

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, APRIL 17, 1929

Number 2378

Two Old Pals

I called him John, he called me Jim,
Nigh fifty years that I knowed him
And he knowed me; and he was square
An' honest all that time, an' fair.
I'd pass him mornings goin' down
Th' road or drivin' into town,
An' we'd look up the same old way
An' wave a hand an' smile an' say:
"Hello, John,"
"How're you, Jim."

I guess you don't real often see
Such kind of friends as him an' me;
Not much at talkin' big; but, say,
Th' kind of friends that stick an' stay.
Come rich, come poor, come rain, come shine,
Whatever he might have was mine
And mine was his'n, an' we both knowed
It when we'd holler on the road:
"Howdy, John,"
"Howdy, Jim."

An' when I got froze out one year
He dropped in on me with that queer
Big smile, upon his way to town
An' layed two hundred dollars down,
An' says: "No intrust, understand,
Er note." An' he took my hand
An' squeezed it an' he druv away
'Cause there wa'n't nothin' more to say:
"S'long, John,"
"S'long, Jim."

An' when John's boy came courtin' Sue
John smiled an'—well, I smiled some, too,
As though things was a comin' out
As if we'd fixed em, just about.
An' when Sue blushed an' told me—why,
I sat and chuckled on the sly;
An' so did John—put out his hand—
No words but these, y'understand?
"Shake, John,"
"Shake, Jim."

An' when Sue's mother died, John come
An' set with me, an' he was dumb
As fur as speech might be concerned;
But in them eyes of his there burned
A light of love and sympathy
An' friendship you don't often see.
He took my hand in his that day
An' said—what else was there to say?
"H'lo, John,"
"H'lo, Jim."

Somehow the world ain't the same
To-day. Th' trees are all aflame
With autumn, but there's something gone—
Went out of life, I guess, with John.
He nodded that old grizzled head
On the pillow of his bed,
An' lifted up the helpin' hand
An' whispered: "Sometime—understand?"
"By, John,"
"By, Jim."

KAFFEE HAG

Not a Substitute -- but
REAL COFFEE
[free of caffeine]

Kellogg's *Kaffee Hag Coffee is a delightful blend of the world's finest coffees with 97% of the caffeine removed. Those of your customers who can not drink coffee containing the drug caffeine will welcome Kaffee Hag coffee. It will not disturb their nerves or sleep.



Kaffee Hag Coffee is now being backed by an intensive advertising and selling campaign. Stock a good supply to take good care of this increased demand. Sold in the bean or steel cut in full pound—16 oz. cans.

**Now a Kellogg product*

WORDEN GROCER COMPANY
The Prompt Shippers

Our Guarantee is Back of

Morton House
COFFEE

Every Package Must Give Satisfaction

WORDEN GROCER COMPANY
Wholesalers for Sixty Years
OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.

Increased Demand

for a product depends upon **HIGH QUALITY** — full satisfaction guaranteed.

RIGHT PRICE — to the consumer.

PROTECTION—to the dealer's profit.

All three have been vital factors in the ever increasing demand for

K C Baking Powder

No better at any price

25 ounces for **25¢**
(more than a pound and a half for a quarter)

Same price for over 38 years

The price is established—it is plainly shown on the label.

That Protects Your Profits

Millions of Pounds Used by Our Government

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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.

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JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

NO CAUSE FOR ALARM.

Spokesmen for the Department of Commerce miss few opportunities to encourage the independent retailer. He has no reason to be alarmed by the inroads of the chains. He still has most of the business. He isn't failing any oftener than he did when the chains were less numerous, and when he does fail his misfortune is not due to chain competition as a rule, but to his own incompetence or lack of capital. These points are brought out with much emphasis by F. E. Simmons, of the Division of Domestic Commerce, who props them up with statistics of undoubted value. Like most other business counselors in this field, however, he relies mainly on surveys showing that retail business profits from stock that customers ask for in paving quantity, and gets into trouble whenever it sinks capital in lines for which there is little demand. He approves the motto, "What's hardest to sell we keep the least of." No one will dispute the practical wisdom of a maxim which our grandfathers illustrated when they told the story of the benighted storekeeper who refused to take on any more red flannel because his customers wouldn't let him keep it, insisting on cleaning out all he could lay in. The well-managed chains follow this policy. Their sales continue to expand for the reason mainly that they offer only what is wanted by the people they try to reach. They spend little money or effort in creating popularity, since the drift of economic harvesting the independents have sowed. The independent can do this, too, of course, and it is obvious that he puts himself at a disadvantage if he carries any additional load. But his problem is not quite so simple. If his

stock is no more varied and attractive than that of the chain store; if his services do not constitute a substantial advantage over those of the chain store—in short, if he places himself on the same level as the chain store by putting up goods short weight and short measure; by fraudulent advertising; by short changing his customer; by selling Nationally advertised goods at cost in order to sell inferior private brands at exorbitant prices how can he expect to merit a continuance of the good will he now enjoys.

Behind mere sound trade practices lies the drift of economic forces—reflected in the manufacturer's awakened interest in the consumer and the mass production of quality goods. The chains have been able to put themselves into the streams of these currents. The independent retailers and distributors must find a way to do likewise through association that justifies itself on practical grounds.

Chase & Sanborn Absorbed By Royal Baking Powder Co.

Affiliation of Chase & Sanborn of Boston, one of the country's largest and oldest coffee and tea distributors, with the Royal Baking Powder Co., of New York, is officially announced. By the terms of the agreement, Chase & Sanborn, which has been operated as a close partnership for more than a half century, will be incorporated as a new company; the Royal Baking Powder company acquiring a substantial interest in the new corporation.

The present partners of Chase & Sanborn will continue in their executive connections with the new corporations. Donald K. Davis, executive vice-president of the Royal Co. has been asked to become its president. Mr. Davis will continue his present office and activities with Royal, and will retain his headquarters in New York. There will be no new financing by either company in connection with the affiliation.

In confirming the announcement on behalf of the Royal Baking Powder Co., William Ziegler, Jr., president, stated that the new affiliation would become effective as soon as the necessary legal steps could be taken. The governing traditions and policies of the two companies have been closely alike, Mr. Ziegler said, and will be continued with important benefits to both, especially in distribution. The present association, he added, is regarded as a logical move in the development of both businesses.

Men want but little here below and woman wants less South of the knees.

Population and Markets.

Our population is growing at the rate of 1,400,000 a year, the director of census tells us, and it looks as though the pace of gain is bound up rather than down, in spite of restrictions upon immigration. Forty years ago there were sixty-three million of us. Now there are nearly twice as many, and in another generation we shall be far over the one hundred and fifty million mark. No other national aggregation of people ever increased and multiplied after the manner of the ancient Israelites, with anything like such rapidity. Nor has growth in population ever before been accompanied by such improvement in the comfort and well-being of the people. The director of census dwells on this because he believes we owe our prosperity largely to the knowledge of our production, our resources, our transportation facilities and our numbers, with which official statistics supply us. The soundness of this conclusion no man is likely to gainsay. The only question on this phase of the subject that is debatable is whether our business estimates of what is in immediate prospect keeps up with the facts of record. In many cases we should say underestimation is the practice, all the more apparent because of such notable exceptions as those of cigarette manufacture and automobile production.

The World's Problem.

Once again delegates from all the world are gathering at Geneva to discuss disarmament. Since they last met there has been no change in the situation. The problem to-day is even more pressing than it has been in past years, for there is every evidence that armaments in Europe are steadily increasing. Yet conflicting national policies still make the likelihood of any effective action at this time extremely small.

According to statistics cabled from Geneva from the League's 1929 year book on armaments, Great Britain is almost the only nation which shows a decrease in its armament expenditure estimates for the current year as compared with those of the three previous years. Expenditures in France have mounted from 5,586,600,000 francs in 1925 to 9,451,600,000 in 1928, and those of Soviet Russia, despite its proposals for complete disarmament, from 463,500,000 rubles in 1924-25 to 813,300,000 in 1927-28. Germany is spending more, despite the limitations to which it is subjected, and increases are found also in the statistics for Poland, Rumania and Jugo Slavia. Europe as a whole is reported to be spending £500,000,000 a year on armaments.

For Germany this situation presents itself in a different aspect from that in

which it is presented to any other nation. The Reich sees Europe arming itself more and more despite its promises to reduce armaments, while it itself can do almost nothing. There is some justification in the charge of bad faith it brings against the Allies and unquestionable logic in the demand it has now renewed that some definite action be taken at once even if the Angle-American naval dispute cannot be settled.

There is no need to stress the economic and political benefits which would result from the adoption of some program to curtail these expenses and to place a definite limit upon armaments. Such a step is desired by most of the nations of Europe as eagerly as it is sought in this country. But the formula which would make this possible and still leave Europe's governments convinced that they had not sacrificed national security in a world which for all its treaties is not yet free of the specter of possible war remains as elusive as ever. In time it may be found. In the meanwhile the League's conferences, despite their ineffectiveness, serve a useful purpose if they do nothing more than keep the subject of disarmament constantly in the public mind.

An Easy Way To Figure Interest.

In figuring interest, a year is usually regarded as consisting of 12 months of 30 days each. A simple way to figure 6 per cent. interest is to first find the interest for 600 days, 60 days or 6 days by simply moving the decimal place in the principal, one, two or three places to the left respectively.

Having found the interest for these given periods it is simple to find the interest for any given number of days. The interest for 4 months and 10 days, for example, would be twice the interest for 60 days plus one-sixth the interest for 60 days. Or you can divide the interest for 60 days by 2 to get the rate per month, and divide the interest for 6 days by six to get the rate per day, and proceed in that way.

To find the interest at any other rate than 6 per cent., first find it at 6 per cent., then divide it by 6 to find 1 per cent., by 3 to find 2 per cent., subtract one-half to find 3 per cent., one-sixth for 5 per cent., add one-sixth for 7 per cent., add one-third for 8 per cent., add one-half for 9 per cent.

The man who has lost his grip can't very well be expected to grapple with the situation.

Many a man rises in his own estimation without getting any nearer the top.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Long the object of complaints and protests filed with the Better Business Bureau, the Federal Motor Club, operated in connection with the Casualty Association of America, has recently claimed the existence of a "guarantee fund of \$50,000 with the Insurance Commissioner." This fund does not exist.

The Casualty Association of America, a reciprocal insurance exchange lawfully doing business in Michigan, has, according to advices from the Insurance Commissioner at Lansing, no "guaranty fund" there in any amount whatever. In spite of the clear inference conveyed by the latest advertising claim of the Federal Motor Club, only a bond, not of a corporate surety nature, in the sum of \$50,000, and executed by the Michigan Casualty Association, Lawrence M. Goodman and Theodore Henry, is on file at Lansing.

The "General Motor Club," under which name the Federal Motor Club first attempted to do business, was incorporated on April 25, 1927, as a Michigan corporation for profit. Although calling itself a club, and organized for profit, members have no voting power or beneficial interest in the assets of the corporation. Whether a profit corporation, under the laws of this State, is legally empowered to sell "memberships," is a matter under investigation by competent authorities.

As soon as the existence of the "General Motor Club" became known to the Bureau and to the General Motors Corporation, prompt protests were filed. After a pointed interview in the Bureau's office, and discussion elsewhere, Lawrence M. Goodman, President of the Club and Secretary of the Casualty Association, effected the change in name.

The articles of incorporation of the "General Motor Club" state that it purchased \$3,000 worth of book accounts from the National Automobile Service Corporation. This outfit was generally known as "Nasco," and became notorious from scores of complaints filed with the Better Business Bureau and public authorities. In one instance, its salesmen were escorted to the city limits by the police of a large Michigan city, due to obvious misrepresentations in their sales-talk. Charges of misrepresentation and "high-pressure" methods of practically every known character were made against "Nasco" representatives. When "Nasco" closed its doors at John R. and Adams street, telephone calls were rerouted to the offices of the Federal Motor Club.

In a letter addressed to the Bureau, under date of October 22, 1927, Lawrence M. Goodman says (referring to the Casualty Association of America): "The insurance policy covers the owner, members of his family, and any other person or persons, other than an employee of the assured." As bearing on the accuracy of this statement, the following two paragraphs, ambiguous at best, are taken from the policy itself:

"The indemnity provided by this policy, to which this endorsement is attached, is so extended as to be available, in the same manner and under the same conditions, as it is available to the named assured, to any licensed chauffeur in the employ of the assured."

"The unqualified term 'assured,' wherever used in this policy and endorsement, shall include in each instance any other person, firm or corporation entitled to indemnity under the provisions and conditions of this endorsement."

Who else, ask enquirers, other than the named assured or his licensed chauffeur, is "entitled" to indemnity?

As further bearing on the two clauses above quoted, and taken from the policy itself, the Bureau has on file a Federal Motor Club circular, forwarded to it in November, 1927, which includes the following statement:

"This policy covers not only the member, but anyone whom he has authorized to drive his automobile."

Examination of the policy shows that the Casualty Association is apparently not liable for property damage and public liability claims, unless and until the assured has had a judgment rendered against and paid by him.

A substantial number of complaints have been received by the Bureau, claiming that Federal Motor Club salesmen have represented to prospects and policy holders that they were buying "full coverage," whereas collision is not included unless an additional premium is paid.

The price of the policy and membership sold by the Federal Motor Club is \$39.50 in Wayne county, and for this, according to complaints, "full coverage" was to be available.

Selling methods, unique in Detroit, have been employed by this organization to stimulate the sale of "memberships" and Casualty Association policies. In February, 1928, the Bureau received the information that one W. S. Perritt, representing the Federal Motor Club, was sending out anonymous post cards, asking recipients to "call Glenda'e 5665." When this was done, they were importuned to join the Federal Motor Club. When this practice was brought to Goodman's attention, he promised it would cease.

Lawrence M. Goodman, as well as some Federal Motor Club salesmen, have claimed that the Better Business Bureau "approved" the Club. Corroboration of this charge as to Goodman was had by the Bureau under date of March 9, 1928, and from an official state source.

In May, 1928, the Federal Motor Club advertised "No Club Dues." In explanation, Goodman stated: "It is the intention of the advertisement to inform the public that there is no separate charge for insurance, and no separate charge for dues." It has been learned authoritatively, however, that only a portion of the total of \$39.50 paid in by prospects is allocated to insurance coverage. Although definitely promising to discontinue this practice, the Bureau finds, under date of Feb. 15, 1929, in the Monroe, Michigan, Evening News the claim, "No Charge for Membership."

Apparently in an attempt to "tie in" his organization with the Bureau and to claim for it a prestige which the Bureau's files could not justify, the Federal Motor Club, in a Detroit newspaper, dated Aug. 1, 1928, used the statement, "The Better Business Bureau is right!" The use of the Bureau's name in this connection was wholly unauthorized and protest was again filed with Lawrence M. Goodman.

In a Detroit newspaper, dated Aug. 26, 1928, and under the heading, "Financially Responsible," the Federal Motor Club advertised: "Best's insurance report gives the Casualty Association an 'A' rating, which is the highest rating for prompt payment of claims in the United States." The reference was to Best's Insurance Manual. This publication is an authority on insurance companies, and in an advertisement appearing over the Federal Motor Club's signature on Sept. 5, 1928, is quoted as follows:

"H: A3"

"H"—Stands for surplus—\$25,000—\$37,500

"A"—Excellent loss-paying record
"3"—Fair management

It will be seen, therefore, that although the Casualty Association enjoys, according to Best's, an excellent loss-paying record, it has a relatively low rating as to surplus and its management is described as "fair." The graduated ratings of Best's as to management, are "Excellent," "Good," "Fair," "Poor" and "Bad."

The next literature which came to the Bureau's attention appeared in August, 1928, in the form of cards. In this the Federal Motor Club in the statement that only this organization and the Detroit Automobile Club were backed by responsible people. This was without authority or knowledge of the Detroit Automobile Club. Although stating in a large display advertisement in the Battle Creek Moon Journal of September 21, 1928, that the "policy written by the Federal Motor Club is non-assessable," it appears from legal decisions that the members of any reciprocal inter-insurance exchange are liable severally for their pro-rata share of the loss or losses.

With reference to the theft coverage afforded by the policy, we are quoting paragraph 5 of the policy now in use.

"To indemnify the assured named herein to an amount not exceeding the actual cash value of the automobile covered hereunder at the time any loss or damage may occur against direct loss by theft of the entire car. In event of loss under this paragraph it is understood and agreed that accessories of any kind or spare tires are not covered hereunder, it being the purpose of this clause to cover standard equipment only."

A pamphlet recently issued by the Casualty Association of America, and entitled "Rules and Rates," says under the heading of "Theft Insurance": "The policy protects the assured against partial or total loss of, or damage to the car or operating equipment due to theft, robbery or pilferage." It is not known to the Bureau whether, if for instance, a steering wheel were stolen,

liability would attach, provided the entire car, according to the terms of the policy, had not first been purloined.

The Federal Motor Club in September, 1928, ran an advertisement with a headline reading "We are Vindicated," and referred to a temporary restraining order which the Club had obtained against forty-one insurance companies, operating in Michigan. The alleged purpose was an attempt to prevent a pending raise in rates. A certified copy of the court's calendar entries shows that on Jan. 7, 1928, the bill of complaint was "withdrawn by the consent of counsel without costs." It will be seen, therefore, that there was no hearing on the merits of this injunction, and the "vindication" referred to is sought to be justified only by a comparative report of the Police Accident Bureau for the first eight months of 1928 as compared with the corresponding eight months of 1927. This report had no bearing whatever on the legal aspects of the case which, as above stated, was never heard by the court.

Furthermore, examination of insurance schedules indicates that, although property damage premiums were not increased in 1928, public liability premiums, in spite of the temporary restraining order, dismissed by mutual consent, were increased in Detroit, Detroit Suburban, Grand Rapids, Flint, Pontiac and Jackson territory.

On Sept. 21, 1928, in the Battle Creek Moon Journal, the Federal Motor Club claimed to be the "largest club operating under one name in the United States." Similar claims were made in Detroit over a local radio station. After protest from the Bureau, this statement was altered by including the word "national" after the word "largest." It is significant in this connection, however, to note that the Los Angeles Federal Motor Club is a separate corporation, while the same holds true of the Federal Motor Club of Chicago.

On Feb. 17, 1929, in public advertising copy, the Federal Motor Club said: "The Casualty Association of America carries reinsurance on public liability with a reinsurance company with capital and surplus of \$1,500,000. The Casualty Association of America carries reinsurance on fire coverage with a reinsurance company with capital and surplus of over \$1,000,000."

Although the two companies are not specifically named in the advertising, advices from the office of the Insurance Commissioner at Lansing indicate that neither company is admitted in Michigan. Moreover, the fire reinsurance concern is a Lloyd's organization which has no capital, although that direct statement is made in the copy.

The officers of the Federal Motor Club are:

President—Lawrence M. Goodman.
Vice-President—Charles V. Richter.
Secretary—Eva P. Pool.
Treasurer—Jeanette Hutchinson.

Recent advices from Goodman indicate the discharge of Charles V. Richter "because his sales practices were not in accordance with the high standards of the Casualty Association."

The club has been warned by the

Bureau that if any further advertising misrepresentations occur, a warrant will be requested under the State statute governing fraudulent and misleading copy.—Detroit Better Business Bureau.

Flint has had a good many setbacks in the past, but she has never harbored a bigger rascal than she now possesses in the person of L. G. Gale, who has conducted a swindling scheme at Battle Creek for several years under the style of the Gale National Protective System. The Realm has warned its readers against this man for many years, but in spite of all we could do he has waxed fat by victimizing merchants who do not take the Tradesman and thus keep in touch with the many swindlers who are reaping a rich harvest from merchants who have more guile than wisdom. If every merchant in Flint and the Flint district took the Tradesman, Gale would soon jump that city, as he has jumped Battle Creek, but there are probably a hundred merchants who "cannot take time to read a trade paper" who find plenty of time to write \$35 checks for this champion crook. The Realm recently received the following letter from an official of Battle Creek regarding the career of Gale in that city:

"L. H. Gale has run the above detective agency for about four years. The system he uses is to go to the merchants and get a contract with them for \$35 a year. He guarantees them that he will protect their store at all times. He does not give them any protection, at all and he owes everybody wherever he can get credit. He issues worthless checks wherever he goes. We picked him up for an outside town about four months ago for issuing bad checks. He borrowed the money at that time and put up his wife's diamond for security to settle with the people. He has been paying Jimmy Woodard in bad checks for his office rent in the Minty block and lately he has jumped out of town and they have been hunting for him. We have finally located where he was stopping in Flint and they are trying to recover the car he is driving, as it is not paid for. My idea of the man is that he is very dishonest and a man the police department in any city had better watch and be careful that he does not find out any inside information, as he is quite a hand to make friends with the police officers, claiming he was connected with the police department in the West for several years."

