------------------|-------|------------|
| Peter Westing, New Era | ----- | \$3,700.00 |
| Van Appledorn Bros., Holland | ----- | 530.00 |
| Peter Wiersma, Zeeland | ----- | 200.00 |
| Will Sweet, New Era | ----- | 234.84 |
| Bert Auelma, New Era | ----- | 22.30 |
| Churchill and Webber, New Era | ----- | 50.88 |
| J. C. Ham & Co., New Era | ----- | 1,550.00 |
| John M. VanderVen, New Era | ----- | 49.00 |
| Vanette Bros., New Era | ----- | 44.00 |
| Churchill & Webber, New Era | ----- | 26.45 |

March 23. We have to-day received the schedules, reference and adjudication in the matter of John E. Rich, Bankrupt No. 3733. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of none with liabilities of \$782.93. 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.

March 26. On this day was held the first meeting of creditors in the matter of Nick Hagis, Bankrupt No. 3712. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. The creditors were represented by J. H. Himelstein, attorney. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Earl Alexander, individually and as Alexander's Bakery, Bankrupt No. 3713. The bankrupt was present in person and represented by attorneys Watt & Colwell. Creditors were represented by attorney Glen D. Mathews. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Walter Pietrzyk, Bankrupt No. 3660. The bankrupt was not present, but represented by attorneys McIntyre & Shaw. Creditors were represented by Francis L. Williams and S. Zamierowski, attorneys, and by G. R. Credit Men's Association. The first meeting then adjourned to April 9.

March 26. On this day was held the first meeting of creditors in the matter of Charles H. Wilcox, Bankrupt No. 3707. The bankrupt was present in person, but not represented by attorney. Creditors were present in person and represented by attorneys Jackson, Fitzgerald & Dalm. No claims were proved and allowed. The bankrupt was sworn and examined before a reporter. M. N. Kennedy, of Kalamazoo, was appointed trustee, and his bond placed at \$100. The trustee was directed to investigate the value of the assets and report. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Walter W. Porter and Percy N. Barron, individually and as copartners as Porter-Barron Hardware Co., Bankrupt No. 3715. The bankrupts were present in person and represented by attorney C. S. Beebe. Creditors were represented by attorneys Fred G. Stanley, Jackson, Fitzgerald & Dalm and H. M. Kimball and by Kalamazoo Association of Credit Men and G. R. Association of Credit Men. Claims were proved and allowed. The bankrupts

were each sworn and examined before a reporter. M. N. Kennedy, of Kalamazoo, was appointed trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

March 27. On this day was held the first meeting of creditors in the matter of Ralph Troutman, Bankrupt No. 3694. The bankrupt was present in person and represented by attorney Robert W. Burns. No creditors were present or represented. No claims were proved by creditors present. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Harry N. Barr, Bankrupt No. 3721. The bankrupt was present in person and represented by attorneys Hilding, Hilding & Tubbs. Creditors were present in person. Claims were 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 the case has been closed and returned to the district court as a case without assets.

In the matter of Perry Bacon, Bankrupt No. 3711, the first meeting of creditors was held March 25. The bankrupt was present in person and represented by attorney Willard G. Turner, Jr. No creditors were present or represented. One claim was 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.

Grocer Who Sells Bread at One Dollar Per Loaf.

(Continued from page 20)

what a striking commentary it is on the universal wealth of our people when any man anywhere can expect to sell enough bread of any kind or description at a dollar a loaf to justify the installation of facilities for the manufacture thereof? He did see, of course, as any sensible observer sees, that price alone does not sell goods and that good goods, meritorious goods, goods with any legitimate claim to consumer attention can be sold by any seller of merchandise in this most wonderful country in this year 1929.

Consider that the great mills in Minneapolis, costing literally millions of dollars, are constructed largely to facilitate the removal of bran from our white patent flour and that then we pay other large sums for the addition of bran in our bread, biscuits, breakfast foods, etc., and you will have another sidelight on some of the things we do as a people which can be capitalized by the merchant with imagination.

Clarence Saunders, you will remember, invented Piggly-Wiggly. Then he locked horns with Wall street and lost his shirt. He started over again with a chain called "Clarence Saunders, Sole Owner of my Name," and is successfully coming back. But the eight stores he established in Charlotte, North Carolina, were abandoned and closed out in short order. Why? Perhaps because there are plenty of people in Charlotte who want dollar-a-loaf bread.

In Atlanta a chain advertising man brought a stenographer who took down every word of my talk. Is this because the chains are sitting altogether pretty? No, they have to keep their ears to the ground. All is not entirely lovely in chain circles. With people who can pay a dollar a loaf one must provide something besides cut prices on a few staples.