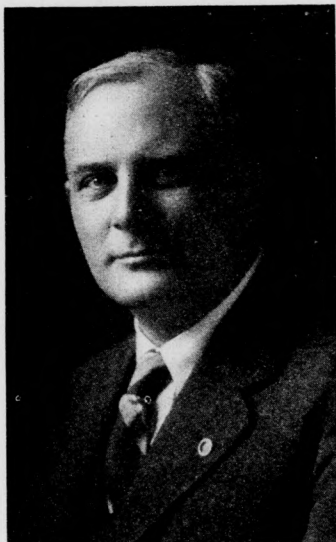
Hair Bow Demand Better.

Indications are that the retail business in hair bow ribbons will be larger by 25 per cent. or more this Spring as compared with last year. Both independent and chain stores are said to be meeting with success in better turnover of the merchandise. Being sought are satin stripe moires, fancy warp prints, plain moires, jacquards and satins. The pastel shades are dominant. The ribbon trade is also meeting a call for black moires, six inches wide, to be used for coats and also wide fancy ombres for Summer dresses.

Charlotte Banker To Be Cashier of New Bank.

Announcement is made by General John H. Schouten, one of the organizers of the new American National Bank, of the selection of N. B. Alsover, of Charlotte, as Executive Vice-President and Cashier, also a member of the Board of Directors.

Mr. Alsover has been cashier of the Eaton County Savings Bank, at Charlotte, for nearly twenty years, and is also a director. He comes from a family of bankers, his father, W. C. Alsover being cashier of the Barber State Bank of Vermontville, which position he has held for forty years. His grand-



N. B. Alsover.

father was also a Vermontville banker.

Mr. Alsover is a director of the Charlotte Furniture Co., Barber State Bank, member of the Board of Education, Director of the Charlotte Republican-Tribune, past president of the Community Association, Past Master of the Charlotte Blue Lodge of Masons, Past Commander of the Knights Templar Commandry, and a member of the Grand Rapids Scottish Rite Consistory.

Mrs. Alsover is a former Grand Rapids girl. They have three children. The American National Bank will open about June 1 at the corner of Monroe and Ionia avenues, in the former quarters of the Home State Bank. Mr. Alsover will assume his new connection about May 1.

Fine Jewelry Selling Well.

The improving industrial and economic position of the country is being reflected in the jewelry trade in the number of special orders received for fine pieces. Rings, brooches, pendants and bracelets stand out. The mountings of these pieces are skillfully contrived to hold the large gems now so much in favor and to permit them being worn without giving the wearer the appearance of "showing off." Combination mountings are meeting with growing favor, as, for example, one which permits the piece to be worn either as a brooch or a pendant. Complete with gems, the prices of many of these mountings run well into five figures.



How Will Your Wife Invest Your Insurance Money?

Have you ever thought of that? Do you realize how thoroughly inexperienced she is in matters of this kind? Do you want her to rely on some friend who, while kindly disposed, is in all likelihood not competent to advise her wisely?

Her interests can be safeguarded by making your policies payable to this Company as Trustee, under a special Trust Agreement. Not only will the principal then be conserved but a steady income assured as well.

Think what it would mean to her to be told by one of the officers in our Trust Department of this thoughtful provision of yours.



THE MICHIGAN TRUST CO.

GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Rosebush—Wm. Hess will open a meat market.

Hersey—George Goodburn, Sr., has opened a meat market.

Coleman—Cecil Brewer has moved his meat market here from Rosebush.

Rothbury—Edward McCoy succeeds E. A. Nelson in the grocery business.

Lowell—G. Ralph Townsend has engaged in the tire and auto accessories business in the Forward building.

Belding—Rogers & Covert succeed Mrs. C. H. Gamber in the grocery and confectionery business.

White Cloud—Jas. A. Beardslee succeeds E. J. Maile in general trade at R. F. D., White Cloud.

L'Anse—The Riteway Stores Co., Inc., has taken over the grocery and meat market of Meador O. Seavoy.

Dearborn—Mr. Budny has opened a grocery and meat market in the Schaefer building at 11741 Michigan avenue.

Muskegon—A movement is on foot to organize a new corporation to take over the bankrupt business of the Michigan Biscuit Co.

Chapin—The R. W. Sprague Co., has sold its creamery and cheese factory to the Detroit Creamery Co., who will continue the business with Mr. R. W. Sprague as manager.

New Buffalo—John B. Trottier will open a meat market in the building formerly occupied by the New Buffalo State Bank on Whittaker avenue.

Detroit—The Home Roofing Co., Inc. 4857 Woodward avenue, has been incorporated with an authorized capital stock of \$5,000, \$2,000 of which has been subscribed and paid in in cash.

Detroit—Beacon Grocery Stores, Inc., 1904 Penobscot building, has been incorporated with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Flint—The Wolverine Distributing Co., 135 Lewis street, has been incorporated to distribute food products at wholesale with an authorized capital stock of \$50,000, \$13,000 of which has been subscribed and paid in in cash.

Detroit—The Superior Sales Co., 51 East Canfield avenue, has been incorporated to deal in auto and radio accessories, with an authorized capital stock of \$5,000, \$3,000 of which has been subscribed and paid in in cash.

Muskegon—Martin and Henry Case-mier, of Grand Haven, have taken a five year lease on the Lake building, 20 East Broadway, and will occupy it with a modern meat market, as soon as the building has been remodeled.

Detroit—The Capitol Pipe & Nipple Works, 2762 West Jefferson avenue, has been incorporated with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and paid in, \$5,000 in cash and \$10,000 in property.

Kalamazoo—Richardson & Loudon, dealers in wearing apparel for women and children, also shoes, 138 South Burdick street, will remove the shoe stock to another location and continue it but will abandon the garment department.

Rockford—R. F. Hansen, proprietor of the Hansen Drug Store, has filed a voluntary petition in bankruptcy, through his attorney Roy Watkins. The petition as filed, shows total assets of \$11,548.38 and total liabilities of \$18,996.49.

Lansing—E. S. LaNoble has sold his grocery stock and meat market to L. H. Childs & Son, of Alma, who will continue the business at the same location, 2312 East Michigan avenue. Mr. LaNoble has engaged in the real estate business.

Muskegon—The body of Hans Hansen, Muskegon grocer, was found last Saturday in mid-stream near Indian Point after several days of searching Muskegon river and the flooded flats following Mr. Hansen's disappearance in his duck boat a week ago.

Harbor Springs—Joseph F. Stein has sold his stock of men's clothing and furnishings to L. Levinsohn, who has removed it to his auction rooms at Detroit. Mr. Stein has conducted a store here for the past thirty years and will now retire from trade.

Marine City—The Michigan Gray Iron Foundry, with business offices at 1024 Tenth street, Port Huron, has been incorporated with an authorized capital stock of \$40,000 common and \$10,000 preferred, \$20,000 of which has been subscribed and paid in in cash.

Detroit—The LaSalle Millinery, David Stott building, has been incorporated to deal in millinery and millinery supplies at wholesale and retail with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in, \$6,000 in cash and \$4,000 in property.

Dearborn—The Barry & Koch Coal Co., with business offices at 3855 Kensington Road, Detroit has been incorporated to deal in fuel and building materials, with an authorized capital stock of \$20,000, \$15,000 of which has been subscribed and paid in, \$7,500 in cash and \$7,500 in property.

Detroit—R. W. Nowels' Lumber & Supply Co., 8875 East Seven Mile Road, has merged its business into a stock company under the style of Nowels Lumber & Coal Co., with an authorized capital stock of \$75,000, all of which has been subscribed, \$7,500 paid in in cash and \$37,500 in property.

Detroit—The Thetis Products Co., 5226 Michigan avenue, has been incorporated to manufacture and sell facial products, lotions, massage creams, etc., with an authorized capital stock of \$50,000, of which amount \$26,000 has been subscribed and paid in, \$560 in cash and \$25,440 in property.

Detroit—Soloman & Lasky, wholesale and retail dealers in jewelry, musical instruments and furniture, have merged the business into a stock company under the style of J. C. Soloman's & Co., with an authorized capital stock of \$15,000, of which amount \$7,700 has been subscribed and \$7,500 paid in in cash.

Manufacturing Matters.

Detroit—The Davis Boat Co., 1030 Buhl building, has changed its name to the Corsair Boat Co.

White Cloud—The Newaygo Gas &

Oil Co., as increased its capital stock from 5,000 shares to 10,000 shares.

Detroit—The Detroit Precision Tool Co., 729 Meldrum avenue, has changed its name to the Sainte Claire Tool Co.

Detroit—The National Pattern & Manufacturing Co., 423 Mt. Elliott avenue, has changed its name to the Hotchkiss Tool & Engineering Co.

Detroit—The General Smelting & Refining Co., 1455 Woodland avenue, has increased its capital stock from \$10,000 to \$15,000.

Saginaw—The L. T. Jennings Co., Inc., 216 Tuscola street, manufacturer of women's wear, has increased its capital stock from \$60,000 to \$130,000.

Lansing—The Grand River Creamery, 506 East Michigan avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Detroit—The Eastern Market Butter & Egg Co., 2610 Riopelle street, has been incorporated to conduct a wholesale and retail business with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in in cash.

Hastings—The Ironside Shoe Co. has sold its stock and fixtures to Harold I. Smith and John H. Crue who will continue the business under the same style. Mr. Smith has been connected with the Ironside Shoe Co. for a number of years.

Detroit—The Lucette Shoppe, 9332 Grand River avenue, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash. Women's and children's wearing apparel and millinery will be sold at retail.

Kalamazoo—The Clark Boiler & Tank Co., 316 West Willard street, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$40 in cash and \$24,960 in property.

Ann Arbor—Neo-Glo Novelty Products, Inc., North Main street, has been incorporated to manufacture and sell at wholesale and retail, advertising devices, signs, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Linderme Machine Works, 4135 Vermont avenue, has merged its business into a stock company under the style of the Linderme Machine & Tool Co., with an authorized capital stock of \$50,000, of which amount \$24,000 has been subscribed and paid in in property.

Detroit—Wenzel Koch, Inc., 224 Harding avenue, has been incorporated to deal in roofing, ornamental metal work, lumber, brick, etc., with an authorized capital stock of 100 shares at \$100 a share, of which amount \$5,200 has been subscribed and paid in, \$2,600 in cash and \$2,600 in property.

Pontiac—A. Elbling & Sons, 73 South Park street, manufacturer and dealer in sheet metal products and plumbing supplies, has merged its business into a stock company under the same style, with an authorized cap-

ital stock of \$25,000, \$15,000 of which has been subscribed and paid in in property.

Business Changes in Ohio.

Ashland—The Quality Food Shop has been opened in the Straits building on the East Main street by Fred Boose.

Cleveland—The Ideal Meat Market will be opened at 8430 Broadway.

Cleveland—Geo. Gee will re-open his meat market at 20259 Lake road.

Dayton—The Miolo Delicatessen has been opened at 2319 South Fifth street.

Dayton—Hale's Liberty Meat Market and Grocery will be moved to 1142 West Third street.

Hicksville—Steirwalt & Preston sold their City Meat Market to Harry Neidhardt.

Holgate—Knapp Brothers have taken over the Hamler meat market.

Newark—Mr. Rothstein has taken over the grocery and meat market of J. P. Murphy on West Main street. Mr. Rothstein will move the market to a new location at 32 South Third street.

Toledo—D. O. Shaver has purchased the grocery and meat market at 2112 Miles avenue from Carlton & McGuire.

Toledo—E. Motzinger has opened the Abion Grocery and Meat Market at 3018 Albion street.

Toledo—C. J. Krupp has purchased the N. N. Relyea Market at 1325 West Bancroft street. Mr. Krupp was employed nine years in the meat department of the A. H. Ulmer store on Elmwood avenue.

Toledo—P. J. Reinlein is making several changes in the arrangement of his stock and fixtures and has installed a cash and carry department.

Toledo—C. E. Childs is modernizing his grocery and meat market on Dorr street.

Toledo—A new refrigerator display case has been installed in the meat market of John Sigg. He has also been doing some re-arranging of fixtures which greatly improved the looks of his store.

Business Changes in Indiana.

Anderson—J. C. McClure sold his meat market at 529 West 8th street to E. M. Cooper.

Elkhart—Lloyd Brothers, Incorporated, have opened store No. 7 at 1035 Johnson street.

Fort Wayne—Jas. L. Mulhollen has discontinued his grocery and meat business at 2335 South Hanna street.

Goshen—Roy Rensberger is sole proprietor of the grocery and meat market which was formerly owned by Rensberger & Newell, Mr. Rensberger having purchased the interest of his partner.

Kokomo—Allen L. Kincheloe has purchased the grocery and meat market at 1807 South Webster street from Ocie Birely.

Linton—Mr. Powell has sold his interest in the Regal grocery and meat market to his partner, E. L. Sponsler, who is now sole owner.

Richmond—Waldon Bristol, who is in the grocery and meat business here, will erect a new store building.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.45.

Canned Fruits—California packers have commenced boosting their quotations on canned peaches. The situation is undoubtedly favorable for advances and it may not be long before spot prices will go up accordingly. Estimates of the damage done to the peach crop throughout the State are very likely high, but even a conservative guess would place the loss at 35 per cent. at the very least, which would justify the belief that the total peach pack for the State of California will be little more than 9,000,000 cases, a comparatively short pack. The apricot crop, which previously promised to be exceptionally large, was damaged approximately 50 per cent. for the entire state. As for prunes, while the more important producing areas of San Joaquin and Santa Clara valleys were slightly touched, orchards in the Sacramento Delta were practically wiped out. The pear crop was seriously injured in the Sacramento Valley. All in all, the Government reports the crop damage to fruits and nuts at over \$50,000,000. The spot market has not shown material advances yet, but holders are very firm in their ideas and are asking full list prices, which are being met by buyers without any hesitation.

Canned Vegetables—Current vegetable packs are quiet this week and the situation remains about the same as during the week previous. There are no quotable changes throughout the list. Corn and peas have been more or less neglected though one or two fairly large sales were reported of the latter by a jobber. Standard tomatoes have quieted down. Stringless beans are closely sold out of first hands.

Canned Fish—Spot fish packs showed no marked changes during the week. All prices held comparatively steady. With each succeeding report the salmon situation on the Columbia River seems stronger. With fishermen proposing to ask higher prices than ever before for raw Chinooks and bluebacks, the opening prices on Chinooks this coming season has been estimated at \$2.75 for fancy ½s and from \$4.50 to \$4.60 on flats.

Dried Fruits—The frost reports from the Coast last week turned the local dried fruits market from a conservative and more or less featureless affair, with prices more favorable to the buyer than to the seller, into an active and much firmer business, with buyers willing to pay full list prices. Some important Coast operators entered the market on the first frost news, offering to purchase prunes and apricots in a volume way, but many local holders appeared unwilling to sell as there is little doubt but that they can get better prices later on. Late in the week jobbers found themselves fairly flooded with orders from local and out-of-town distributors, who have hitherto purchased in a cautious manner. These buyers have bought in a hand-to-mouth way, and they are

now regretting it, for their conservative methods have put them in a hole, as their stocks are low and the market seems in a good position to register substantial advances. Prices on all fruits improved in tone more than in actual quotations. In fact prices in general are quotably the same as those of two or three weeks ago. When the excitement of crop damage has toned down and when packers are in a position to more ably judge the extent of the damages, the idea prevails here that a considerable higher market will appear on all fruits that suffered. Peaches and prunes were hurt, though the crops used for drying were much less affected than those in Northern California, where the canning peaches are grown. Raisins may be higher. Cherries and pears were seriously affected. Apricot orchards were damaged in some districts, and the apple crop was partially destroyed.

Pickles—Movement continues satisfactory. Sales since the first of the year as compared with previous years have been good. All manufacturers report a good volume of business, although prices are not high as are desired. Supplies of raw material have been heavy since 1925, but the stocks have been cut down to such an extent that manufacturers, having had a surplus for many years, are entering the market to buy special sizes. Stocks of large pickles have been reduced to a minimum. In fact, 600s and 800s are practically unobtainable. A few scattering lots of dills can be picked up here and there, but the market is cleaned up as far as first hands are considered. Midgets, 15,000s and 20,000s are scarce. Bottlers of fancy gherkins are having difficulty in obtaining supplies. Spot prices are unchanged.

Nuts—All varieties of nuts have been moving in a moderate way, but the most desired items have been California walnuts in the shell, almonds in the shell, and Brazil nuts. Demand has not been keen for filberts. No price changes occurred during the week. The market on California almonds was strengthened considerably by the reports of frost damage to the crop on Monday, which reports were later verified, though no definite estimates are yet available. Holders' ideas are a little stronger, but quotations are as yet unchanged. The outlook for next year in both shelled and unshelled nuts appears to be for higher prices than have prevailed this year, for European crops have also suffered damage from severe weather. The California walnut crop was naturally unaffected by the frost. All nut meats were in light demand last week. Stocks have been comparatively very small during the first part of this year, which fact partly accounts for the general steadiness of prices in the face of a moderate demand. French walnut meats are scarce, and further offerings from the source are sparing. The Brazil nut crop is being distributed in a thoroughly satisfactory manner. Present estimates on the total crop are around 30,000 tons.

Rice—Texas mills have advanced their prices ½c per pound, putting

them in line with Louisiana and Arkansas mill prices. Fundamental conditions seem to favor the constructive side of the market.

Salt Fish—The 1929 catch of American mackerel is beginning to appear, but fishermen are asking such high prices that the trade here is not inclined to do business. First production of early Irish mackerel has also begun, but fishermen have exorbitantly high ideas on what they should receive for their fish. Trading on the spot is seasonably good; the volume of business is a little better than last year's at this time in fact. Demand for Scotch herrings shows an improvement. Prices are quotably unchanged.

Sauerkraut—Sales of canned kraut have been fairly heavy, while bulk has been moving rather slowly. Manufacturers and dealers as a whole report a fair volume of business. Stocks in first hands are comparatively low, and many are entirely sold up. Prices are firm.

Vinegar—There is a slight increase in demand for pure apple cider vinegar, which is to be expected at this time of the year. Malt vinegar is quiet but steady. Distilled is quiet and featureless. Prices are unchanged.

Review of the Produce Market.

Apples—Northern Spy, \$2.50 for No. 1 and \$1.75 for No. 2; Baldwins \$1.75; Idaho Delicous, \$2.75 per bu. basket; Idaho Spitzenberg, \$2.75 per bu. basket.

Asparagus—50c for 2 lb. bunches of Calif.; Illinois, \$3.25 per box of 2 doz. **Bagas**—Canadian, \$1.50 per 100 lb. bag.

Bananas—5@5½c per lb.

Beets—\$3.50 per crate for new from Texas.

Brussels Sprouts—30c per qt.

Butter—The market is 1c lower than a week ago. Jobbers hold prints at 45c and 65 lb. tubs at 44c.

Butter Beans—\$4 per hamper for Texas.

Carrots—Texas, \$3 per crate of 5 doz.

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

Cauliflower—\$2.75 per doz.

Celery—Florida commands 65c per bunch or \$3.25 per crate.

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

Cucumbers—\$3 for 2 doz. box from Illinois.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$9.00
Light Red Kidney	-----	9.00
Dark Red Kidney	-----	9.00

Eggs—The market is unchanged from a week ago. Local jobbers pay 25c per doz.

Egg Plant—18c apiece.

Garlick—23c per lb.

Green Onions—Shallots, 75c 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, 4s and 5s, crate \$5.50

Imperial Valley, 6s ----- 4.00

Hot house leaf, per lb. ----- 17c

Limes—\$1.25 per box.

Mushrooms—75c per lb.

Oranges—Fancy Sunkist California

Navels are now on the following basis:

126 ----- \$7.00

150 ----- 6.50

176 ----- 6.00

200 ----- 4.50

252 ----- 4.25

216 ----- 4.00

288 ----- 4.00

324 ----- 3.50

Onions—Texas Bermudas, \$3 per crate; home grown, \$4.50 per 100 lb. bag.

Parsley—75c per doz. bunches.

Pieplant—Ill. hot house, \$3 for 40 lb. box.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 30c

Light fowls ----- 25c

Heavy roasters ----- 30c

Radishes—75c per doz. bunches.

Spinach—\$1.35 per bu.

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

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

Tomatoes—\$1.65 for 6 lb. basket from California.

Turnips—75c per doz. bunches for Florida.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 18c

Good ----- 16c

Medium ----- 13c

Poor ----- 10c

The Dangerous Trifles.

When danger looms large, there is already hope that it may be avoided. It is a clear challenge to good sense and courage, so that men may plan and prepare against it and match its threat with forethought.

But little troubles and dangers are not so readily reckoned and therefore often prove more perilous. They become familiar and seem of small consequence, and yet, at last, may lead straight to inevitable calamity. It is so in the petty ailments of life, which take toll subtly but surely of strength and vitality. It is so with small irritations which break down at last the bonds of friendship, faith or obligation. It is so with jealousy, ill-will, suspicion or doubt.

The world is taking thought of the threat and danger of war. It strives to be forewarned and forearmed for peace. But while we weigh the major risks of strife, it is an equal duty to consider the dangerous trifles. It is the testimony of history that wars are often the consequence of irritations and injustices long continued rather than of great offenses against right and law. Those who love peace and seek for it must distrust the dangers that lie in small jealousies, antagonisms and irritations between nations lest these break out at last in fires that can be quenched only in the blood of human sacrifice.

MEN OF MARK.

E. E. Prine, Manager Detroit Wholesale Merchants Bureau.

A fact that is liable to be overlooked is that cause and effect are invariably associated. It is known that if a ball be tossed into the air the law of gravitation will pull it down to earth. This law is so patent that it is understood by all; there is not an effect which does not hinge indubitably upon a cause, the cause often being so hidden, however that it isn't easily understood. It is said that such and such an event happened, but in the true sense of that word nothing happens. Nature is not at all disturbed because her laws are not understood; none the less, though, are they ever exacting, irresistible and unchanging.

A deep enough delving will explain the success or failure of any man. There is a key note to it somewhere; in the case of failure a disregard of the essential requirements; in the case of success the recognition and adoption of these requirements. Mathematics is law reduced to our understanding by the means of numerals, but there are an addition, subtraction, multiplication and division of life, the rules of which are as exact as are those which govern the manipulation of numerals. These laws cross and recross, but are never contradictory.

These facts are practically axiomatic; a comprehension of them is an essential part of rudimentary education and the initiation of the barest education must inevitably—consciously or unconsciously—embrace them. It is in their application, however, that they are of practical value. Most—practically all—sane beings who have reached their majority have acquired them only subconsciously; the successful put them to practical use. An excellent example of the latter class is a gentleman who is the original of the portrait that ornaments this page of the Michigan Tradesman.

One does not have to look far beneath the surface to account for the success of Ernest E. Prine, whose home and place of business are in Detroit and who is regarded as a bright light among the mercantile authorities of the Wolverine State. That Mr. Prine is robust physically may be set down as one reason, this health condition creating a buoyancy of spirit that gives him courage to grapple with large propositions. To this good health in no small way may be attributed his good nature. While never boisterous—indeed, he may be called quiet—he has a keen appreciation of the humorous and never loses an opportunity to get a pleasant joke on his associates. He is one of the most agreeable of companions in that he has high respect for the feelings and rights of others. On the other hand, he insists that others shall respect his feelings and rights. The fairness in his nature is known by all with whom he comes in contact. He assumes no credit that should go to others. In thought and action he is as independent as a man well can be. He is Ernie Prine to-day, to-morrow

and always. Hypocrisy he detests, and he has the charming quality of acknowledging that he is human. He neither speaks nor operates behind a screen, apparently proud that his friends shall know him as he is.

Ernest Edward Prine was born in St. George, Ontario, Feb. 24, 1888, where the family moved after being driven from a Northern Michigan lumber camp on account of forest fires. "Ernie" was born three weeks after moving across the border. As soon as things became normal again the family moved back, where his father resumed his duties in a camp near Manistee, Michigan.

As a young boy he worked at odd jobs, which included that of water boy

rate clerk in charge of accounts, thence back to the Michigan Central to accept an important assignment in the auditor's office. At one time he also acted as relief station agent on the C. P. R. R.

He was highly recommended to the Detroit Board of Commerce, and in 1918 he was called in for an interview and was soon working beside John McNally, Traffic Commissioner for the Board, as his assistant and was at once recognized as one of the most reliable railway rate experts in the city. His wide railroad experience was of considerable assistance to the manufacturers and wholesalers who called on his department to help iron out the many shipping difficulties which be-

five to seven days for l. c. l. shipments. Largely through his efforts and the co-operation of the Wholesale Merchants Bureau, an overnight freight service has been developed. The Bureau was instrumental in securing and licensing sixty-eight reliable motor truck lines and it is worthy of note that so well is Prine's judgment considered in Lansing that his opposition to a motor truck company seeking a license means the applicant is invariably rejected (which has happened to some unworthy applicants). No secretary since the organization of the Wholesale Merchants Bureau has given more diversified, able, untiring and conscientious service. When called on for technical advice on traffic topics he seldom has to resort to records and delay the answer—he pops it out.

The success of the trade promotion trips held each season by the wholesalers is in a measure attributable to his planning and he never overlooks the smallest details.

With the departure of Charles W. Collier, former manager of the Better Merchants Conference and Exposition, to other fields, the burden of the success of the affair will fall on his shoulders. Those who know him are sure it will be an even bigger success than ever. Already he is planning and working out details for the 1930 affair. He announces that the 1930 event will be two weeks earlier than in 1929 and will be held on Tuesday, Wednesday and Thursday—a day earlier than in previous years, in order that delegates will not have to rush back after the last meeting to be in their stores for the Saturday trade. More time, too, he says will be given over to the group departmental meetings, which he rates of great importance to every delegate.

Aside from his home and his work, his other hobby is golf.

Mr. Prine was married Sept. 12, 1912, to Sadie Brown, of Cass City. No children. Mrs. Prine died Nov. 15, 1926. On Sept. 10, 1928, he married Miss Franc Stannard, of Detroit. Both marriages were exceptionally happy ones.



E. E. Prine.

on a gravel train. After leaving school, he worked at the baker's trade until 16 years of age. It is hardly possible for him to keep track of the various cities and towns he lived in during his career as a railroad man.

At 18 years of age he was a freight house clerk in Detroit, working for the Michigan Central R. R. Gradually he learned the art of telegraphing as opportunity afforded and soon became proficient enough for the Canadian Pacific R. R. to hire him as a relief operator, with headquarters in St. Thomas, Ontario. While on this job he covered most of the stations along that branch of the C. P. R.

In 1910 he was back in Detroit with the Michigan Central in the billing department. He accepted a call to the D., T. & I., where he became chief

set them in those days.

His work brought him in constant contact with the executive committee of the Wholesale Merchants Bureau, division of the Board of Commerce, who called him in to their weekly meetings to consult on l. c. l. difficulties, which were plentiful.

The Wholesale Merchants Bureau was trying to do a big job to lighten the burdens of the retailers in the tributary territory with relation to their shipping problems which were confronting them. This required the services of a secretary of general and technical railroad experience, and in 1919 Ernie Prine was drafted by them and became the permanent secretary of the organization.

At this time, within a radius of 150 to 200 miles of Detroit, it took from

Salesman's Average Wait 3.5 Minutes

The National Association of Purchasing Agents has just completed a survey which shows that salesmen wait on an average of 3.5 minutes before being interviewed. In small towns, the survey shows, salesmen wait on the average of only 2.8 minutes before being interviewed. The average interview lasts 10.4 minutes though the length of the individual call varies from two minutes to two hours. In small towns the average interview lasts about fifteen minutes.

Feature Fruit Juices on Shelf Above Stand.

"In the winter time, when fresh fruit is not so abundant, I feature fruit juices on a shelf just above my fruit stand, and I find that my sales on this item have increased greatly ever since the display was installed," says Bruce Crocker, an Indiana grocer.

Economy is the road to wealth, but most of us prefer to cut across lots.

Beware of Restrictive Lease To Business Location.

Where a retail merchant signs a lease for a business location, he should not overlook the question of restrictions, if these appear in the lease. In other words, if by the very terms of the lease, the merchant is restricted to the operation of a particular kind of business, he should be very sure that such a restriction will not interfere with the value of the lease.

This is true because restrictions of this kind in a lease are valid and will be enforced by the courts, on the ground that a landlord has the right to say what kind of business may be carried on in his property. It follows, if the merchant should thereafter desire to change his line of business, he may be wholly dependent upon the good will of the landlord for consent.

By the same token, if the landlord should decline to give his consent to a change in the business, the merchant may have a lease on his hands, which requires that he pay the rent, whether the business he may conduct thereunder is profitable or not. There is a real danger point here for retail merchants, and especially so in the signing of long term leases. And, as an example of how a situation of this kind may work out, the following is worth reviewing.

In this case a retail merchant signed a lease for certain premises for a given term. This lease contained, among other things, the following restrictive provision, in respect to what kind of business the merchant might carry on in the premises:

"To be used and occupied as a drug store and jewelry stand in connection and not otherwise."

After the merchant had operated a drug store some time, he decided that he could increase his business by serving light lunches. With this in mind, he installed a "fountain luncheonette," where he proposed to cook and serve certain food to the public.

When the landlord was informed of this, he gave notice that he would not permit the premises to be used for that purpose, and pointed to the restrictive provision of the lease, quoted heretofore. The merchant then took the position that the serving of light lunches could properly be termed a phase of the drug business, and that he was within the terms of the lease in widening his business.

A dispute followed which culminated in the landlord filing suit to enjoin the operation of the lunch counter. The trial court found in favor of the landlord. The merchant appealed, and the higher court in passing upon the question raised, and in affirming the judgment rendered, reasoned as follows:

"The right of a lessor to control the use of his premises is undisputed. He may insert such conditions in the lease contract with reference thereto as he pleases, and it is not for the lessee to say that they are unreasonable; thus covenants not to carry on a particular business or not to carry on any business except the one named in the lease contract are binding and may be enforced.

"The contract in the case under consideration provides that the premises leased is 'to be used and occupied as a drug store and jewelry stand in connection and not otherwise,' and it is our opinion that the lessors are within their rights in limiting the use of the leased premises to any specific business by contract and that the stipulation in the lease contract excludes the idea of permitting the use and occupancy of the leased premises as a cafe or restaurant."

The foregoing case constitutes a striking illustration of the possible disadvantage to a retail merchant in signing a long term lease, that contains a hard and fast business restriction. Of course if the contemplated business is a success all may be well, and the merchant might not desire to enlarge or change it.

On the other hand, if the kind of business permitted by the lease proves unsuccessful, and the merchant felt he could improve it by enlargement or a change, the restrictions in his lease

might prevent. Again, if the merchant decided to go out of business before the expiration of his lease, the restrictions in the latter might be such as to materially reduce his chances of assigning it to anyone else.

So, viewed from all angles, a long term lease, containing narrowly restricted business provisions, should not be hastily signed, and without due consideration. For, in a situation of this kind, the old saying, "look before you leap," is well worth the having in mind, and its observance should not be lightly discounted. Leslie Childs.

Filling out his campaign expense report, a candidate out in Utah did not stop with merely listing his expenditures, but kept right on adding other facts and figures. "Shook hands with 9,508 people," he wrote. "Told 10,000 lies, and talked more than an old woman who stutters; attended 16 revivals and camp meetings, and was baptized four times by immersion and twice in other ways; made love to nine widows, five grass widows and four sod."

Where Numerous Foods Came From.

Spinach came from Arabia.
The quinine came from Crete.
Celery originated in Germany.
The chestnut came from Italy.
The onion originated in Europe.
Oats originated in North Africa.
Tobacco is a native of Virginia.
The citron is a native of Greece.
The poppy originated in the East.
Rye came originally from Siberia.
Parsley was first known in Sardinia.
Cucumbers came from the East Indies.

The sunflower was brought from Peru.

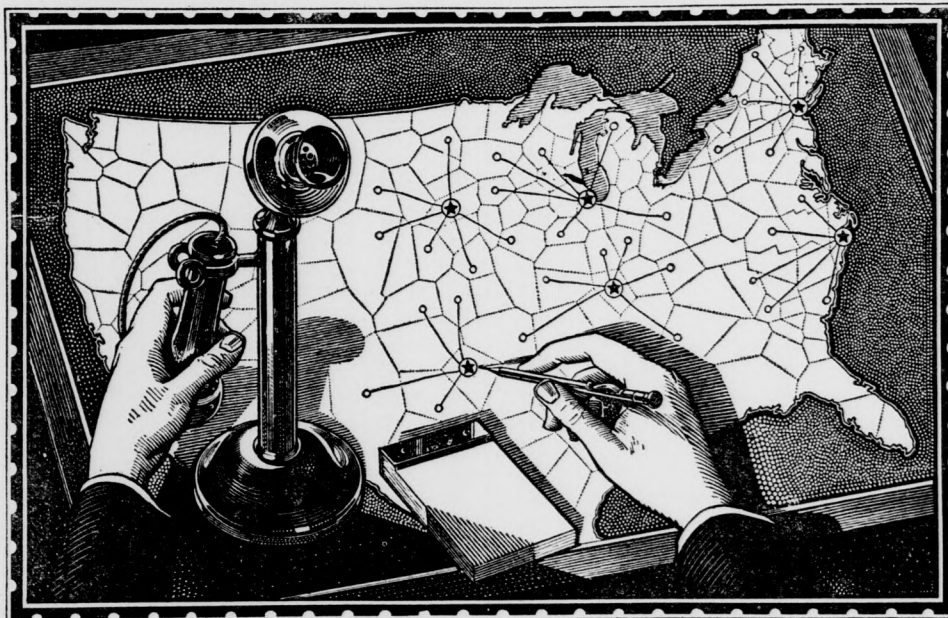
The mulberry tree originated in Persia.

Walnuts and peaches came from Persia.

The horse chestnut is a native of Tibet.

There are few thieves where there is little to steal.

A bathroom is a place that somebody else always is in.



This national key town map free to anyone interested in cutting costs

To LOWER distribution costs, business is turning to the key town method of buying and selling by telephone. By this plan, each representative can "travel" farther, reach more people, buy and sell more—and cut expenses.

The national key town map, showing key towns and their calling areas, now is ready. This and regional maps may be obtained at any Telephone Business Office. They are free.

Key town plans work like this—The sales or purchasing representative goes to the key towns in person. From each he makes his contacts by telephone with customers and prospects in that area. Expensive visits in person are made less often; yet

by telephone more frequent and up-to-the-minute relations are maintained.

Related telephone services supplement the key town plan. Classified business telephone directories furnish lists of prospects, sequence calling lists save hours of time, the Bell System credit plan makes it possible to have bills for calls sent to home offices—avoiding the carrying of cash and helping in keeping records of contacts. Thus, Long Distance can be custom-made to fit your selling or buying problems—to increase business, yet lower costs. A call to the nearest business office—listed in the front of your directory—will bring a copy of the national key town map to you. Inquire today.



MICHIGAN BELL TELEPHONE COMPANY

DRY GOODS CONDITIONS.

Abrupt variations in the weather of the week produced spotty retail trade and the average results were only fair. Until temperatures grow more settled the chances are that consumer buying will be irregular. However, the hot spell in New York and elsewhere served a very useful purpose in indicating just what types of merchandise the public is likely to favor when warm weather returns and should enable retailers to guide their preparations quite accurately.

Earlier estimates of the trade done in March were well within the mark, it is now disclosed by the more complete returns from the various branches of distribution. During the week the Reserve Board figures were issued showing that department store sales had increased 6.1 per cent. over those in March, 1928. The daily average was 10 per cent. higher, the month this year having one less business day. The best increases were made in the Richmond and Chicago reserve districts with 9 per cent., and only the Minneapolis district reported a loss. Of the 489 reporting stores, 349 enjoyed increased business.

The sudden changes in the weather brought alternate orders and cancellations to the wholesale merchandise markets. Summer lines grew very active and then very quiet. Cancellations on seasonal goods were succeeded quickly by reinstated orders. The net result has been to give a clearer idea of what near-future developments may be.

THE SPECIAL SESSION.

The feeling in business quarters with respect to the special session of Congress that started this week, is a mixed one. All would like to see an effective but economically sound program of agricultural relief adopted, but few have hopes that such a measure is possible. And, strangely enough, there are many misgivings over the other question that Congress will consider. Tariff advances are sought and will be hailed by many business interests, but the fear of foreign retaliation grows and the risks to important export trade are more widely realized.

Consequently, the two important objectives of National legislation are viewed rather with anxiety than with confidence, and especially so since it is felt that other issues will, no doubt, creep into the proceedings. This is added to the worry over the credit situation, and business therefore finds plenty in the way of disturbing influences from without although little to cause dissatisfaction within its own proper sphere.

As expected, the steel output last month ran up an all-time record, the total ingot tonnage of 5,049,176 running 16 per cent. ahead of March last year. The price break in copper during the week did not come as a great surprise to those who have been wondering just how far the inflation might go. A favorable showing was made by the cotton goods figures for March, with sales exceeding output by 20 per cent., but trade authorities are now advising more cautious operation.

UTILITY CHALLENGES STYLE.

Two very contrary phases of merchandising progress are to be discerned in the present distribution picture. One is the emphasis placed on novelty of design and the importance of color, while the other is a revival of the very old-fashioned idea of utility. It is scarcely necessary to mention the strides made in pushing new designs and in accenting color. The new theory of style obsolescence has been on these developments—the modern product is not worn out, it passes out of style.

Of the new move to give utility its former value, less has been said, and yet it seems to be making headway in spite of, and perhaps because of, the tremendous effort to have many useful articles scrapped once something new appears. Evidence of this progress is seen in the standards being fixed to determine just what sheets and blankets wear longest, in the laboratories that serve consumers and especially in the announcement during the week by a bureau of the retailers' association that ultimately all branded textile merchandise would be analyzed "on order."

What seems to be happening is that many large volume producers are striving hard to promote larger sales through superficial changes in their products, while some progressive distributors and other agencies are at work to discover and furnish what will give best service.

SHIPPERS FORESEE GAIN.

Although they are less accurate than they were as an index to the business movement because of the expansion in motor truck transport, considerable weight must still be given to carloading figures as a barometer of activity. The quarter's loadings have been announced and they show that there was a gain of about 3 per cent. over the volume in the corresponding period last year, although they were also about the same percentage under the 1927 figures.

It is interesting to compare the actual result of the quarter just ended with what shippers estimated would be their requirements before the period started. The regional advisory boards made known to the American Railway Association that for the first quarter they would probably ship 4.9 per cent. more freight. Thus, they were 2 per cent. over the actual increase of 3 per cent. But it is quite possible that the larger producers represented in these commodity groups might have used more space than the general increase represents.

At any rate, another estimate has been provided for the quarter now starting and an increase of 7½ per cent. is foreseen. Outside of the extra heavy addition of 47½ per cent. figured by the citrus fruit shippers, the automobile industry foresees a gain of 17.7 per cent., the coal and coke group 14.7 per cent. and the iron and steel and farm implement groups about 10 per cent.

A GOOD AMBASSADOR.

The appointment of former Vice-President Dawes to St. James's is a good one.

Dawes knows the English and likes

them. He learned their ways during the kaiser's war and he learned respect for them. So, also, did they for him. They like him.

In addition to this good feeling between the Ambassador-to-be and the country to which he will be accredited there stands the fact that General Dawes is first, last and all the time an American. He will stand unflinchingly for his country's interests. The English, to do them justice, respect this quality in Ambassadors. They demand it of their own and they are quick to acknowledge it in others.

Dawes knows post-war Europe. He is a successful banker and he knows the problems of post-war finance. These problems will be for many years an important element in the work of any American Ambassador to Europe.

A considerable section of French opinion wanted Dawes as the successor to Herrick. He likes the French and is liked by them. In a way, he would have had something of the symbolic quality which Herrick possessed in such full measure. But had he been sent to Paris he might have been hampered to some degree by his dramatic association with the Dawes plan. At any rate, we are now to use him in what even the French must concede is—to America—the most important of our foreign diplomatic posts.

There is talk of General Pershing for Paris. To some degree he, too, would have Herrick's position of good will and friendliness with the French. He is a historic war figure. Yet it remains to be seen whether he has the qualities of diplomacy necessary to a first-rank diplomatic post. Soldiers usually do not.

General Dawes will make an interesting contrast to Joseph Choate and the long line of cultivated and distinguished men who have preceded him at St. James's. His premeditated and dramatic improprieties of dress and manner do not fit into the Choate tradition. And the English, of course, will consider them to be typically Yankee. But they have known him before and have learned the sheer ability that lies beneath.

The appointment is also interesting in the light which it throws upon President Hoover. In the days before the nomination Mr. Hoover was accused of wishing to surround himself with "Yes" men. General Dawes is emphatically a "No" man. He would be the last man to be picked for the premier foreign post by a President afraid of putting men of his own caliber into his Administration.

Under Ambassador Dawes both the interests of the United States and the essential need of a common understanding between the English-speaking peoples will be watched and preserved by one of the ablest men now in our public life.

AMBASSADORS' SALARIES.

The necessity of naming a successor to Myron T. Herrick again brings up the relationship between a man's personal fortune and his appointment to one of the more important American ambassadorships.

President Hoover, for all his ambition to appoint men to the diplomatic posts on the basis of their ability, cannot escape that question. For it is no secret that an Ambassador's official success often results in a considerable degree from the personal impression he makes on the representatives of the Government to which he is accredited. And to make a personal impression in keeping with the dignity of his position and the nation he represents requires the expenditure of money.

The American Ambassadors to London, Paris, Berlin and other major posts have not all been men of wealth. But most of them have. And they have all testified that without being able to supplement their meager salaries by liberal personal expenditures their task would often have been difficult. The Ambassador to Paris draws \$17,500 annually. The British Ambassador to Washington, in a post comparable with Paris, draws \$50,000 salary and is allowed an annual contingent fund of \$65,000. Likewise, the British Government furnishes him with a handsome embassy building.

There are several Americans of wide diplomatic experience who have the native ability to handle the affairs of the Paris Embassy. One is Hugh Gibson. But Mr. Gibson is a relatively poor man, and he remarked last week that "the gap between me and the Paris appointment is \$100,000 a year of private fortune." We certainly ought to pay our foreign representatives enough to enable them to meet the demands of their positions.