Paul Findlay.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

FOR SALE—Clean stock of men's and boys' clothing, furnishings, and shoes; also good house and two lots. Would consider farm for part payment. W. H. Parry, Vassar, Mich. 58

CORNER GASOLINE-station for sale or trade; brick building; plenty of room for expansions on. Wonderful opportunity for right party. 90 miles from Detroit, on U.S. 12. What have you? Detroit property only. H. Rosenthal, Albion, Mich. 59

CASH REGISTER—National, like new; electrically operated; four draws. Will sell at a bargain and take small register in trade. Capitol Shoe Rebuilders, 18 E. Fulton St., Grand Rapids, Mich. 60

FOR SALE—Meat market and grocery. Long established business. Will sell stock, fixtures, and building for \$3,000. A real bargain. John Linton, Alto, Mich. 61

For Sale—Leading cash meat market in Michigan college town. Address No. 62, c/o Michigan Tradesman. 62

FOR SALE—Ideal location for summer hotel, private club, boys' or girls' camp. On beautiful Michigan lake. 300 feet lake frontage; sandy beach; bass fishing. Two splendid buildings, twenty-two rooms, completely furnished. Exclusive. Terms. Address M. L. Bransfield, 6741 Chappel Ave., Chicago. 63

FOR SALE—Bank building and fixtures. The two-story and basement brick building formerly occupied by the bank of Tustin, also the furniture and fixtures used in said bank. Henry Knowlton, Receiver, Cadillac, Mich. 64

FOR RENT—The store room now occupied by the Brooks Department Store, St. Louis, Michigan. Good department store location. Inquire of H. W. Dancer, c/o Edson-Moore Co., Detroit, Mich., or Vere E. Nunn, St. Louis, Mich. 65

FOR SALE—Servel iceless refrigerator, store size. Inquire Mrs. F. A. Hinds, Ceresco, Mich. 66

FOR SALE—Eighteen-foot counter with solid oak top. Harry DeWeerd, R. F. D. No. 9, Grand Rapids. Telephone 751F13. 67

Merchant wants small stocks mdse. Greene, Mechanic & Pearl, Jackson, Michigan. 68

FOR SALE—Retail grocery business in a good live town, 1200 population, on U.S. 31. Stock and fixtures about \$5,000. Will sell stock with or without building. Last year's business about \$35,000. If interested, address No. 57, c/o Michigan Tradesman. 69

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. 70

For Sale—Two general merchandise stores doing good business. Will sell with buildings or without. \$1,500 will handle one, \$3,000 the other. Address No. 50, c/o Michigan Tradesman. 71

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 salesmen, 3240 Rochester Ave., Detroit, phone Garfield 7750; or address Northey Mfg. Co., Box 538 T, Waterloo, Iowa. 72

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—

Late News From the Michigan Metropolis.

The building adjoining the old establishment of Lou Eppinger, 131 Cadillac Square, dealer in hunting and fishing equipment, has been taken over and remodeled to handle the increasing business of the firm. Visitors to Detroit, especially those who love the out-door life, should not fail to visit this newly equipped building, where Mr. Eppinger has taken the outdoors indoors by a series of truly remarkable architectural and woodland settings. The basement and first floor of the building have been given over to commercial displays including hunters' footwear, clothing, hunting, fishing, golf and archery equipment. The second floor is finished with real red and white birch for a background. Tents, log cabins and many complete camp units are scattered about amid realistic woodland scenery lighted by an intelligent and expert setting of softly colored electric bulbs. The top floor has been equipped for a club room for the use of the local chapter of the Izaak Walton league and in the space allotted to this column it would be impossible to describe the wonders of this room, with its display of wild life, the woods, the streams, and such scenes as greet the sojourner in an actual forest. The business of Lou Eppinger from a small local beginning thirty-three years ago, has assumed national proportions. W. B. Moulton, who looks after the advertising and sales promotion activities of the firm, has had an experience that places him in a class with the wood craft pioneers. A span in his life was lived in the Canadian woods where he hunted, fished and trapped, miles from civilization—and made a good living at it, he says. Mr. Eppinger is to be congratulated on his new and uniquely equipped place of business. He is a director in the local chapter of the Izaak Walton league.

Funeral services for Henry Elliott Rose, of 610 Blaine avenue, sales promotion manager of the Hupp Motor Car Co., who died in St. Petersburg, Florida, on March 26, were held in this city on Saturday March 30. Mr. Rose went to Florida three months ago in an effort to regain his health. He is survived by his widow, Mrs. Athelene Rose.