AMERICAN SHIPPING.

In a recent announcement T. V. O'Connor, chairman of the United States Shipping Board, directed attention to its sale of the North Atlantic passenger fleet and the plans for improvement of its equipment and service under private ownership. He said that the new owners will lay the keels of two super-Leviathans, that other ships will be under construction before long and that within a few years "one of the largest and finest fleets in the world will be sailing back and forth across the Atlantic, flying the American flag." In conclusion, Chairman O'Connor called upon "the American nation to see that we regain our place on the seas won by our clipper ships a century ago."

The board has made commendable progress toward taking the Government out of the shipping business. Its co-operation with private interests that are seeking to build up a great American passenger fleet is encouraging. But it must not be forgotten that the former American prestige on the seas was won and maintained by the freighters. It must be regained in the same way.

A good neighborhood is a place where landlords make you pay for your vanity.

It seems as though some men feel that they can't have any fun without a headache afterward.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

For some weeks I have felt an urge to visit Allegan, but the information I continued to receive regarding the "bad places" on the ten mile strip of gravel road between U. S. 131 and Allegan caused me to hesitate. Word came last week that this ten mile strip was "herself again," so Saturday saw us headed South en route to Allegan.

Considering the thousands of people who have located on the plats along South Division road, between the city limits and Kelloggsville—I might extend the line to Cutlerville—it is unfortunate that the entire community should not be incorporated as a village, so that the extensive improvements which are being made along the pavement for several miles should be conducted with due regard for the future. This district will, of course, soon be taken into the city, but in the meantime much duplication of public service will be undertaken and much construction will be done which will later on be rendered useless. The rapid development of new localities is always accompanied by unfortunate mistakes which could possibly be avoided if the communities included in the activities could be made to work together in harmony and cohesiveness.

In passing Cutlerville I am always reminded of the anxiety of the late Mr. Cutler to do something for his community. He was one of the strongest advocates of the Grand Rapids and Battle Creek interurbahn line projected by the late Col. Jacobs. He worked early and late to make that venture a success and was nearly heart broken when the project was abandoned. He was a very unusual farmer with progressive ideas and broad vision. I wish he could have lived to see the wonderful buildings which are now grouped around his former home.

At Wayland I undertook to get in touch with A. W. Preap to learn where his new dry goods store would be located, but he was not at home when I called on him.

I noted another oil station under construction on the main street of Wayland, just South of the business section. I did not count them, but I think the town already has about a half dozen business places of this character. If misguided people continue to invest in these undertakings, the gasoline dispensers will soon find themselves in the same position the chain stores are in in many localities—so numerous they are literally eating each other up.

I certainly enjoyed seeing the number of customers awaiting attention in the Conrad Haverman department store at Martin. Mr. Haverman achieved success as a meat dealer and is apparently meeting with the same experience in general trade. Advances of this kind please me greatly.

My first call at Allegan was at the emergency hospital, where I was told H. O. Maentz was recovering from an operation for hernia. Mr. Maentz sus-

tained a critical injury early in the winter—the breaking and shattering of the knee cap in his right leg, but the attention of two skillful surgeons is likely to result in the complete recovery of this important adjunct to locomotion, so he will not limp when walking. Mr. Maentz is not only the leading meat dealer of Allegan, but he is a civic asset to the city of his adoption. He was recently elected chief of the fire department for life, which is just one indication of the appreciation in which he is held by the citizens of Allegan. His son, who also experienced a serious automobile accident two years ago, has completely recovered and has managed his father's business during the latter's absence. Mr. Maentz is an outstanding example of good citizenship, good morals and civic righteousness.

I was pleased to note the improvements Sidney Wise had recently made in his grocery store, which is now thoroughly up-to-date. Unfortunately (for me) he was too busy Saturday afternoon to tell me the effect the changes have had on his patronage.

I noted copies of Slow But Sure Starvation posted in conspicuous places in many stores I called on Saturday. In many cases the circular was appropriately framed, giving it added prominence and significance. One merchant told me he had already noted that several of his customers who occasionally made purchases at the chain stores had discontinued the practice altogether. This is a matter where everything depends on the disposition of the merchant to make good use of the material placed at his disposal through the generosity of the jobbing trade. If he does not avail himself of this opportunity to educate his customers regarding the outcome of the chain store, he will have only himself to blame if he finds himself outclassed by the crafty management of the chain store system. E. A. Stowe.

Use Steel Wool To Keep Can Tops Clean.

Cans of peaches, etc., with slightly rusted tops, will never attract the eyes of your customers, no matter what quality goods they are. Use some steel wool in your spare time. Polish up the heads of any of your cans which might be a little rusty. Give them a clean, spick and span appearance.

Greatest Value Ever Offered in a Calendar.

C. H. Robinson, Crathmore Hotel, Grand Rapids, has secured the State agency for the most wonderful calendar ever invented. It is sold to but one bank or mercantile house in each town. As each month passes the sheet for that month is folded back under the top portion. At the end are four sheets, printed on both sides, embodying a gestation record, farm inventory, income record, rules for measuring, official weights and measures, spraying schedules, weather forecast and other valuable information. The calendar is meeting with a ready sale. It should be in every farm home.

Don't Be Afraid of Mail Order Houses.

"Don't be afraid of the mail order houses and the chain stores," says A. J. Rankin, former President of the Michigan Retail Hardware Association and owner of the A. J. Rankin hardware and implement store in a town of fifteen hundred with another similar store across the street and three others in towns five miles to the South and six miles to the North, which serve comparatively the same radius of rural trade.

"Sell people your store as an institution. Make them see in their own best judgment that you have the best quality for the money that they can secure anywhere. That will mean that you must constantly check up on yourself and your prices. See what the mail order houses are charging for an article before you buy and then buy to meet that competition. If one wholesale firm won't sell that way, another will. Find your firm. Others are buying that way, in order that they can sell as they do. Why can't you? The mail order houses are out in the open with their prices and descriptions. All you have to do is to merely keep your eyes open. Be alert.

"Then watch your overhead carefully for any leak or waste. Watch, too, how you are turning over your stock, and see where your money is making you money. Do certain articles need especial boosting? Then visualize the needs of your community. What articles are they using in their homes or places of business, their shops or barns or offices that you can supply? Are they buying them from you? If not, why not? Have you gone after their trade? Have you tried to let them know that you have the best quality for the money and are ready to meet their needs?

"When you stand firmly convinced that your store and your prices are the best in everything, meet your customer squarely. Look into the mail order catalogues with him. Show him you have what he wants as cheaply as they have. He will not only buy that one article, but he will buy others. He has learned to depend on you and your store.

"For example, one day in spring a farmer wanting a big tank came into the store. We had what he wanted. And then he explained he couldn't pay cash just then, but his note bearing interest was as good as cash to us and that is what he wanted to give. Then he frankly told us that our price on the tank was \$17.30 while the mail order house asked \$12.60. He felt this was too great a discrepancy in price and hated to feel he must pay that much merely because he didn't have the ready cash. So we began to compare in a perfectly friendly way. I could see his point of view, but was well satisfied that if I had marked that tank \$17.30 that was the price that it must have cost me all around, plus my small margin for handling. I was as eager to see why and where there was a variation as was he.

"In our comparison we found there would be no transportation charges on

ours to him. We had paid those and, of course, they would have to be added into our price, the same as they must be added to the catalogue price. On so heavy an article that made a considerable difference. Then we took their accurate description and compared it with ours. Ours had several points in quality which were better, but which had made the difference in our buying price. We could have offered them an article about the same as the mail order house tank at a cheaper price, but hadn't felt it was to the advantage of our customers and so had bought and carried the better article in stock. There was a little expense in keeping so large an article on hand ready for immediate use and hence that expense had to be added to our selling price or it was our loss. It was of great advantage to the farmer to have it at once and so he appreciated this part of the business. In the end I not only had the personal satisfaction of realizing I had been perfectly fair in my judgment and price, but in having him feel, also, that we were fair and that our store was a good place for him to trade. He not only took the tank, but enough lead pipe to bring his bill to over \$43. Our discount average made it lower, so we gave him a flat price on all of exactly \$40. He now is not only a regular customer of our store, but is a booster among his neighbors and friends, convinced that we are giving quality at the best possible prices.

"Always meet your customer in friendly comparison of your prices. Never get angry when he wishes to compare. That is their right and their privilege. They are seeking value for their money. Be sure of yourself. Be sure that you are giving them this value and then be glad to tell them about it.

"Make sure that people know your prices. At one time we had a striking example of how little people realize prices without having special attention drawn to them. We found that we were having a good turnover in 10 quart galvanized pails and so could afford to mark them more cheaply, which we did. Our price was finally only 23c. We had marked them plainly, so anyone coming into the store could easily see them and had set a big stack by the door. They had been this way for several weeks and we had had a fair amount of sales. Then a chain store in our midst put in a big stack of 10 quart galvanized pails at 25c and made a big special of it. When I heard some women excitedly telling others of this wonderful bargain in pails at the chain store I woke up. I realized that no one really knew of our bargain, although our pails were two cents cheaper. We were really the ones at fault. We had taken no special pains to tell them. It taught me to not only display my prices within my store but to advertise them without.

"Be sure of yourself. Be sure of your prices. Be sure of your store. Then tell the people and they will come to you." Ada K. Runner.

NINE ROAD HOUSES.

They Were Abolished By Extending City Limits.

Martin L. Sweet a pioneer in the business life of Grand Rapids, was active in many lines. He engaged in farming, dairying, banking (operating in company with James M. Barnett), two grist mills, manufacturing furniture, erecting and operating a hotel and built railroads. He also imported and sold Holstein cows. During the youthful years of the city he participated in politics and won an election to the office of Mayor on the Whig ticket (Probably not many of the present generation possess much knowledge in regard to the Whig party). Briefly, it succeeded the old Federal party of Hamilton, Adams and Franklin. Among its noted members were Henry Clay and Daniel Webster. Clay was a slave holder and a defender of slavery. Webster committed the greatest error of his career in a speech delivered in Congress, upholding the Federal institution which permitted slavery. (When the Whig party died of dry rot it was succeeded by the Republican party). It is not my purpose to discuss political questions in my contributions to the Tradesman. That privilege belongs to the editor. His pen is more willing and more forceful than mine. To return from my wanderings in the way of politics to Mr. Sweet and his troubles: Mr. Sweet owned a farm of about 400 acres, located on Plainfield avenue and Knapp road. A large section of the tract is now owned and occupied by the Kent Country Club.

In 1890 nine disreputable road houses were located at various points in Grand Rapids township, near the city boundary lines. The proprietors of those dens of disorder and crime wielded much power politically. The public prosecutors, the sheriff and the township officials closed their eyes and refused to listen to complaints made by more or less virtuous citizens against the dens.

Finally the common council of Grand Rapids, as a measure of protection for its citizens, passed a resolution in favor of extending the boundaries of the city in all directions, for the purpose of gaining police control of the road houses.

Under the terms of the State constitution of 1850, the granting of charters to cities and villages and the making of amendments thereto was vested in the Legislature. Such legislation is now obtained under the terms of general laws provided for the purpose. A bill was prepared by W. W. Taylor, city attorney, to be presented to the Legislature for consideration, changing the boundary lines of the municipality on all of its several sides. The proposed extension covered the farms of Mr. Sweet and Abner Dunham, also large tracts owned by W. S. Gunn, Julius Houseman, John A. Verkerke and others. One of the representatives of the city at Lansing introduced the bill, which was referred to the committee on municipal corporations, of which John W. Hayward was a mem-

ber. Attorneys in the employ of Mr. Sweet, Mr. Gunn, Mr. Houseman and others appeared before the committee and stated the objections of those whom they represented to the changes proposed of the municipal boundaries. The bill was so amended as to comply with the desires of the protestors, reported to the House, passed by that body, taken up and passed by the Senate and signed by the Governor. Representative Hayward "had a card up his sleeve" to employ an ancient, but generally understood expression. A bill providing for amendments to the city charter had been introduced by Mr. Hayward. Into that bill he wrote descriptions of the districts that had been eliminated from the original boundary extension bill. When the bill to amend the city charter was passed and signed by the Governor the farms of Mr. Sweet, Mr. Dunham, the Gunn and Houseman tracts and nine road houses were safely inside the city of Grand Rapids. Police quickly suppressed the road houses and the social status of the suburbs improved immediately.

Mr. Sweet induced Joe Penny to accompany him to Lansing for the purpose of asking the Governor to veto the bill. Penny was the sole proprietor of a rapid fire mind, with a voice as oleaginous as the contents of a whale's belly. He was eager to meet the Governor and tell him what's what. Arrived at Lansing and a few moments later at the State Capitol, the pair were escorted by Jim Maybee, the Governor's major domo, to the executive office. Penny, smiling and wringing his hands, immediately commenced the delivery of a statement of the purpose of their mission. He had not proceeded beyond the preliminary period before the Governor interrupted him and stated that the charter bill had been signed by himself on the preceding day.

Mr. Sweet complained bitterly to Senator Doran of the treatment he had been subjected to by Representative Hayward and other members of the Kent delegation during the pendency of the charter bill.

"Your land is worth at least \$1,000 per acre," Doran replied. "It is too valuable for agricultural purposes. You should receive at least \$40,000 per year as an interest return on your property. You could not hope to gain such a return under the most favorable conditions by farming the tract. The wise course for you to follow would be to plat the land and sell the lots. There is an active demand for vacant lots in the vicinity of your farm."

Mr. Sweet imported a large herd of Holstein cows from Holland and engaged more largely in the sale of milk and cream. Within a year the herd became infected with a contagious disease and forty-five cows were killed by officials of the State. Mr. Sweet received a nominal sum from the State as a recompense for the loss he sustained.

George W. Thompson had been employed by W. S. Gunn to use his influence with members of the Legisla-

ture in opposition to the boundary extension bill. Thompson had served the people of Kent county as a member of the House of Representatives in former years and enjoyed an acquaintance with several members of the House of 1891. After spending two days at the Capitol, Thompson met the writer and jocularly remarked, "A newly-elected member of the Legislature is like a bumble bee. Its size is largest when it is just born. White, you and Jack Hayward are bumble bees just born. You are much larger in your own estimations than you will be when the session closes. You are in favor of the boundary extension bill. It will not pass. My friend, Representative Carpenter, of Oakland, will

keep me posted in regard to your plans and I will stop you."

Several weeks later, after the charter bill had been passed the writer met Thompson in the office of the Owashanong Club. "George," the writer began, "do you remember the comparison you made of myself and Jack with the bumble bee at Lansing?"

"Oh yes, ha! ha! That was a good one. It fitted you nicely. Ha! Ha."

"Yes, it was really funny. Let me tell you something you have not learned. The charter bill is passed and signed by the Governor. Mr. Gunn's property is now in the city of Grand Rapids." Thompson, not infrequently, defeated himself by talking too much.

Arthur Scott White.

IF YOU ONLY KNEW

the many pathetic cases that come to our attention, which we cannot disclose, caused by the failure of a parent or a husband to make a Will, you would give the matter of making your Will careful consideration.

Consult our legal adviser and he will explain to you the many advantages of your dependents that can come only through your Will.



GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

MAKE YOUR RESERVATIONS NOW FOR THE PORTLAND, OREGON, CONVENTION!

Now is the time to make reservations for the National Convention. Special trains from all important centers, and special rates too.

See the great beauties of American scenery on the way, and arrive in Portland, Oregon, on June 24th, just on time for the Thirty-Second National Convention of the Retail Grocers' Association at Portland, Oregon, June 24th to 27th inclusive.

You will meet all the progressive grocers of America, including Mr. Coode, the National President. You will work with them and play with them. You will hear all the newest ideas of the business! You will become a better grocer!

Grocers from all parts of the country are writing for reservations for themselves, their wives and families.

Make your reservations now! Bring your wife and family! Make a big holiday of it! Combine business and pleasure! Get in touch with your local Transportation Chairman. You make your reservations through him. He can give you all the information you want.

Compliments of

THE FLEISCHMAN COMPANY

Fleischmann's Yeast
Service

Evidently a Radical in Politics.

Greenville, April 13—I have been looking over your list of accomplishments and find them representing good principles and evidence of ambition to do good, but there is one more thing I would like to see added and I would donate my assistance to see it accomplished. For quite a few years I have been familiar with the records of both Democratic and Republican parties, and in summing up the results of both I find that they both have favored the capitalist with a few exceptions in favor of the Democrats, and I say that it is useless and expensive and dangerous to trust our interest and welfare with them any longer. They acknowledge that to-day they are resorting to an experiment to assist the farmer when there are competent remedies which have been fully tested by experience. Then let us unite on one of these principles by the organization of a National Greenback party which represents the best principles of the constitution; make an effort to unite all the progressives and people of free thought and get candidates for Congress and Senators for 1930; then in '32 get a candidate for President who would fit the Greenback and principles of our ownership and control of public utilities. I believe that we could get men like Senator Lafayette and Senator Norris interested in this. We want men who have shown themselves to be in favor of the common people and these two men have. You remember in the eighties there was formed a Greenback party, but they fused with the Democrats and that was the cause of their death. The principles of money are very simple, but are badly misrepresented to the people. I would like to have you consider this seriously and let me know what you think about it.

E. Reynolds.

When On Your Way, See Onaway.

Onaway, April 16—John L. Wright and wife have returned from their trip to the Western coast. Jack says they have had a wonderful trip during the winter; that it was nice to get away from home, but much nicer to be able to return; that reports and accounts of Michigan are not exaggerated as much as they are in the West.

Well, we have just sufficient of the unpleasantness in Michigan that makes us appreciate all of the good blessings given us.

Henry Lipshield's store was entered by burglars last week and merchandise amounting to over \$5,000 taken away in trucks. This happened between midnight and 3 a. m. The goods consisted of clothing, dresses, silk goods, hosiery, etc. State police immediately put out tracers, but no clue to the robbers has been found yet.

The City Commission has made appointments as follows: M. G. Thomas, editor Onaway Outlook, City Clerk; John S. Roberts, formerly Mayor, City Assessor; John Shackson, Treasurer.

The pupils in the different grades of the public schools are putting on a series of entertainment that are highly appreciated and liberally patronized. The proceeds will be used to finance an extended summer sight-seeing and educational trip during vacation.

Trailing arbutus, Michigan's most fragrant native flower, has made its appearance. No flower excels this beautiful wax-like plant and great care should be taken in gathering it. It is a common practice to tear the vines from the ground and destroy the plant. The proper method is to clip the stems and blossoms with scissors, thus preserving the vine for the future.

Squire Signal.

There are people who never seem to get a chance to do anything except the things they can't do.

Children may cry for the moon until they get big enough to want the earth.

New Ties Match Sweaters.

One of the latest items being introduced in men's neckwear is a series of printed silk ties whose color combinations match the new shades in solid color pull-over sweaters worn at Palm Beach and in the leading universities. The colors featured are gray-blue, Ostend tan and rust, with the neckwear hues of similar cast to complete the ensemble. Stripe patterns continue outstanding in other neckwear effects, the recent trend being to wide spacing between the stripes.

May Go After "Returners."

Increasing abuses on the part of buyers, growing out of the present extremely strong buyers' market, may lead to some form of group action here soon, it was said yesterday. Particular stress is laid on returns of merchandise. In this connection the National Association of Credit Men offers two general suggestions. One is the adoption of a sales policy based on not trying to sell any buyer more goods than he can use. The other is careful credit checking, which will make the

seller reasonably sure of not having his goods thrown back on his hands. Acceptance of returns in individual cases, it is suggested, should be based on consideration of the nature of the goods, selling terms, style, seasonability, etc.

Both Alike.

"Do you know, our new minister is just wonderful. He brings home to you things you never saw before."

"That's nothing; we have a laundryman that does the same thing."

FOR RENT

Entire third floor, Corl & Knott Realty Company Bldg., N. E. Cor. Weston & Commerce.

13,000 sq. ft. heated and sprinkled, freight and passenger elevator service. Highly desirable for wholesale or light manufacturing.

GRAND RAPIDS TRUST COMPANY

Your
STORE

your
HOME

your
COTTAGE
will be more

Attractive and Comfortable
equipped with
COYE AWNINGS



Estimates without
Cost or Obligation.

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

It's in the papers

now!

STARTED in January, the Maxwell House Coffee campaign in newspapers in 143 cities, is reaching an audience of 15,605,000 men and women! Straight-from-the-shoulder advertising is talking directly to consumers in the newspapers they read each day.

In addition there are national magazines — thousands of posters — painted signs and electric spectaculars — radio broadcasts every week.

Wise dealers announce that they carry Maxwell House Coffee, by window displays, counter displays, and their own advertising.



"Good to the last drop"

Try it in your own home . . . taste for yourself that matchless flavor which has won fame for Maxwell House. Not a single coffee flavor, but a particular BLEND of many choice coffees. Rich, mellow, full-bodied, Maxwell House Coffee is the choice today in millions of homes throughout the United States.

MAXWELL HOUSE COFFEE

(C) 1929, P. Co., Inc.

FINANCIAL

Review of Business Conditions in Michigan.

The forward movement which has characterized business as a whole since the beginning of the year still continues. In general, it may be said that the rate of manufacturing activity and the volume of trade have justified even the most optimistic forecasts made at the opening of the first quarter. The probability is that the country is now witnessing the peak of activity for the first half of 1929 and that some relaxation may be expected during the latter part of the present quarter—the change being from exceptional prosperity to normal prosperity.

By far the most important development in the world of business during the past month was the readjustment of stock market values. This has been followed by a reduction in broker's loans. Although expressing satisfaction over the first results of its policy to restrict the use of credit in the security market, the Federal Reserve Board has made it plain that it expects further reduction of speculative loans in order that the overbuilt speculative structure may be corrected and business supplied with bank credit at reasonable rates. It is readily apparent that much good would result from slow and orderly readjustment of the stock market.

Building construction since the turn of the year has been the principal sufferer from the high interest rates that have prevailed since last Fall. Construction contracts awarded in 37 states in the month of March, according to the F. W. Dodge Corporation, amounted to \$484,847,500, which was 34 per cent. above the total for the preceding month, but 18 per cent. below the total for March a year ago. Adverse conditions in the building industry have a far-reaching effect since it is closely related to many labor groups and manufacturing lines.

If the American Petroleum Institute is successful in carrying out its recently announced program for a reduction of 8 per cent. in the production of oil below the output at this time last year, it will result in the removal of that industry from the unfavorable factors in the economic situation.

Most of the indices of business activity and prospects are favorable. Shippers of the country, through estimates of the Shippers' Regional Advisory Boards, anticipate that carload shipments of the 29 principal commodities in the second quarter of the year will be 7.5 per cent. greater than those of the corresponding period of 1928. The indicated gain for the Great Lakes region is 9.6 per cent. New production records are being made by the steel and automobile industries. The new winter wheat crop is reported to be showing up better than usual and to be making generally favorable progress. February exports were the highest in five years. Business failures in March were nearly 15 per cent. fewer than in the corresponding month last year, while liabilities were 32 per cent. less. Most of the

large business organizations are in a strong financial position. Employment is on the increase. Stocks of goods are not heavy. Trade is taking on a brighter color as the spring days have come.

Production of manufactures in Michigan during the past month was at a rapid pace. Most factories have sufficient orders booked to keep them well occupied for the next two or three months. Reports of overtime are more numerous than at any time during the past year. Chemical, vacuum cleaner, pharmaceutical, electrical appliance, cereal, farm machinery and electrical refrigeration establishments are exceptionally busy. Improvement is noted in the woodworking industry, 58 of the 60 reporting factories operating on close to full-time schedules. Paper plants are also enjoying a good volume of production. Commercial fishing is beginning to open up. Ice conditions at the Sault are favorable to the resumption of navigation within the next few days.

The fastest pace in the Michigan industrial situation is being struck by the automotive industry. March output is estimated at 595,000 passenger cars and trucks, the best monthly showing that the industry has ever made. February production, which broke all former monthly records, was exceeded by the number of vehicles manufactured last month by approximately 100,000 units, an extraordinary showing. Cars and trucks produced in March, 1928, amounted to 430,783 units. The Ford output last month is estimated at 181,894 cars and trucks as against 151,000 in the month of February. So far, April activity for the industry has been at the same high rate which prevailed in March.

The industrial employment situation in Michigan is highly satisfactory. There is a shortage of skilled workers in numerous cities. Many unskilled workmen will be absorbed by the large amount of road and farm work which is beginning to open up. Available figures on the Detroit employment situation indicates a daily payroll of approximately 450,000 industrial workers, a new high record and an increase of about 75,000 compared with this time last year.

Consumption of electricity by Michigan manufacturers in March amounted to 224,383,330 kilowatt hours as compared with 177,287,828 kilowatt hours in March last year. Twenty-three Michigan cities issued permits in March for buildings having a total value of \$17,127,814 as against a total value of \$8,633,240 in the preceding month. The total for the same cities in March, 1928, was \$26,359,640.

Debits to individual accounts in Bay City, Detroit, Flint, Kalamazoo, Muskegon and St. Joseph in March aggregated \$1,967,942,000 as compared with \$1,708,475,000 in February, and \$1,653,925,000 in March a year ago.

Michigan's agricultural situation is promising. Winter wheat came through in good condition and fruit trees are in excellent shape.

Wholesale trade is substantially in advance of last year. Collections, both



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wholesale and retail, in Detroit are a little slower than they were in February but show an improvement out in the State. Retail distribution throughout Michigan during the past four weeks was much better than in the preceding month.

Wayne W. Putnam,

Director Public Relations, Union Trust Co., Detroit.

Market Submits To Reserve Control.

Dribbling liquidation in the market reflects a changed attitude toward stocks on the part of the public that has developed with a realization that the Reserve means business. It is the market's surest protection against its own recent excesses.

The spirit of defiance against Reserve control over credits that was exhibited so freely up to the time of the early February warning, and that has been expressed frequently in the last two months, gradually is giving way within the market itself to an attitude of submission. Not every one agrees with the Reserve's money policy. But in the last ten days especially the market has manifested a disposition to allow the Reserve to proceed with the adjustments it seeks, realizing that relief will not come otherwise.

However much the Reserve may be disappointed in actual reductions from peak loan levels, it doubtless takes satisfaction in its success at last in checking the expansion in speculative credits that had proceeded without interruption before. It doubtless likewise is pleased that the market has been quieted down for the time, and that the adjustments can proceed in an orderly manner. While the Reserve desires a cessation of the tendencies that were under way it is the last organization in the country to want any demoralization in industry or any Congressional enquiry. It presumably will, therefore, be content not to press its policy through a resort to its rediscount weapon if the market remains submissive for a time.

Frequently the question is asked nowadays: "How much reduction in brokers' loans will the Reserve demand as a satisfaction of its program?" The answer that has been given often in these columns is that the Reserve seeks no specific reduction. Presumably the Reserve like everyone else feels its own inability to measure any precise level of loans justified in the present market. That is a matter of opinion. Within the Reserve family itself different views doubtless are held regarding the volume of loans warranted under present conditions. What the Reserve seeks is not a specific cut in loans but a change in the market's attitude—and that it is getting.

Once the Reserve becomes convinced that the public's appetite for stocks has been moderated, and that it will not resume its purchases of equity issues too heavily on borrowed funds, the Reserve will begin to consider seriously an adjustment in its own money policy. It will in other words begin to reckon on the time when it can make credit conditions easier. Nobody expects that the Reserve will re-

verse its policy to revive speculation. But it is scarcely conceivable that the Reserve would allow any very drastic downturn in industry to get under way without taking steps to give the patient a stimulant.

If the Reserve can feel when this time comes that the credits extended will be used actually in industry rather than in the market it will proceed with a revised program much more freely than if it is constantly threatened with a revival in speculation.

Paul Willard Garrett.
[Copyrighted, 1929.]

Motor Production Shows Fifty Per Cent. Gain.

Halting tendencies in stocks sometimes precede industrial recessions and the market's dribbling movement now is focusing attention on the possibility of slower business during the remainder of 1929. High money so far has not hurt industry but the search for signs of a downturn has been pressed more vigorously in the last ten days perhaps than at any other time in the last year.

Where the first indication of recession will show nobody knows but some shrewd observers maintain that motor production is proceeding at a pace too fast to endure, and that with a decline in automobile output during the second half of 1929 will come a reduction in general business.

In a searching analysis of the motor industry Standard predicts a 50 per cent. increase over 1928 for the initial three 1929 months. It estimates that production for the first quarter will total 1,515,000 cars and trucks. That would represent a 30 per cent. increase over the previous record quarter set in 1926, and would establish a new all-time peak for a three-month period. What Standard does emphasize in this connection is that the big first quarter gains represent chiefly increases by Ford. Ford and Chevrolet between them supplied roughly 56 per cent. of the entire first quarter production, as against only 43 per cent. in the same 1928 period.

This organization's conclusions are that "notwithstanding the prospect that automobile sales will attain a higher level this spring than in the corresponding season of any preceding year, it is our opinion that production is now very close to, if not actually at its crest for the current year. While we question that the recession will be sufficiently severe to prevent second quarter output from attaining an unusually high level, we believe that production will shortly adopt a definitely downward trend—that it will be quite substantially under the March rate during May and June."

Whatever turn the tide of motor production may take later in the year the volume should hold up for another month or so at the present high levels. The industry is just getting into its best sales period. Some indication has come of substantial increases in dealers' stocks but at this season of the year it is impossible to formulate any definite conclusions. Certainly it is significant that most of the big auto-

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The Measure of a Bank

The ability of any banking institution is measured by its good name, its financial resources and its physical equipment.

Judged by these standards we are proud of our bank. It has always been linked with the progress of its Community and its resources are more than adequate.

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16 CONVENIENT OFFICES

mobile executives have recently been giving more attention to the foreign field, and not a few look upon distribution abroad as the best outlet open to them for the immediate future. The Ford and General Motors organizations which between them account for a large part of the domestic production are pressing vigorously their claims for wider distribution abroad.

A. P. Sloan, Jr., president of the General Motors Corporation, recently made the significant statement that "it is recognized that the curve of automobile development in the United States must necessarily flatten out—as a matter of fact it already has."

Paul Willard Garrett.
[Copyrighted, 1929.]

April a Month of Destiny in War.

Grandville, April 16—Again we are enjoying the great war month of the Nation.

April is marked in our history as the most sanguinary of all the months on the calendar. Nearly all our wars had their opening this month. Why this should be so is, of course, past understanding.

Lexington and Concord recall the Revolution and were baptised in patriot blood in the month of April. Old citizens recall the early days of the civil war which opened with bloodshed in April. The 12th of the month witnessed the fall of Sumpter, the first important overt act of the South in their assault upon the Union of the states.

Colonel Pelton, of Grand Rapids, made a trip through the Northern towns announcing the President's call for troops. Michigan's quota on the first call for 75,000 men was one regiment of less than a thousand men. This fact revealed that Lincoln nor any of his advisers realized thus early how serious was the rebellion they had on their hands. That 75,000 afterward resolved itself into various calls of several hundred thousand each, which made up before the end an army of more than two million.

All our wars at the beginning have been underestimated unless perhaps the kaiser's war, which had been in progress several years before America took a hand in the strife.

Benign April, with its refreshing showers, opening of spring and the songs of birds, seems hardly in keeping with the horrid front of war, yet such has been the month in American history.

Two men stood waiting at the front gate of a millowner's home, having just passed out from dinner. They had seen and heard Colonel Pelton and the fever of war animated their hearts.

"If you can spare us from the mill we have decided to enlist," said one of these men, addressing the millowner as he came out on the front step. As the owner of the mill was intensely patriotic he offered no objections, and so the two men, clad in their Sunday clothes, set out to join the new army, a portion of which was rendezvoused at Grand Rapids.

It was forty miles and the men expected to walk. Out a few miles one of them stopped to bid his sister, who was a farmer's wife, goodbye. Her persuasions and tears, however, overcame his desire for war and he returned to the mill work, his companion keeping on to the city, forty miles away.

The man who kept on became a member of the Michigan Third Infantry and marched with the regiment to Washington. He was in time to participate in the first battle of Bull Run, and when he returned at the end of the year, instead of three months' service we expected him to serve, he was received as became a hero for the

Union. He returned to work in the mill, while the man who backed out the previous year later enlisted in the Second Cavalry and this time did not consult his sister, but went South and fell fighting for his country.

April was the month for suckers and milk on the Muskegon. Later came droves of pike, bass and sturgeon to enliven the sport of the lumbermen. Those hardy mill employees lived high during the season for fishing, and as there were no laws forbidding fishing in those days the camp tables were always fully supplied.

Sturgeon were seldom eaten, not being considered edible, and there was no sale for any part of that to-day valuable fish. As for the small fry fish such as bluegills, rock bass and horned dace, very few of these found a place on the tables of the frontiersmen.

Suckers were the first spring fish in evidence and these were eaten quite freely, although there was some complaint because of the many fine bones their flesh contained.

April for fish and for war. There seems no likelihood of war at the present time. Usually, when war is in the offing, we hear much about it before the balmy April days visit the land.

One fifteen year old boy, son of a preacher, who worked in the Merrill shingle mill, enlisted with the consent of his parents and went into the great National struggle for the Union. He became a member of the Eighth Michigan Infantry and was shipped South with the regiment to Port Royal. In an assault on a rebel fort this boy was reported mortally wounded and his relatives gave up hope of ever seeing him again.

A bullet from a rebel sharpshooter passed through the lad's body from which he was not expected to recover. He had the true spirit of his ancestors who fought at Bunker Hill and recovered, to return to his home and resume work at his old job in the shingle mill.

A year later this same boy re-enlisted and became a member of the Tenth Cavalry, whose fortunes he followed to the close of the war in 1865. It was of such caliber our early volunteers were made, and up to date no United States soldiers have been known to show the white feather.

It is well enough to recall these early incidents in the military history of our country at the beginning of the month of April, America's war month. When we call to mind that it was in this month that the great Emancipator died from the bullet of an assassin we are all the more convinced that this month should be marked especially for recounting the deeds of our soldier boys who have made the flag and its glory forever memorable in the annals of the war worn world.

The danger of another war is at least a year off, since we cannot enter another battle until another April rolls around.

Old Timer.

Old Time Traveling Men To Have Reunion.

Grand Rapids, April 15—The third annual reunion of Old Time Traveling men will be held Saturday, April 27, at the Hotel Rowe, from 2:30 p. m. to 10 p. m. Banquet at 6:30, \$2 per plate.

Two hundred and fifty invitations were sent out last week and reservations are coming in every day. We like to see them. The photograph album or book of remembrance is coming on fine. I have over eighty photographs of Old Timers and there is room in the album for more than a hundred, so if this catches the eye of any Old Time Traveling man who would like to have his picture in this famous book, just send your photo in to me and I'll see that it gets a proper place. Geo. W. McKay, Chairman.

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MUTUAL FIRE INSURANCE

Fire Insurance and Public Service.

Mutual fire insurance is world-wide in its range and scope and serves a vital economic need. It justly holds a high position in the world of finance and business and in the estimation of those intimately connected with its operations.

From its earliest beginnings, fire insurance has exemplified the spirit of public service and met an urgent community need.

With the development of fire insurance as a business, the scope of these public benefit activities has expanded, and in this twentieth century mutual fire insurance fights the battle against fire, scientifically and effectively, on behalf of all communities.

Mutual fire insurance is a business conducted for the purpose of furnishing protection at actual cost and is based on the ability and energy of those who have made it their career; it safeguards credit, which is the foundation of modern business, while credit, in turn, supports the mighty structure of present-day industry; it watches over the investment of the individual in his home and thereby gives the security which enables him to devote his energies to fruitful labors elsewhere.

Fire insurance provides a service which is vital to every individual and every industry. It might truthfully be said that the greatest value of fire insurance is not the indemnity it pays when necessity requires, but the feeling of security it gives a policy holder and the work it does in preventing death and destruction which no money can pay for.

Meaning of Eighty Per Cent. Co-Insurance Clause.

The 80 per cent. co-insurance clause is the one most commonly used and some examples will show what happens when the adjuster settles a fire loss under a policy containing such a clause. Briefly, the theory of the 80 per cent. co-insurance clause is this: The insuring company allows a reduction of nearly a third from the flat rate because you agree to keep your property insured at all times for an amount which is at least 80 per cent. of its value. If you fail to carry insurance of at least 80 per cent. of the value of the property and a fire loss occurs, you can collect only that percentage of your loss which is represented by the proportion between the insurance you are carrying and the amount (80 per cent.) which you have agreed to carry.

For example, a stock of merchandise valued at \$10,000 is insured for only \$5,000 under a policy with the 80 per cent. reduced rate attached. Fire causes a loss of \$3,000. How much will the insurance company pay? Insurance carried \$5,000. Assured should be carrying \$8,000, 80 per cent. of the value. He can collect only five-eighths of the loss, or \$1,875.

Another example is a building valued at \$10,000 occupied as a store. Insured for \$5,000 under an 80 per cent. clause policy. Fire loss amounts to \$9,000. The 80 per cent. clause is inoperative

because the loss is greater than 80 per cent. of the value of the property. In this case the assured is a heavy loser because he was much under-insured and after the company has paid the full amount of the policy he must stand the additional \$4,000 loss himself.

A property-owner in order to insure himself properly against financial loss caused by the damage or destruction of his property by fire must first know the value of his property and buy enough insurance to cover the greatest possible loss.

He must give the representative of the insurance company sufficient details of the property so that the policy can be properly written and he should satisfy himself when the policy is received that it provides him with the insurance he really needs. If in addition he secures his protection from a reputable insurance company with a record of having paid dividends for several years he can feel confident that his fire insurance policy will stand the fire test and that he is buying his protection at a reasonable cost.

Summed up, to insure properly and economically, buy enough insurance, read your policy, and deal only with a good mutual company.

The Psychology of Salesmanship.

Put twenty-five gas stoves on sale for \$74.75, payable \$5 down and \$2 per week, sale to continue one week, and you will sell perhaps two, not enough to reimburse you for the money expended for advertising.

Such a sale is a failure because it does not take into account the element of salesmanship psychology, which is a necessary accompaniment of all successful sales transactions. The employment of this element would make the announcement read as follows:

Twenty-eight gas stoves—twenty-eight only—for sale for one hour only, from 9 to 10 o'clock Tuesday morning, for \$74.75, payable \$5 down and \$2 per week. Only one stove sold to one person. These stoves are a little shop worn and some of them have cracks in the enamel, but they are perfect, mechanically. Remember, only one stove to one person and sale is on one hour only. No stoves sold after the expiration of the hour.

What was the outcome of this advertisement? Every stove was sold during the time allotted to the sale.

One advertisement took into consideration the psychology of salesmanship and the other did not.

Male Sports Apparel Sought.

Indications are that the forthcoming season in men's and boys' attire will bring with it a substantially increased demand for sports apparel. Opening of the golf season will spur the call for knickers, sweaters and caps. In boys' wear at the moment there is growing interest being shown in blazer jackets and colored sports of flannel and other materials. Beach robes for both adult and junior wear are expected to have a much wider sale than was the case last year.

It is humane to put some things out of their misery—shattered hopes, for instance.

MOTHER'S DAY

MAY 12

Candy is the Ideal Gift
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NO CAUSE OF ACTION.

Contract of the Edmore Marketing Association Held Invalid.

The case of Edmore Marketing Association vs. James Skinner tried in the Montcalm County Circuit Court by Judge Hawley, of Ionia, came to a sudden termination March 28, when the trial judge held the contract of the marketing association was invalid. The full text of the opinion is as follows:

The Court: In this case, members of the jury, it appears from the undisputed testimony that on the 13th day of May, or, rather, before that time, in the fall of 1924, the defendant in this case signed, not a contract, but a paper constituting at that time an offer, a continuing offer, to the plaintiff, the Edmore Marketing Association, to deliver his potatoes under certain terms and conditions to the Edmore Marketing Association for the period of five years thereafter. The terms and conditions or those that are material in this case I will refer to later. One of them I will refer to in an indefinite, perhaps, but nevertheless descriptive way as the 50 per cent. clause in the contract. Under the contract or under that offer he was not bound at all in any way until the provisions of this 50 per cent. stipulation had been satisfied by the Association and had been fulfilled and performed.

This Association is one that is organized under Act No. 84, of the Public Acts of 1921, of this State, which makes provision in one part of it for the organization of non-profit, co-operative associations for certain purposes. This Association was organized under that statute. The by-laws, as well as the articles of association, have been offered in evidence.

The purposes of the Association, as set forth in the articles of association, are as follows:

"To encourage better and more economical methods of production, to secure better results in grading and packing and advertising and marketing farm products, to buy supplies in a co-operative way, to rent, buy, build, own, sell and control real and personal property as may be needed to cultivate the co-operative spirit in the community and to perform any work which may tend to the betterment of the members and the uplift of the community."

The objects of this particular Association, as set forth in Article 2 of its by-laws, recite merely and particularly what I have already read from the articles of association.

I think that the object and purpose of this Association, as expressed in its by-laws, is not only legal and legitimate, but also praiseworthy; that its purpose among other things evidently was and has continued, so far as the proofs show, to be that of bettering the condition of the farmers; to enable the farmers, so far as possible, to engage in and have the benefit of co-operative marketing, bringing consumer and producer nearer to each other; to prevent the flooding of markets and the consequent destructive loss of profits; to enable the farmers to know when to market with better results for themselves; to transmit such information as might be possible and feasible to the members of the Association, so that they might better protect their own interests and not be subjected to the extent that it is common knowledge they had been for years prior thereto in the way of competition and in the way of loading upon the market a great amount of produce to a great loss for themselves and to the betterment of those speculators who are enabled, on account of the flooding of the markets, to take advantage of it for their own profit.

Those are some of the purposes, doubtless, of this Association and they are all worthy and they are all legal.