N. Schneider, general dry goods dealer, at 5414 Chene street, and owner of similar stores on Catherine street and Davison avenue, is building a new store on Davison and it is understood, when completed, he will consolidate his various stores under the one roof.

The new Union Trust building on Griswold, between Larned and Congress streets was opened officially to the public for inspection, on Tuesday. The new building, a radical departure from the ordinary present day type of architecture, presents a most colorful and striking appearance in the downtown business section of Detroit. Its inspiration is drawn from the old Mayan Age of splendor. To carry out this motif, among other things, the builders went to a marble quarry in Africa which hadn't been open in

thirty years, to obtain the special Numidian marble for the lobby.

The Detroit Radio Dealers Association, recently organized here, gathered at the Book-Cadillac Hotel Tuesday evening for their first smoker and banquet, which is planned to be an annual event. Harvey Campbell, vice-president of the Detroit Board of Commerce, acted as toastmaster and was introduced—a superfluous gesture, insofar as Mr. Campbell is concerned—by the newly-elected president, Frank J. Bailey, head of Bailey's Music House, 1451 Broadway. Besides numerous speakers including C. C. Bradner, Detroit Free Press humorist, a great array of entertainers and orchestras topped off the affair.

Fred Sainsbury will open a confectionery and magazine store in the Recreation building, Lafayette at Shelby, within a few days.

F. D. Hinchman, member of one of Detroit's oldest families and prominent in civic and business life for many years, died at his home in the Pasadena apartments in this city, at the age of 81 years. Born in Detroit September 3, 1847, Ford D. Hinchman, lived here all of his life. After leaving high school he entered the employ of the wholesale drug and grocery store of T. & J. Hinchman. Six years later he became a member of the firm of T. H. Hinchman & Sons, which for many years was engaged in the wholesale drug business. In 1881 Mr. Hinchman organized the Detroit White Lead and Color Works and was president of that company for seventeen years. In 1892 he retired from T. J. Hinchman & Sons, in order to give more fully of his time to his other activities. He retired as president of the Detroit White Lead & Color Works in 1888 and became general manager of the Peninsular Lead and Color Co. two years later, and continued with that firm until its dissolution in 1906. For three years from 1907 to 1910, he served as president of the American Color Works. Other business activities of Mr. Hinchman included three years as director of the Merchants & Manufacturers National Bank, vice-president of the Michigan Artificial Stone Co., vice-president of Merchants Mutual Insurance Co., president of the Greenfield Land Co., vice-president of the Fidelity Safety Co., and vice-president of the Wolverine Lumber Co. Despite his business activities Mr. Hinchman found time to serve his church and his city in many different capacities. He was a member of the first Detroit Baseball Club, from 1865 to 1869. Surviving are two sons, Ford Archer, of Detroit, and Charles Frederick, of Mt. Carmel, Ill.; a daughter, Mrs. Charles D. Jones of Cincinnati, and five grandchildren.

Hergenroeder, Inc., has been appointed associate dealer in Dodge Brothers, motor cars, etc., and has opened sales and service quarters at 14615 Jefferson avenue, East. Fred M. Hergenroeder is president of the new company and is well known in automotive circles where he has had fifteen years' experience.

The All-American Aircraft show will be held in Convention Hall under the auspices of the Detroit Board of Commerce and the Aeronautical Chamber of Commerce of America. The dates will be April 6 to 14.

Jay V. Hall joined the staff of Baker, Simonds & Co., Buhl building, on April 1, and will serve as head of the buying department. Previously Mr. Hall was associated with Keane, Higbie & Co., in the same capacity.

Glover Watson, Inc., real estate, has transferred its headquarters from the twelfth floor of the Washington Boulevard building to the second floor of the same building which will give the organization necessary added facilities and room for the transaction of its business.

Brooke, Smith & French, Inc., advertising agency, doing a national business, has moved from its former quarters at 206 Eliot to newer and more spacious offices at 82 Hancock avenue, East.

Jerry B. Paisley of Yale, whose death last week was recorded in the newspapers, leaves many friends to mourn his passing. For thirty-two years he was proprietor of the Paisley House in Yale and during those years formed the many friendships with the traveling public who will miss his genial greeting on their return trips. He was 71 years old at the time of his death, which came suddenly from a heart attack while seated in a barber chair.

E. L. Lick has been appointed Detroit district manager for the De Soto Motor Corporation. Mr. Lick has been located in Detroit for the past ten years and is a veteran in the industry. The district offices of the De Soto Corporation are located at 12300 Oakland avenue.