For that reason, or partially for that reason, I refused yesterday to direct

a verdict in favor of the defendant on the ground that the object of this Association was to create a monopoly or that it was a combination in restraint of trade under the statute to which I may presently refer, or I may not, as the case may be.

The presumption of law is that this Association, being organized for a worthy purpose, that it is legal; and until the contrary is shown that they have by acts and conduct brought about different results, it still remains a legal corporation.

Reference was made on that motion to a statute of this State adopted in 1899. It is in form, and I don't know but what in exact verbiage the same as the well-known Sherman act, enacted quite a long time ago by Congress for the purpose of preventing monopolies and organizations in restraint of trade. Whatever restraint of trade, or whatever attempt that there may be in this organization, so far as any proof exists or is shown or claimed, in my judgment, if there is any, it is justified under the rules of law as laid down by the Supreme Court of the United States in the construction of the Sherman act and by the courts of other states in the construction of statutes similar to the one that I have referred to in this estate.

In a great and very celebrated case—the case of the United States versus the United States Steel Corporation—this question of how far price might be influenced was discussed. There is no offer here and there is no evidence here to show that there has been any attempt to influence price, except in the legitimate way that I have indicated, or even that they have gone farther and gone as far as the United States Steel Company did in the case to which I have referred. In that case the Supreme Court of the United States held that they had a right to go as far as they did and they use this language in that respect:

"We must consider in these cases not whether the corporation has the power to do it, but what it has done and is doing, for that act"—referring to the Sherman act—"is directed against monopoly and not against the expectation of it, and when the corporation did not achieve monopoly and has only attempted to fix a particular schedule of prices, and has not been detrimental to the public interest or proves to be in restraint of trade, it is not to be held illegal."

It is not what the Association in this case has the power to do, and it has the power to do but little, if anything, under that decision, but what it has done or is doing. That is the test in a case of this character. There is no showing in this case that this Association or that the Michigan Potato Growers Association has in any way at any time attempted in an illegal way to create a monopoly or to be organized or to be used for the purpose of restraining trade.

In the matter of the restraint of trade, this seems to be the law of this country as it is the law of England: "If the restraint is such only as will afford a fair protection to the interests of the party in favor of whom it is given and is not so large or essential as to interfere with the interest of the public it will be sustained."

But, furthermore than that, if this corporation or any other corporation in this State should attempt to create a monopoly and attempt to misuse its corporate power in order to bring that about, it is not for the man that has contracted with that corporation knowingly, as was done by the defendant in this case, to raise that question, but it becomes and is the duty of the Attorney General of the State of Michigan to bring that corporation before the courts and have it dissolved.

Of course, if this Association had been formed a few months later or if the notice that was given by the secretary had been given a few months later, it would then come under the act

of 1925, which makes it the law of this State that these farm associations are not monopolies and are not in restraint of trade. So, I held that this was not a monopoly and not in restraint of trade. Those are two of the objections that the defendant raised as to the validity and legality of the contract.

It is also claimed by the defendant that there has been a failure of consideration in that the officers have not done their duty and prosecuted more cases like this and brought in other delinquent members. In unison with the decision of the courts I overruled that objection, for this reason, among others, that the defendant is a member of this corporation—that is, we will assume that that he is for the purposes of that motion and of that objection—and he had the right, in common with every other member, if the officers weren't doing their duty to supersede them at the first annual meeting by officers who would do their duty. Consequently, if there is any blame anywhere, he is as much to blame as anybody in that respect. There has been no failure of consideration for that reason. Again, the officers and the Association have not lost their right to institute proceedings at this time, assuming the legality of the contracts.

The fourth question that is raised—and that is the one which I think is vital in this case—is the one that refers to the 50 per cent. stipulation in the contract. That stipulation is in the following language:

"That this contract shall not become effective until growers of a minimum of 50 per cent. of the commercial acreage of potatoes grown in the market area of the Association shall have signed contracts similar to this contract, whereupon the grower shall be notified in writing and this contract shall become binding and operative. The 'market area' shall be construed to mean that territory adjacent to the Association's shipping point from which potatoes have been and are ordinarily hauled by the growers for shipment."

Now, there is the stipulation. The term "market area" is referred to in the body of this stipulation and at the end of the stipulation the term "market area" is defined, or it is assumed that it is defined, but the definition is just as blind as the term itself, "market area." This stipulation in this contract is one that is binding upon the plaintiff and one with which the plaintiff must comply before the contract becomes binding on anybody, upon the defendant or upon anybody else.

The burden of proof in this case is upon the plaintiff to show that it, the Association, has complied with that provision and that stipulation in the contract. Now, there is an obvious and a natural way with which to ascertain, if it is possible of ascertainment, whether the contract is complied with or not or whether they got sufficient signatures to comply with the provisions of that stipulation, and that natural and obvious way is to ascertain how much commercial acreage there is for potatoes within the territory mentioned, and that territory under the proofs is the territory at which potatoes are marketed at Edmore, Wyman and Cedar Lake. The description of that market area in the testimony which has been given is rather indefinite. Some claim more, some less. The least I think that has been claimed by any witness upon the witness stand is that of the secretary, Mr. Johnson, and roughly stated as it was by him that market area is a territory eight miles North and South and seven miles East and West. Taking that as an illustration, it is necessary to determine how much of an acreage there is within those limits or within the proper limits if those are not the proper ones, that would come within the term, if it is possible to define it, "market area" and to find out how many growers there are in that territory and get 50 per cent., not necessarily of the grow-

ers, but 50 per cent. of that acreage.

That wasn't the way that was adopted. That wasn't the method that was adopted in procuring this acreage. Under the proofs it seems that the Association employed four or five solicitors who were driven around the country by others employed by the Association for that purpose and these solicitors procured a certain amount of acreage. The testimony of one, and he is the only solicitor that has been upon the witness stand, as to his method was this: he would go into a neighborhood or a community and he would make his first solicitation; if the man whom he solicited or the grower, rather, whom he solicited stated that he did not market at either one of these three places, but marketed elsewhere, he sought no further, but left that neighborhood or vicinity and the growers in it alone. That was his testimony on direct examination. Later he testified on cross examination that if the person whom he first solicited and did not obtain a contract from him lived within a reasonable distance of one of these places he might, perhaps, did solicit further in that same neighborhood or same vicinity, but he did not define what he meant by a reasonable distance, nor he did not state how many of these communities or vicinities were left without solicitation after the first person in the community had been solicited. If he obtained a signature to the subscription list, he took the subscription; if he did not, he claims that he noted the fact that he did not obtain a subscription of that individual and further the number of acres that the individual proposed to raise or had raised.

That isn't the test that is applied by this contract. The way that he did, he didn't comply with the natural and obvious way of proceeding under this contract, if there is any such way.

How the other solicitors proceeded, we don't know. All we do know is this, that in the way that they went at it and in the way that they carried out, or assumed to carry out their duties, they succeeded in obtaining 1833½ acres, in round numbers, 1834 acres; they failed to obtain 1228 acres. The difference is 606 acres. In other words, if they had failed to obtain 606 acres more than they did fail to obtain, then they would not have complied with the 50 per cent. rule.

There is no proof here but what within the territory, within the market area as defined, if it is defined at all so that it can be gotten at in the natural and obvious way in an attempt to obtain these signatures, but what they could have got the 607 acres or even more. In other words, they have not satisfied the burden of proof that rests upon them to show that they did get at least 50 per cent. of the acreage within the market area.

Mr. Brake: If the Court please, might I interrupt there? I hate to have those figures go in the record if they are not correctly stated by the Court. I believe that the testimony of the witness was the other way, as to the 1228 being the signers and the balance those who didn't sign.

Mr. Penny: If the Court please, the testimony is here that they did obtain the 1228 acres and that those who refused to sign were 605½ acres, and they obtained about 67 per cent.

The Court: Yes, I know that percentage is stated as correct by you, but I got it 1834 acres that they did get—

Mr. Penny: No, 1228 that they did receive and 605½ that they did not procure.

The Court: Are those figures correct as you understand?

Mr. Brake: I concede that that is what they said; yes.

Mr. Penny: That is the testimony. The Court: 605 and 1228?

Mr. Penny: It is the difference between 1228 and 1833½.

The Court: The principle is not changed by the change in figures.

Those figures may be correct. I may have gotten the aggregate number of acres that they solicited and failed to get the accurate amount that they obtained and the accurate that they did not obtain. But the principle remains just the same.

There is no proof but what if they had made a canvass of this market area in the natural and obvious way of getting at it and not in the unnatural and maybe unfair way in which they did proceed to canvass the community they might have had more refusals than they did get and they might not have been able to obtain the 50 per cent., as this stipulation in the contract requires.

It is urged that this is a difficult matter to get at and determine how much acreage would have to be obtained in order to satisfy the terms of this agreement. But, be that as it may, the plaintiff in this case has not shown, he has not satisfied the burden of proof, but what if they had made a thorough canvass they would have failed to have gotten the necessary 50 per cent.

It is true under the figures as stated that they did get upwards of 60 per cent. as it is claimed of the acreage that was solicited; but that isn't the question. Was the canvass made in the right way so as to get all of the acres possible or to get refusals on all the acres it was possible to get refusals on?

We have the testimony as to the method pursued only by one of the solicitors. The other solicitors are not here to testify and what methods they pursued we don't know. We are left in the dark in that respect; so that there is a failure of testimony all around. The method of making this canvass, the methods pursued by the solicitors in making it, is very material and important in this case.

It is obvious that the nearer they were to Edmore the more agreements they might obtain. If they only went out a mile or two from Edmore they would, perhaps, get practically all of them, and so with the other two stations, but if they had gone farther and still been within the market area, as indicated by this contract, would they have gotten more? Have they satisfied the burden of proof that rests upon them that they couldn't have gotten more or that they wouldn't have gotten less and thereby reduced their percentage?

It is no objection for them to raise that this was impossible or that it wasn't feasible to canvass this entire territory. They bargained to canvass the territory, the market area, and get 50 per cent. of it. This stipulation in the contract is an important one and it is a vital one. It was put there for the purpose of inducing men to become subscribers to it on the strength of it. In other words, the more subscribers they got the less percentage of overhead would fall upon each of the subscribers. That is important. It was essential for them to comply with the provisions of that contract. It is essential for them if they come into court to be able to show that they did comply with it; no matter how difficult, even to the extent of being impossible, it devolves upon them to show that they did comply with it before they can bind the defendant in this case. This stipulation is a condition precedent that must be complied with. Failure to comply with it forfeits the right to bring action on the contract. It is similar in principle and very analogous to the case of Davis & Rankin vs. Kneale in the 103 Michigan on page 323, a case I tried a great many years ago.

This verdict is directed on the strength of a failure to comply with the requirement as to the burdens of proof and to show that they have complied with that stipulation in the contract and have obtained 50 per cent. of the acreage in the territory covered by the definition.

The clerk will take the verdict of the jury. "No cause of action."

When Dealer Is Liable For Patent Infringement.

It is well established that a hardware dealer is liable in damages for making, selling, reconstructing, or using devices that infringe valid patents, although he is innocent of intentionally infringing the patent. This is true although the hardware dealer purchases the infringing devices from a responsible firm.

However, it is important to know that a valid patent cannot exist on a device that does not materially dis-

tinguish from other well known and commonly used articles of the same kind.

For illustration, in Winters vs. Dent Hardware Co., 28 F. (2d) 583, it was disclosed that a patentee, holding patents on the well known condit latch, instituted legal proceedings against a hardware company contending that the latter had infringed upon his patent rights by selling a similar latch lever pivotally connected at one end to the door jamb or casing.

However, it was proved to the satis-

faction of the court that many mechanical points in the latch sold by the hardware company distinguished from the patented condit latch. Therefore, the court held the hardware company not liable for infringement and stated important law, as follows:

"The purpose of the patent laws is to reward those who make some substantial discovery or invention, which adds to knowledge and takes a step in advance in the procession of the useful arts. It is not the object of those laws to grant a monopoly for every device."

Leo T. Parker.



OUTDOOR PEOPLE SAY

The very first taste tells you at last you got the real thing. There's somethin' to it. It's different. And when the hungry hour comes around Lee & Cady Coffee is wonderful inside stuff. A couple of steamin' cups for breakfast and Lee & Cady Coffee is sure better'n you ever thought any coffee could be.



You Can Order This Famous Coffee from Your Own Grocer

Never did a new coffee leap so quickly toward such tremendous sales.

Right from the start the sales of Lee & Cady Coffee have been marvelous. Everywhere you go you meet the most enthusiastic users of Lee & Cady Coffee.

No wonder. The honored name of Lee & Cady was put upon that coffee. Their fine reputation was built in this coffee. It is doubtful if in all the world, there is a finer, better coffee.

Lee & Cady Coffee is a new coffee. It is modern, different, distinctive. Chemist and chef created it from the cream of the world's coffee crop.

Roasted and blended almost at your very door, it comes to you fresh—with all of its magnificent goodness imprisoned in a tightly sealed carton.

Until you have tasted Lee & Cady Coffee you cannot realize how good this new modern coffee can be. Order today for tomorrow.

LEE & CADY COFFEE

"TOMORROW'S COFFEE TODAY"

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.

Annual Meeting Board of Directors.

Lansing, April 15—The first annual meeting to be called by President F. H. Nissly, was held at the Hotel Olds, April 8. The meeting was attended by President Nissly, Vice-President George E. Martin, Secretary-Treasurer John Richey; Past Presidents, F. E. Mills, A. K. Frandsen and D. M. Christian; former Director J. T. Milliken and Directors H. N. Bush, Henry McCormack, M. S. Smith and L. J. Ritzema.

Letters of regret were received from Vice-President D. Mihlethaler, absent on account of bad roads; Director J. B. Mills, in New York on business and former President J. C. Toeller.

For the sake of brevity, we give only extracts from the reports of the Secretary-Treasurer and Manager. The Treasurer's report indicated that the balance in the bank and the ownership of the Merchandise Booths and collections still due from the Annual Convention makes our Association in much better financial condition than one year ago.

The net proceeds from the sale of booths and the sale of advertising in our program exceeded last year's record by a very substantial sum.

The attendance at our recent convention was about 15 per cent. better than in 1928. The quality of the addresses at the convention was high. There were no mediocre talks and the program went through on schedule time. The manufacture and arrangement of the merchandise booths by the hotel management was all that could be desired. The work of R. K. Holcomb in putting on the style show received commendation and was pronounced very satisfactory.

The meeting authorized the Manager to send out questionnaires asking members for opinions regarding the work of the organization for the coming year. This questionnaire will be sent out soon and we hope our members will respond with suggestions. By vote of the directors it was ordered that a committee be appointed to consider the subject of a code of ethics to be recommended to our members to be recommended to our members pointed soon.

The Manager was directed to give the Association more information regarding the small details of the office work to the end that the multitude of small tasks performed by the office may be known to our members. We are making a start in this direction in this bulletin under the head of "Services Rendered."

A discussion was had on the subject of legislation and it was brought out that fewer and fewer changes in the law are being made from one session to another. This was regarded as a hopeful sign that business is regulated less and less by legislation.

The subject of stock control was foremost in the discussions. It was nearly the unanimous sentiment that some systematic work among our members should be done under the auspices of the organization. Mr. Milliken, who was present, gave an opinion regarding the work L. W. Mills recently did in his store in Traverse City. We have Mr. Milliken's consent to use a statement by him with the understanding that we make it plain that Mr. Milliken does not claim to have a perfect system in his store; neither does he claim to be a pioneer on this subject. He believes that all independent merchants should work toward a simple system of stock control—one that is not necessarily ex-

pensive, but practical. With this explanation we give Mr. Milliken's letter of comment:

"We have been going into the unit control in a small way and we found Mr. Mills a very capable man who was of great aid to us in pointing out some changes that could be made. Mr. Mills not only has a very excellent idea of a control system for a small store, but has an excellent knowledge of merchandising in general. I think that our Association is taking a right step in aiding the smaller stores to adopt the more modern methods of retaining and think you have made an excellent selection in getting a man of Mr. Mills' type to gather this information for you. It was a real pleasure to have him with us during the time he was here and we hope that he can come again."

The directors were very pronounced in their request to the Manager to supply research information from the National Retail Dry Goods Association, Research Bureau of Universities and the Department of Commerce.

The fall series of public meetings will be called merchandise institutes. We will not have as many meetings as formerly and an effort will be made to make a program having to do with the question of proper buying of merchandise and salesmanship. The men invited to appear on these programs will be practical merchants—most of them members of our organization. We hope to have a program extending through the afternoon and an evening dinner, with round table discussions.

It was suggested that the Manager secure a collection of books on business topics and establish a small library of books to be loaned to our members.

The Directors' Meeting was an interesting affair and members were not held down to formal discussions or decisions. We give a few remarks that were made by members present without naming the remarkers:

The Manager should utilize the National Retail Dry Goods Association to the fullest extent.

Every employee in the store, including the proprietor who buys merchandise, has to have the same pass through the regular routine of business.

All agreed that no special discounts should be granted to any person.

Merchants do too much guessing. They "Trust in God and Luck" too much.

Each member should get a copy of the last bulletin of the National Dry Goods Association and read the article on "Mark-Downs" by Frank Vorenberg.

The headquarters office should urge members against overloading their stores with a lot of unnecessary stock.

The cost of goods isn't what you pay, but how much value you get for the money.

It takes more than a thousand nuts to hold a car together, but only one to spread it all over the road.

Ideas are funny things—give them away and you still have them; trade one with some other fellow and you both have two.

Things that aren't good enough for our own home have no place in our store.

We believe that if the quality is right you'll remember it long after you've forgotten the price.

Stop denouncing chain stores and make use of them if they have something to give us.

The Association pays all its costs in matters of legislation.

Members should be made to feel that they have a definite part in carrying out the activities of the Association. Services Rendered April 1 and April 10

Letter from member says "We wish to add to our payroll a young man just past 14 years of age. We do not know the exact ruling on minors. Would like to have you advise us what pro-

cedure we should take in accordance with the labor laws."

Our reply: "The Department of Labor and Industry of the State does not have much jurisdiction with reference to minors under 16 years of age. Regarding minors between the ages of 16 and 18 there is a law placing them under the supervision of the State Department of Labor and Industry but under 16 employers must comply with the provisions of the school law with reference to attendance at school and a proper permit from the parents and board of education."

Letter from Credit Bureau in city of an adjoining state desired information regarding Senate Bill 275, which if passed will require collection agencies to be bonded.

The trip was made to the Capitol and information received regarding the status of the bill which is now pending and will probably be passed. Persons desiring information write to this office.

Two members request assistance regarding the adjustment of a misunderstanding with the Department of State—automobile division—regarding titles on automobiles.

Trip was made to the Department of State and adjustments secured.

Large department store desires to establish a drug department and wishes information regarding the State pharmacy laws.

Office of Secretary of Board of Pharmacy visited—information secured and printed copies of State Laws forwarded to our member.

Co-operated with officers of mutual insurance companies to secure an amendment to House bill 254 to exempt mutual insurance companies from paying 2 per cent. income tax. For information write to George G. Madan, Secretary State Association of Mutual Insurance Companies 307 Mutual Building, Lansing.

Put in considerable time studying bills now before the Legislature and securing explanations of the same from introducers and members of legislative committees.

We record with sorrow the passing of one of the finest gentlemen who belonged to the Michigan Retail Dry Goods Association—Albert R. Ballentine, of Port Huron. Mr. Ballentine's death occurred in January and for some reason the knowledge of the event was not known at this office until recently. We take this opportunity of extending to his family and friends our sincere sympathy and expressions of esteem for him. It was always a pleasure to go to his store and meet this fine genial gentleman and our visits to Port Huron will be saddened by the thought that we will not meet him again. He was in business in Port Huron fifty-seven years, had been a city officer, was active in church work and was an officer in one of the Port Huron banks and a valuable citizen in every way. The resolutions passed by the various organizations to which he belonged gave ample testimony of the esteem in which he was held. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Many a family man has discovered that it is easier to get a daughter off his hands than to keep a son-in-law on his feet.

The man who is on the level doesn't always find smooth traveling.

Hair Net Popularity That Endures

The first purchase means a lasting user. The fine quality of Duro Belle Hair Nets gives genuine satisfaction. No wonder that Duro Belle prestige has been maintained for over 18 years. Dealers remain loyal to

Duro Belle HAIR NETS

A high quality product and steady seller at a good profit are all that any dealer desires. And our free advertising material keeps sales going.

Write to Your Jobber or to

NATIONAL GARY CORPORATION

Successors to
National Trading Co. & Theo. H. Gary Co.
535 S. Franklin St. 251 Fourth Ave.
Chicago, Ill. New York, N. Y.

ATTENTION MILLINERS!
NEW HATS Arriving Daily
GORDON R. DuBOIS, INC.
26 Fulton, W. Grand Rapids
Free Parking

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.

The newest in children's dresses ALEXANDER LIGHT

Children's ready-to-wear exclusively

23 Jefferson Ave., W.

Exclusive Michigan Distributor of Edora Children's Dresses.

SHOE MARKET

Michigan Retail Shoe Dealers Association
President—Elwyn Pond.
Vice-President—J. E. Wilson.
Secretary—E. H. Davis.
Treasurer—Joe H. Burton.
Asst. Sec'y-Treas.—O. R. Jenkins.
Association Business Office, 907 Transportation Bldg., Detroit.

Natural Impulse of Customers To Buy New Things.

An enterprising Western shoe retailer was talking to a friend recently and during the conversation said something about the coming spring season which should offer good ideas and suggestions to other live wire shoe merchants.

"I'm planning," said this shoe retailer, "to make our spring business this year the very best season we've ever had."

"To my way of thinking, the present spring offers exceptionally big opportunities to every man who is handling shoes. We have the usual big advantages—namely that when spring comes folks, as a rule, are anxious to discard everything that reminds them of winter and so are extremely anxious to get new shoes. And, in addition, we have the big advantages this year of strikingly attractive new styles and a general feeling, on the part of the public, of prosperity and progress. Everywhere I believe that folks are optimistic about the future and are ready to spend money."

"So, as I look at it, the big chance is ready for us this spring if we take advantage of it. Believe me, too, we are going to take full advantage of it here in this store. We are going to make our store glow with spring colors and spring flowers; we are going to emphasize the new spring styles just as strongly as we possible can, and we are going to do quite a lot of newspaper and direct mail advertising. With all this I'm sure that we will do the biggest business this spring we've ever done."

Surely this merchant is right about it, especially when it is found, upon interviewing other progressive shoe retailers, that they feel the same way about it.

Surely there is the same big opportunity awaiting you this spring, Mr. Shoe Retailer. And since there is this opportunity it will be interesting and worth while to consider the ways and means whereby other top notch shoe merchants expect to cash in on this big selling season.

"With us," said a Western shoe retailer, "we always play our show windows exceptionally strong during the spring season. There is a psychological reason for this. The reason is that we figure when spring is just around the corner the average person is so sick and tired of winter he grabs at anything that makes him feel the winter is about at an end and better weather is due. Consequently when he sees springlike show windows he takes a deep interest in them and stops and looks at them even though the weather may still be raw and disagreeable. And we feel that just as the individual takes a deep interest in the show windows, so he is much impressed by the goods offered and he feels

a resultant deep desire to come right into the store and buy some of the goods offered.

"I have, for some years, studied the effect of seasons on the attention given by the general public to our show windows, and it is my firm belief that the minute we start on spring windows the interest in our windows shows a decided increase. So in staging spring window displays, we always make them just as spring-like as we possibly can. We put in new backgrounds and floor coverings; we use different colored lights from those we have been using and we make the whole thing just as airy, warm and pleasing as possible. And all this surely does get the business for us."

Another very successful shoe merchant gave this slant on springtime selling:

"Springtime is the time of youth—the time of beginning. So we always go in strongly for the use of youthful themes in our show windows when staging our spring sales, and we also always try to make our advertising copy read in a sprightly, different, youthful manner. In all ways we try to stress the thought that we are starting fresh—that the old season is gone for good."

"This year we are going a little bit farther along this line than formerly farther along this line than formerly with a stunt which will prove very effective, I believe. We have lined up a half dozen high school and local junior college boys and girls and they are going to model some of the new styles for us. We are going to have pictures taken of them when they model the shoes—these pictures being taken in such a way as to play up the shoes very strongly. Then we are going to run these pictures in our newspaper advertising and also use the pictures in our show windows—with the names of the young people, of course. In the copy we are going to stress the thought that the new styles for spring are youthful styles—the sort of styles that appeal to everyone who is young in spirit or in years. And I'm sure that this sort of copy will get much more attention than the usual run of copy."

"Also, I'm sure that this proposition of using local young people for models in this way will be something so interesting and different that it will get a really tremendous amount of attention and be of corresponding help to us in increasing our sales."

That is quite an idea, isn't it?

And, who knows, perhaps numerous other progressive shoe merchants could use the same idea with equally good results in their springtime shoe merchandising.

Here, too, is a slant on springtime merchandising which is worth very careful consideration:

"I personally believe that the one time in the year when it is good policy to lay off price is the spring," declared an older shoe merchant who has been in business many years and who has made wonderful success. "People may be influenced strongly by price at other times of the year, but I feel that dur-

ing the spring the average person is much more interested in having a complete new outfit and is actually anxious to buy on a style and quality basis rather than on a price basis.

"You see, it is invigorating, refreshing, entertaining to the average person to blossom forth with new shoes in the springtime—shoes that are right up to the minute in smartness. And as the average person knows it is impossible to get shoes of that sort without paying full price for them, such persons know they must pay the price in order to get the satisfaction they desire."

"That's why we don't play up price very strongly in our springtime merchandising, and why we have no sales

during the spring selling period. Of course, we have price tags on some of the shoes in our window displays and we mention prices in our newspaper copy, but we don't stress price very strongly in such publicity. What we particularly emphasize are the smartness, freshness, stylishness, newness of the shoes we are offering for sale."

Yes, springtime is a big sales opportunity for all enterprising shoe merchants.

Are you going to cash in on it to the fullest possible extent, Mr. Shoe Retailer?

Plan now to do so.—Shoe Retailer.

Many a man repents at leisure because he can't marry in haste.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

LANSING, MICHIGAN

Prompt Adjustments

Write L. H. BAKER, Secy-Treas.

Lansing, Michigan

P. O. Box 549

What is a . . . Voluntary Trust?

An agreement by the terms of which the management of all or part of an estate is entrusted to our care so that the owner is relieved of details but receives the income—is a voluntary trust.

Under such an arrangement the owner of property can find much relief. Let us tell you more about the advantages of a voluntary trust as it might apply in your case.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

What Service Means To Any Business.

One writes thus: "Have you any data on the cost of keeping merchandise on the shelves? That is, even assuming that the goods cost nothing, I believe I have seen some figures relative to the cost of 'keeping boarders.' I should like to know what the cost has been found to be."

I do not know that I ever saw that question covered in just that way, but perhaps we might reason it out along these lines:

Authorities are agreed that it costs 3 per cent. per month to carry any stock beyond the period of normal stockturn for that item. If we blanket such a charge over the entire stock, basing our calculations on an average turn of once in thirty days, we can then arrive at 3 per cent. to be charged on the average item carried longer than thirty days.

If any specific item costs 20 per cent. to handle in its normal period, we have 23 per cent. charged against it after that period for the second thirty days; 26 per cent. for the third thirty days; 29 per cent. for the fourth thirty days and so on up.

Piling up all charges against another item, we may have 33 per cent. as its basic cost of handling. To that we shall therefore add 3 per cent., making it 36 per cent. after its proper period has passed and 39 per cent. thirty days later, and so on.

An item due to turn in thirty days will begin to pile up expense at the end of a month and will have charged against it 33 per cent. in addition to its normal expense burden at the end of a year.

That seems to indicate that even if an article costs nothing it would be an expensive luxury after it had been carried a few months. All those factors are worth considering carefully.

I insist that the fact that a man or institution is big is not so important as it is to learn how he became big.

The United Cigar Stores, for example, is regarded as a "big corporation" with such unlimited capital that it can carry everything before it. But it had its inception in one small store in Syracuse, a single corner cigar store, only about thirty-five years ago. The man who owned that cigar store still heads the United. A thousand factors have entered into the success of the United; but all sprang from one idea: that men would prefer to buy cigars in neat, clean stores. Cigar stores have changed so radically since the United took hold that only very old timers, like this writer, can realize conditions which obtained forty years ago. Cigar stores then were dingy, dirty places, about on a par with that ancient dive, the old-time corner saloon. The only sales-effort was exerted by the institutional wooden In-

dian who stood at the door, proffering a roll of something—perhaps it was a bundle of cheroots. Inside was dust, dingy show cases which showed nothing but finger marks, and a goodly accumulation of fly specks.

The United thought was that men—any class or grade of men—must be attracted to clean places from which to take things they put into their mouths. Experience demonstrated immediately that such reasoning was sound.

A second step was the breaking down of the old tradition that cigars must retail on the nickel: 5c, 10c, 15c and so on. The United demonstrated that 4c, 6c, 7c, 12c—any other old combination of split nickels—would induce additional sales.

But concurrently went improved service. That is a word that has become threadbare with hackneyed use; but it means one thing, fundamentally—real interest in the comfort of the customers. The United was one of the first organizations to institutionalize a bright, smiling, really cheerful "Thank You" as the close of every sale.

Childs restaurants were a pioneer in the chain eating place idea. They were firmly established in 1908—more than twenty years ago—in New York. They spread thence across the continent. The basis of Childs' success was—and still is—excellence of the food served. The line is so limited that one can count on eggs, milk, butter, coffee, vegetables, hot cakes and bacon. Because those items are standardized on a high plane, the stranger in any town can hie himself to Mother Childs' in perfect confidence that his food will be excellent, within that range, served in a way perfectly familiar, whether in New York or Los Angeles, in Atlanta or Boston.

A word in passing about coffee. That is the absolute keynote of any American meal. It is the very simplest item to prepare. It is the easiest item to standardize and produce daily precisely the same. It is not difficult to insure high excellence in quality.

In view of which, it is simply amazing how far short many otherwise good eating places fall of the desired end. Places like Winter Garden, Florida, where there is a new hotel, up-to-date in many respects, have attached to them alleged eating places which would disgrace a backwoods village, with coffee so vile that even I took refuge in tea—and I had to send that back and have the "makings" brought in to combine myself before I could drink it.

But there are worse things: The Norfolk-Washington steamship line carries folks from all over the earth and purports to have excellent meals. The prices are certainly such as to justify the hope that grade will be high. The food is really not bad; but the vile dish-rinsings that follow—miscalled coffee—is enough to turn one's stomach. It is served with thin milk, too. No attempt is made to get cream, except in the printed menu. One

(Continued on page 31)

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

M. J. DARK & SONS
INCORPORATED
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Direct carload receivers of
UNIFRUIT BANANAS
SUNKIST - FANCY NAVEL ORANGES
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Manufacturers of SET UP and FOLDING PAPER BOXES
SPECIAL DIE CUTTING AND MOUNTING

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LIPTON'S TEA

GOLD MEDAL QUALITY

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



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

The Toledo Plate & Window Glass Company
Glass and Metal Store Fronts
GRAND RAPIDS MICHIGAN

NEW AND USED STORE FIXTURES
Show cases, wall cases, restaurant supplies, scales, cash registers, and office furniture.

Grand Rapids Store Fixture Co.
7 N. IONIA AVE. N. FREEMAN, Mgr.
Agency for Remington Cash Register Co.
Call 67143 or write

VINKEMULDER COMPANY
Grand Rapids, Michigan

Distributors Fresh Fruit and Vegetables

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

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.

Boiled Ham Butts.

Now that fresh vegetables are in the market, and greens are plentiful, it is a good time to buy ham butts for a substantial dinner possessing appeal and satisfying to a high degree. There is, perhaps, no way to better obtain the full value of vegetables than when well flavored by a good piece of ham. Ham butts do not bring as much per pound as the slices, and most retailers are very glad to sell them, so the costs should be reasonable, especially now when pork is selling considerably lower than a year ago. As far as we have ever been able to determine, the butt is just as good as the more expensive parts used for slicing, and if anything more tender, since it comes right next to the loin, which part is the tenderest in any animal carcass. The term "boiled" is quite generally used in connection with ham, but, as a matter of fact, ham should never be boiled. "Cooked" is a better term to use, but since we will describe the process we may worry little about whether it is called boiling or cooking. Select a piece of ham from the butt end. Be sure that it was cut from a mild cured ham and of high quality in other respects. Use five small potatoes, one small head of cabbage cut in quarters, five small onions, three small turnips cut in pieces, and three medium-sized carrots cut lengthwise. Place the ham butt in a pan of hot water and simmer one hour before adding the vegetables. At the end of the first hour add the turnips, and when these have cooked fifteen minutes add the potatoes and cabbage; cook twenty minutes longer, remove the vegetables carefully to preserve their shape and serve on a platter, arranging the vegetables neatly around the ham. The ham that is left over will be found excellent for sandwiches, cold cuts, or may be used in various other ways. Ham is one cut of meat that is just as good when cold as hot, and many people like it better this way. It adapts itself well to the family's taste, and few will be found who do not care for ham in one way or another. There is little or no waste to ham, for the skin may be used for greasing griddles, and the bones may be used in soup if they are removed before the ham is cooked. Any dealer will be glad to remove the bones if requested to do so.

Dried Beef Sells If Properly Displayed

Dried beef offers extra profits to the grocer if it is displayed properly. One store we know of keeps a large jar of dried beef on display in the delicatessen department in a prominent place. In one afternoon we saw five customers look at the display and make purchases.

Even when a man wants the earth he doesn't care to have it thrown at him in the form of mud.

New Use Made of Large Meat Order.

A young lady, so runs the story, went into a butcher's shop and asked for twenty-two pounds of meat. She wasn't particular, she said, from where it was cut. "A funeral or a wedding," thought the butcher, who popped a lump of beef into the scale. "That's twenty pounds," he remarked. "Will that be sufficient?" "Can you put another two pounds on top?" replied the lady. "Certainly, madam," was the reply. This was done, and the customer viewed it first from one side and then the other, as thought she was inspecting a work of art or a curio. "Where shall I send it?" now asked the meat trader. "Oh, I don't want it sent, thank you," answered the lady. "But you can't carry this if you have far to go," remonstrated the obliging marketman. "Oh, I'm not buying it," explained the damsel. "The fact of the matter is, I have lost twenty-two pounds in weight in four months, and I was most anxious to see what it looked like in a lump. Thank you ever so much for all your trouble. Good morning!"

New York State Egg Law.

The following notice has been sent out to the New York egg trade by the New York State Department of Agriculture and Markets:

"The State Department of Agriculture and Markets in finding that more jobbers and retailers are complying with the provisions of the better egg law, according to Frank Jones, chief inspector of the department. A vigorous campaign is now under way in this city to check the eggs as delivered by wholesalers to the retail stores. Whenever the department finds that jobbers are shipping eggs below the grade specified on the invoice it takes immediate action to compel the seller to abandon such practice.

"Interviews at the local office of the department show that many candlers consider only the air cell in determining the grade of an egg. The department's standards require that the visibility and mobility of the yolk, the firmness and clearness of the white and the development of the germ be also taken into consideration.

"The attention of candlers is also called to the fact that dirties, checks, and stained eggs must be placed in Grade C, and that eggs in the three top grades must be uniform in size.

"Dealers are reminded that the word 'fresh' may only be used in connection with Grade nearby fancy and Grade A. Under no circumstances may Grade B, or Grade C eggs be sold as 'fresh'."

Bought No Empties.

"John, dear, how do you suppose those dozens and dozens of empty bottles ever got into our cellar?"

"Why, I don't know, my dear. I never bought an empty bottle in my life."

Not Too Rapid.

"Every time I kiss you, it makes me a better man."

"Well, you don't have to try to get to heaven in one night."



As a quality guarantee goes with
MUELLER PRODUCTS
you can safely pass it on to YOUR customers

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146-180 Baldwin Ave., Jersey City, N. J.



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Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

25-29 Campau Ave., N. W.

GRAND RAPIDS, MICHIGAN

Don't Say Bread

— Say

HOLSUM

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.

Securing the Trade for the Amateur Gardener.

Now is the time that the back-yard gardener gets out his tools, digs his garden plot, and prepares for the spring planting. Indeed, in some parts of the north temperate zone, Good Friday, be it late or early, is the recognized day for planting sweet peas. Hardware and other stores are already showing garden seeds and garden tools with a view to anticipating the demand or giving it some little stimulus.

Incidentally, bright-hued packets of garden seeds and clean, new garden tools of all kinds make attractive window displays, and if you have now already put on such a display, something of the kind would, right now, be very timely and effective. By themselves, these lines make a good showing; and it is always possible by means of little accessories to make the displays yet more attractive.

Nothing adds so much to a garden tool display as something actually growing—particularly if the weather outside is still a little too cold for actual gardening. This touch of realism can be furnished by shallow boxes with corn, grass, lettuce, radishes or something of the sort just peeping above ground. Radishes are especially good since they germinate within a few days; although corn makes a better showing.

Often the seeds can be so planted as to form a series of letters, or a series of words. One dealer, in three flat, shallow boxes, with sprouting corn speckled out the slogan, "Our Seeds Grow." "Good Seeds" or "Buy Seeds Now" are other slogans that can be spelled out in green against a background of black loam. In preparing such boxes, be sure to use a light black loam so that the seeds will germinate freely and the little plants come up evenly.

Failing such carefully prepared boxes, ordinary plants—cabbages, tomatoes and the like—can be worked into the display and give it the requisite color.

Seed sales are in most instances small sales. The man who buys a packet of radish seeds for 5 or 10 cents is not a large purchaser. Many back-yard gardeners plant only a few favorite vegetables or flowers. Yet such sales can, with skill and care, be made the stepping stones to considerable business; and at the least they introduce the wide-awake salesman to a distinct business-getting opportunity.

The hardware dealer who is himself an enthusiastic gardener and able to give the back-yard amateur some worth-while pointers is in an exceptionally good position to develop business.

To begin with, added sales will result from suggestion. To the man who limits his seed purchases to lettuce, radishes and carrots, it is possible to suggest a more comprehensive selection, and re-planting for a later crop as the early vegetables are taken off.

Incidentally, avoid the not uncommon error of knocking the back-yard garden. A customer is apt to laugh at his own hobby:

"I'd like to plant a few things, but of course it's not worth the trouble. You get your stuff cheaper at the store."

The unintelligent clerk is apt to grin and retort: "You've said it, brother."

That customer won't buy anything more in the way either of seeds or tools. Now, the shrewd salesman never argues with a customer. But he can modestly and tactfully cite experience to the contrary—perhaps his own experience, or perhaps the experience of some other customer who has made a fine success of the back-yard garden. With the result that the timid amateur's enthusiasm expands, and he does buy more seeds and better equipment.

Never encourage the fool idea that a back-yard garden is a waste of time. Rather drive home the triple idea, that the garden is a money saver, provides fresher vegetables in season, and gives the gardener a fair amount of healthful outdoor exercise. Anyone of these arguments is enough to justify a back-yard garden.

So, when the purchaser buys just one seed packet, suggest other seeds. Point out, also, that he should have the best garden tools. A complete outfit of garden tools, well cared for, will last a long time; they will make the work easier and produce better results. The initial cost of such an outfit is more; but in the long run it saves money. If the customer doesn't feel like buying a lot of tools now, get him into the idea of adding to his outfit from year to year.

Always recommend the better article, but if the customer objects to the price, never hesitate to show the cheaper one. The ordinary clerk is apt at times to follow the lines of least resistance and urge the cheaper article because it sells more readily. That is a mistaken policy, however.

I remember one customer buying a rake. He hadn't any money to waste and hadn't very much to spend. "Here's a good rake at \$1," said the dealer. The customer exclaimed at the exorbitant price. "You get value," said the dealer. "Now, here's a cheaper type of rake at 35 cents, if you want something low priced. We sell quite a few of these. This one should give fairly good service, but we recommend the higher priced article."

The man bought the 35-cent rake. A year later he came back to the dealer. "Give me the best rake you've got," he said. "That cheap rake twisted all out of shape."

If the dealer had recommended the 35-cent rake as "just as good as" the higher priced rake, that customer would have gone elsewhere, when the first rake proved unsatisfactory. As it was, the dealer's very fair statement of the case at the outset gave him confidence in the article the dealer had actually recommended.

Initial sales in the gardening department may be small; but tactful suggestion will develop a lot of business. Suggest more seeds to the small pur-

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

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Blankets, Robes

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Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

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

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and

Fishing Tackle

chaser; suggest tools to the purchaser who comes for seeds; suggest new tools to the gardener already well equipped; suggest fertilizers and insecticides to those interested in extra good results.

A little later lawn tools will be in season, and can be linked up with garden tools. Lawn mowers, lawn rakes, turf-edgers, weed-cutters, etc., are all good lines to push. Still later will come the demand for garden hose, lawn seats, lawn swings and such strictly summer items. Sprays and insecticides can be pushed about the same time as these lines.

It is often possible to devise a very effective series of gardening displays. The opening display should be devoted to seeds, garden tools, back-yard gardening, and flowers. A little later would come display of lawn tools. Two or three weeks later swings, seats, garden hose, hose reels, and the like can be shown.

Two other lines link up with these and can be shown in the same series. Supplies for fruit-growers, pruning shears, extension ladders, pruning saws, hedge shears, etc. may be displayed by themselves, or may be linked with the lawn or garden tool display. Poultry netting, grit, oyster shell, etc. will fit in with a window illustrating the general idea of "Making money out of the back yard."

Realistic features can be effectively introduced into such displays. The seed box is a useful accessory in the early garden tool window. A poultry goods display is helped out by a mother hen and a flock of newly-hatched chicks. For a lawn tools display, carpet your window with freshly cut turf. Such little items, not difficult to arrange, will add immensely to the pulling power of your window trim.