Noble D. Travis and Edward F. Harrington have joined the business relations department of the Detroit and Security Trust Co., according to Julius C. Peter, vice-president. Mr. Travis at one time was assistant secretary at the Detroit Board of Commerce. Mr. Harrington before coming to the Trust Company was engaged in newspaper work.

Jackson Bros., Boesel & Co., of New York and Chicago, on April 1 opened Detroit offices at 326 Buhl building. Chester Van Keuren has been announced as resident manager.

Dan B. Jacobs, sales promotion manager of the Seaman Patrick Paper Co., returned a few days ago from well earned two weeks' vacation spent at Summerville, South Carolina. Dan, who is considered one of the shining examples of what a successful sales promotion executive should be, has acquired considerable additional prominence through his characteristic activities on behalf of the Adcraft Club of Detroit, of which he is a director.

Louis Tepman, formerly of 4606 East Davison, has moved into new quarters at 4403-4405 Davison East, where he has enlarged his stock of dry goods and ready-to-wear.

The Robert Oakman Land Co., has issued announcements of the opening of their new offices at 2006-2012

Union Trust building. The organization was formerly located in the old Union Trust building.

Robert F. Ball, who has been connected with the Bradstreet Company for 25 years has been appointed from the New York office of the company to become Michigan division manager with headquarters in Detroit. Mr. Ball succeeds George F. Reid, who has become manager of Prince & Whitely's local office in the First National Bank building. The latter firm maintains branches in various cities, the main office being located in New York. Mr. Reid is a former treasurer and director of the Detroit Board of Commerce.

Rumors have been heard in several quarters during the last week of a slackening in production at various automobile manufacturing establishments in Michigan. Aside from a slight reduction, possibly, at one or two plants, these rumors are untrue. Of course, the payment of income taxes and adverse weather conditions in different parts of the country have had some effect on motor-car output, but most of the factories are working full time.

The two star performers during the past week were Hudson-Essex and Ford. The former continues to turn out automobiles at the rate of 1,900 a day, or one every 16 seconds during working hours. The latter is manufacturing motor cars at the rate of 7,500 cars a day.

A report issued by Graham-Paige shows that that company, so far this year, has produced a total of 21,880 cars, equaling the entire production of the factory in 1927. It is forty days ahead of its 1928 production schedule. Reports from other factories are optimistic, and officials are of the opinion that high production will continue during the first six months of the year at least.

A reflection of the flourishing condition of the automobile business was contained in an announcement last week that the Cadillac Motor Car Co. will spend \$5,000,000 on a factory expansion program. Plants in this section are constantly expanding and enlarging facilities for producing cars. In many cases this does not necessarily mean that more cars will be produced, but does mean that these companies are constantly striving to make their facilities such that they can produce high-grade motor cars at the least possible cost.

Sales resistance, sometimes encountered when the prospective purchaser says to the dealer that he does not want to buy a car that has been driven overland from factory to dealer, has passed out of the picture. A number of manufacturing companies now are shipping their cars to dealers by truck. A truck and trailer, capable of transporting from three to four new automobiles, is used.

James M. Golding.

Somebody Guilty.

"No girl ever made a fool out of me."

"Who was it, then?"

SPRING DAYS

are Business Stimulators

With larger values in merchandise involved and dangers of loss by fire multiplied it is time now to check up on

Fire Insurance

The heating plant is one year older and unseen defects may have developed which later on might spell disaster.

It is better to be safe first than sorry afterwards.

For Safety, Service and Saving let the Mutual Companies protect you this spring.

MUTUAL Insurance

is Better Protection at Lower Cost

An investigation will prove it



You can sell Semdac Liquid Gloss and sell it profitably!

Semdac Liquid Gloss has been long known to the women of the Middle West as an easy applying furniture polish that brings out the lustre of the finish.

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.

Street Car, Bus Cards and Rotogravure advertising in newspapers are keeping the name "*Semdac*" before the women throughout the Middle West, aiding dealers materially in selling this product.

Write today for our dealer proposition

STANDARD OIL COMPANY (Indiana)

General Offices: 910 S. Michigan Avenue

CHICAGO, ILLINOIS

ILLINOIS
Chicago
Decatur
Joliet
Peoria
Quincy

INDIANA
Evansville
Indianapolis
South Bend
KANSAS
Wichita

IOWA
Davenport
Des Moines
Mason City
Sioux City

S. DAKOTA
Huron
MICHIGAN
Detroit
Grand Rapids
Saginaw

N. DAKOTA
Fargo
Minot

WISCONSIN
La Crosse
Milwaukee
Green Bay

MINNESOTA
Duluth
Mankato
Minneapolis

MISSOURI
Kansas City
St. Joseph
St. Louis