It is good policy to use newspaper space to call attention to these lines at the same time you have them on display. Thus the two advertising mediums can be made to pull together.

Some merchants have found it advantageous to offer prizes annually for the best vegetables grown from their seeds. The prizes may be limited to school children, or open to all amateur gardeners. When the contest is concluded, later in the year, the winning entries can be shown in your window. Big prizes are not necessary; a small prize will often arouse a lot of interest.

It is a good stunt to offer a prize for something spectacular. One dealer offers every year a prize for the largest potato grown in his territory. The largest squash or the biggest head of cabbage would be just as interesting. A contest of this type, kept up year after year, becomes in time a feature of your community. People speculate as to who is going to win Blank's prize for the biggest squash; and winners of bygone years proudly tell how they captured the trophy for the big squash in 1911 or 1922; or how many years the big squash they grew held the record for size. Yet the prize itself may be trifling.

The dealer who is himself well posted in regard to gardening, flower grow-

ing and tree culture, has a special advantage in appealing to this class of trade. One old hardware dealer enjoyed quite a reputation in his community through his wide knowledge of flowers. If someone wanted a variety of seed not carried in ordinary stocks, he knew just where to get it on the shortest notice; and he could always suggest attractive new and little known flowers or attractive old and neglected flowers to add variety to an ordinary everyday selection. Specialized knowledge of this sort can often be made helpful in business-getting; that old hardware dealer certainly had a cinch on the local trade in garden seeds, tools and accessories.

In any event, it pays to know your goods, how and when to plant, and how to use the various tools. The ability to advise the perplexed amateur is always helpful. Victor Lauriston.

Michigan Forests Now Under Propitious Management.

Our Michigan Forestry Association has recently sent out folders showing the basic principles of forest economics and rules for taxation which are to be the broadest foundation for permanent forests.

We wish to go one step further in the analysis of the present situation and show wherein Michigan will gain much by prompt establishment of these laws which follow closest to the inherent facts and nature of tree growth and forest development.

Michigan needs forests. As the State Forester wrote in the report for 1925-26: "Michigan cannot long maintain her supremacy as a summer playground without building a broad and abiding foundation of forests."

Forest taxation works such disastrous results unless placed on a just and equitable basis that we must take proper action to rectify past mistakes and be prepared to adequately protect all forest building by individuals. A forest with adequate protection is a forest, wherever located. The forest builder can go where the forest investment is safest.

The individual having grit enough to work carefully for the establishment of a forest will surely appreciate the opportunity of doing that work where the laws afford the safe and sane, the just and rational protection befitting the inherent natural facts of forest development.

We, the people of Michigan, have need to invite all possible of private reforestation projects.

At present we have little of rational incentive on which an individual forest builder can absolutely rely. We should place a foundation so deep—so just and strongly fortified by true understanding of forest development, that Michigan will be the place where real forest builders can feel at home and feel that here is the place to do their best work.

We need such work. We need to make it safe. This is for the best interest of all the people and it will mark a full stride in needed progress of our State. Frederick Wheeler,

President Michigan Forestry Association.

Phone 61366
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KRAFT K CHEESE

All varieties, bulk and package cheese

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TEN BRUIN'S HORSE RADISH and
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OTHER SPECIALTIES

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Imported Canned Vegetables

Brussel Sprouts and French Beans

HARRY MEYER, Distributor

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GRAND RAPIDS, MICHIGAN

NEW ERA
LIFE ASSOCIATION

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SOUND COMPANY, SOUNDLY
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Look for the Red Heart
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For Markets, Groceries and
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Does an extra mans work

No more putting up ice

A small down payment puts this
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When you want good cheese
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Chocolate

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Sand Lime Brick

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

Brick is Everlasting

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

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, April 12—Sam. Westgate, who represents the C. W. Mills Paper Co., in the Traverse City area, but who has been vacationing in California this winter, peddles this story among his customers. I trust it is authentic:

"A certain Detroit manufacturer of flivvers became curious to know just how far one of his cars would travel on a gallon of gas, so he started off one of his representatives with instructions to pour just that quantity of fuel in a new machine, run it until it stopped and report by wire to the home office. Not a sound was heard for several days, when the following message was flashed over the wire from El Paso, Texas: 'Send a new set of tires; still have plenty of gas!'"

Seems to be some controversy in diplomatic circles at the Nation's capital, as to who shall "pass the mustard" at state dinners. Such misunderstandings are hardly in keeping with Americanized ideas of democracy. The Declaration of Independence was the result of such sentiment and I think we all remember the resentment engendered when one of our presidents donned pantalettes and gold buckled pumps in deference to royalty at a reception at Windsor Castle during the world's war. We ought to keep away from such foolishness.

It is claimed that five passengers in a small car can cross the continent on \$45 worth of gas and oil. Railroads cannot compete with that, but on the smooth rights of way, free of stops, with no rough spots or brakes wearing out costly rubber tires, railroads should be able to compete destructively with motor busses. Some bright railroad man will some day figure this all out. At present the busses are running full in batteries of half a dozen on a single schedule, the railroads are sparring for wind and pocketing no inconsiderable losses. So far as the automobile is concerned, the problem is bound to prove a permanent one, and aviation will certainly make it very much worse in the near future. With lower fares they might reclaim some of this traffic, but with assinine business tactics leave it to the high-pressure rail authorities to "spill the beans."

President Hoover seems to favor a closed season in "gunning for sparrows." He wants the achievements of the prohibition forces depicted in the educational and industrial columns, rather than on the sporting page. Alongside of this bit of news in the daily press is another to the effect that the Seattle minister who committed homicide in his zeal to promote the cause of temperance, and was released by a Federal judge, was not acquitted by his congregation. He is now peddling pencils on the street corner. Perhaps, however, he wasn't a minister after all, but one of the Sunday and Shuler type, and "honed" for notoriety.

During the past ten days I have caught up with two domesticated Michiganders who have made their record in Los Angeles.

One of these is Charles H. Stillwell, proprietor of Hotel El Rey, an 800 room commercial hotel, which is outstanding in being one of a very few here which are making good. In early days Mr. Stillwell lived at Vermontville, but afterwards became a resident of Big Rapids, where he conducted a furniture store. In a reminiscent mood he told me about the early struggles of Senator Ferris to establish his institute at Big Rapids, having sold him his first equipment on the installment plan. He has been a resident of Los Angeles since 1908, conducting hotels

and restaurants, but to-day, in company with his son, L. J., is confining his efforts to the El Rey.

W. W. Pearson, for thirty-eight years, conducted successfully a general store at Fremont, one of the best in that part of Michigan. He came to Los Angeles in 1920, and while not actively in business, has manipulated several real estate deals, personally conducted, which have made it possible to enjoy an independent existence, which, co-operating with his estimable wife, is a source of much pleasure and satisfaction. Co-incidentally I might mention the fact that the Pearsons possess an apartment building which is adjacent to one belonging to the writer, and while we may get fussed over our rabbits and chickens—the feathered kind—we have started off to be firm friends. One feature which makes the Pearson home especially attractive is the weekly visit of the Tradesman.

President Hoover uses an artificial fly for fishing, because the impaling of the worm is an act of cruelty. Not being familiar with the mental processes of either angle worms or trout I regret to state that I am unable to say which enjoys the hook the less—the worm or the trout.

The opening of the new addition to Hotel Otsego, Jackson, brings the rooming capacity of that institution up to 210. The older portion of that establishment has been redecorated and refurnished to meet modern day requirements. This was one of the original Van Orman hotels, but in 1920 it passed into the hands of F. W. Hawley and the Otsego Hotel Co. The manager is Miss Sellner, who has filled this position for several years. The Otsego is well located and will continue to enjoy an established commercial trade.

The advent of the chain store, more particularly in the smaller cities has, without doubt, materially reduced the number of commercial travelers, which naturally opens a serious problem for the hotels. It is doubtful if this setback can ever be effectually overcome, hence the operator must look for other patrons to fill the spaces. The tourist business helps out wonderfully in the summer, but there is always the cold, dread winter, just a few laps behind. Why not feature permanent roomers at reduced rates for the winter period? There is much of this class of business which has been developed out here in California, and I know of quite a number of Michigan hotels which feature it. One may think the rates thus obtained are too low, but there is nothing which worries the hotel operator more than a few vacant rooms. It is better to fill them up, or partially so, with high grade local patrons who, in turn, patronize the dining room, make your establishment a sort of social center, and are more or less pleasing to the transient as well. It is a proposition which I would like to see taken up and fully discussed at Hotel conventions.

In Michigan, I notice, as well in other places, real estate men are nibbling at the hotel game. It is more like the advent of the small boy and the buzz saw, but some of them will succeed, because they are built that way. It is pretty tough though to have a hotel forced on your hands, especially if you are a novice at the game, and there have been such situations with which we are all more or less familiar. Detroit has had several noticeable examples. It was fortunate for the owners of the Detroit-Leland to have been able to hitch up with the Biltmore organization, not but what this hotel would have eventually done well, but it was a long, hard struggle ahead, with the possibility of the Bowman



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.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop

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

MORTON HOTEL

Grand Rapids' Newest
Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

"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.

CODY HOTEL GRAND RAPIDS

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

CAFETERIA IN CONNECTION

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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

Charles Renner Hotels

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

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

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Traverse City

Rates Reasonable—Service Superb
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LARGEST HOTEL IN LANSING

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

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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.

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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.

people putting up an establishment of their own on the Tuller site. As it is now, with Mr. Chittenden in charge, they avoid rather dangerous competition somewhere else, for the ability of this gentleman has been demonstrated over a long period of years, and naturally his services would be much sought after. Thus enthroned the Bowman people have little to worry about, and certainly the realtors who were responsible for the Leland, may consider themselves in the lucky class.

The Pullman company after a great deal of experimentation, have finally adopted a type of mattress, the use of which may make their accommodations attractive, in lieu of the old type of "broiler" which left the marks of the grill on the backs of the victims. Dining car operators hold schools of instruction which have much to do with service, and I have never understood why the Pullman people did not follow their example. Poor mattresses are one thing, but lack of ventilation and proper methods of heating are also to be considered. It has never been explained to me why steam heat should be turned on just at the time of retiring, and the travelers treated to a chill during his waking hours.

It is announced that the Top-in-a-bee Hotel, on Mullet Lake, Cheboygan county, which was burned last fall, has been rebuilt and will be ready for business with the advent of the resorser. Every room will be provided with a private bath or will have bath connections. E. R. Bailey will continue to operate same.

R. L. Mosena, who at one time was connected with the Vincent Hotel, at Saginaw, is now at the head of the Perfect Laundries Co. of America, with headquarters at Pittsburg. Mr. Mosena superintended the construction of Webster Hall, Detroit, which he afterwards managed successfully and it is quite fitting, that with his general acquaintance, he should be drafted to look after the affairs of a kindred organization. Frank S. Verbeck.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 16—Spring is here, but it still keeps on snowing almost every day, but only in small lots. When we read about Minneapolis having two and three feet of the beautiful snow, we are still thankful for small favors. The country roads in several places are still in bad condition and teams are still pulling out cars on the road to DeTour. Some of our back streets are in bad condition and many of the cars cannot use the streets in their present condition, but a few dry days will make quite a difference.

Will Smith, the well-known merchant at Shell Drake, was a business caller this week, taking back a light load of merchandise. He reports the roads in from Eckerman in terrible condition and almost impossible to get through.

Alex Grieve, who has been conducting a grocery and meat business in the West end of the city for several years, sold out to J. C. McLean, of Rudyard, last week. Mr. McLean has had several years of experience in the meat business at Rudyard. He sold his business there prior to coming to the Soo. Mr. Grieve has not as yet made any plans for the future, but will spend some time collecting accounts and cleaning up the unfinished business.

The Heller store, which was ruined by fire about three months ago, has been rebuilt and opened again for business. Considerable of the stock was saved from the fire and will be placed on sale at reduced prices. The sale will continue until the entire stock is disposed of. Offices on the second floor have been redecorated and will be ready for occupancy soon.

For the benefit of our readers, we are giving the schedule of the State ferry. The first ferry leaves St. Ignace at 6 o'clock in the morning (Central standard time), running every three hours. Her schedule out of St. Ignace is 6, 9 and 12 a. m. and 3 and 6 p. m. Out of Mackinaw City her schedule is 7:30, 10:30 a. m. and 1:30, 4:30 and 7:30 p. m.

If it wasn't for women some men would never enjoy a sense of superiority and others would never suffer from the sense of inferiority.

The Soo Auto Laundry and Service station, on Portage avenue, owned by Simon McKee and Al. Sparling, has opened again for the season. Much new equipment has been added to the station. It has a high pressure cleaning and lubricating system, with electric vacuum for automobile interiors.

Andrew Theodore, former proprietor of the L'Anse cafe and blue room, has organized the Baraga County Baking Co., which is conducting power bakeries in L'Anse and Baraga.

Chippewa county has been promised the 1929 construction of twenty-five miles of new trunk lines by the State Highway Department.

Due to a misunderstanding, it seems to be understood that Cowell & Burns, the clothiers, sold out entirely to Lauerman Bros. Co., of Marinette, Wis. This impression is wrong. Cowell & Burns merged with the Lauerman Co. and both Cowell and Burns now have stock in Lauerman's. Both partners remain with the new house, Mr. Cowell as manager of the Munising store and Mr. Burns as general manager of all stores in this district. There are now six stores under this management—the Soo store, Newberry, Munising, Marquette, Norway and St. Ignace. Mr. Burns makes his headquarters here, as in the past.

Paul Moloney, formerly a well-known Soo boy, assumed a new role recently at San Juan, Porto Rico, when he refereed a fight between Paulino Uzcundun and Francisco Cruze. Cruze was knocked out in the first round. A photograph of Paul in the act of counting Cruze out was received here by his friends.

Gould City, on the Soo line, was nearly wiped out by fire last Thursday morning. Eleven buildings were destroyed. The fire started at the hotel and was beyond control. It did damage estimated at close to \$100,000. Lodgers at the hotel had a narrow escape. Everything in the hotel was destroyed. The other buildings destroyed were D. S. Stite's store, the postoffice, barber shop, the barber's residence, Newcomb's store and pool room and several residences. Some of the losses were covered by insurance. The hotel was owned by Mr. Johnson, of Escanaba, and conducted by C. Marshall.

Idle youth is the cause of most of our crime.

Navigation through the locks started on Sunday. The poker fleets of boats were the first to pass through. The opening of navigation means the opening of business in general here and a good season is looked for. The ice has almost all disappeared in the river and no trouble is looked for. Many of the boats will get under way during the next few days. William G. Tapert.

Detroit—The C. H. McAleer Manufacturing Co., 7401 Lyndon avenue, manufacturer of anti-freeze, abrasives, poishes, waxes, etc., has merged its business into a stock company under the style of the McAleer Manufacturing Co., with an authorized capital stock of 18,000 cumulative preferred at \$11 a share, 60,000 shares at \$2.50 a share and 78,000 shares no par value, of which amount \$116,000 has been subscribed and paid in.

Ludington News in a Class By Itself.

Ludington, April 16—General indictments are dangerous to make because they invariably do an injustice. For instance, in your last week's issue of the Tradesman, under the heading, "Educating the Consumer," you print: "Certainly not through the daily newspapers, because they are under the spell of the chain stores. They are shackled, body and soul, to the cohorts of the irregular and illegitimate methods maintained by the chains."

The News, of which I am editor, is shackled to no one. I pride myself upon fairness. Pull has no influence with me. On the other hand, I do not deem it my duty as editor to punish any particular line of business.

I feel that you have done an injustice in your article against some publishers of daily papers.

G. H. D. Sutherland.

Ten New Readers of the Tradesman.

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

James K. Rundell, Oakley.
Ralph E. Perry, Chicago.
Chas. E. Hessey, Grand Rapids.
E. Reynolds, Greenville.
C. E. Glazier & Son, Pompeii.
Niles & Son, Alma.
Chas. J. Kindel, Grand Rapids.
L. A. Mallory, Alma.
G. J. Hesselink, Grand Rapids.
L. H. Childs, Lansing.

Slow But Sure Starvation.

Orders for the most remarkable summarized statement regarding the inevitable outcome of the chain store system are coming in every day in large quantities. The circulars are sold on the following basis:

100 copies ---- \$ 3.75
500 copies ---- 7.75
1000 copies ---- 12.75

Complete supplies of the circular are kept in stock, so that orders are filled the same day they are received.

Nothing the merchant can hand out or mail out to his trade will do him more good than this document.

Detroit—William J. Oddy, 23 Erskine street, manufacturer and dealer in window shades, material and supplies thereto, has merged the business into a stock company under the style of the William J. Oddy Co., with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in in property.

Eggs Purchased By Weight in Denmark.

Purchasing eggs by weight has been practiced in the country of Denmark for many years. This country is only about half the size of the state of Kentucky, yet it exports over 50,000,000 dozen eggs per year. Danish eggs furnish from 20 to 50 per cent. of the importation of Great Britain and command the highest price on the English market, with the exception of eggs from Holland.

A farmer who was much troubled by trespassers during the nutting season consulted with a botanical friend. The following notice was posted at conspicuous points about his premises: "Trespassers, take warning! All persons entering this wood do so at their own risk, for although common snakes are not often found, the Corylus avellane abounds everywhere about here, and never gives warning of its presence." The place was unmolested and the farmer gathered his crop in peace.

Keeping Old Customers.

One secret of the success of many country merchants is that through tact and good management they retain the patronage of their old customers. When an old patron of a store drops off, the dealer should know that something is the matter, and instead of treating the case with indifference he should investigate and find out, if possible, why the customer has ceased to favor him with continued patronage. He may discover that there has been some trivial matter or misunderstanding that a brief explanation will correct. No merchant should allow his old customers to go to a competitor if he can possibly prevent it by means of courtesy and good management.

Hides and Pelts.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	15
Calfskin, Green, No. 2	13½
Calfskin, Cured, No. 1	16
Calfskin, Cured, No. 2	14½
Horse, No. 1	4.00
Horse, No. 2	3.00
Pelts	
Sheep	25@1.50
Tallow.	
Prime	06
No. 1	06
No. 2	05
Wool.	
Unwashed, medium	@35
Unwashed, rejects	@30
Unwashed, fine	@25

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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.



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

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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, Croswell.
 Treasurer—L. V. Middleton, Grand Rapids.

Dry Ice the New Refrigerant.

Dry ice is in one sense not a new discovery. Years ago scientists learned that the sudden expansion of liquid carbon dioxide, from which this new refrigerant is made, resulted in a fall of artificial snow, much colder than the natural variety and absolutely devoid of moisture. Laboratories soon began using it in experimental work, but their processes of producing solid carbon dioxide were so slow and costly that it did not pay them to make more than enough for their own needs.

However, the use of this carbon dioxide product as a commercial refrigerant is new. Simpler and more economical methods of manufacture have brought the price down to a point where many industries can profitably employ it.

Carbon dioxide gas, the same harmless and healthful material used to charge all carbonated beverages, is first converted into snow, and then compressed into solid blocks of a density about 50 per cent. greater than that of water-ice. These solid cakes, dazzling white in appearance, looking like blocks of clean, closely packed snow, are known as "dry ice." The Bureau of Standards at Washington gives these cakes a rating of 109.7 degrees Fahrenheit below zero, or 141 degrees colder than water-ice. Being absolutely free from water, instead of melting into water, the cakes disappear as carbon dioxide gas.

Perhaps the most notable achievements of dry ice have been in connection with the shipment and sale of ice cream and kindred commodities. Today leading manufacturers, caterers, druggists and confectioners are using it in a variety of ways. Some of the more important uses are shipments of ice cream by express, caterers' packages, motor truck shipments and "take-home" packages.

Of particular interest to the druggist is this last use—for "take-home" packages. The ice cream is placed in an approved corrugated container. Three-quarters of a pound of dry ice in a paper bag is placed on top, inside of the box, and the package sealed securely with gummed tape. A quart of ice cream packed in this way will hold firm for eight hours.

The use of this new refrigerant has also enabled the druggist to display ice cream in the same manner as other merchandise. A cabinet for store and counter display, permitting an attractive showing of ice cream, in "take-home" packages, has been perfected.

Shipments of ice cream from the manufacturer may be made in jackets or bags to hold firm for about eighteen hours. About eight pounds of dry ice is needed for each shipping container.

One pound of this new refrigerant, when properly confined, has the refrigerating qualities of from ten to twenty pounds of water-ice, consequently it is being used to great advantage in mobile refrigeration, as it eliminates much of the weight carried in the use of water-ice. Also, dry ice is a non-corrosive refrigerant, its only emanation, carbon dioxide, having no effect on metal or wood. It flows off in clouds of white vapor, leaving no harmful traces on cars or trucks.

Although this product has been stressed most strongly as an adjunct of the ice cream business, largely because in this industry it has stood the most thorough tests, it has proved equally useful in the refrigeration of other products. Meat, fish, fruit, dairy products all are being shipped great distances, arriving at their destinations in excellent condition through the use of dry ice.

In the making of this refrigerant, carbonic gas is liquified at a pressure of about 1,100 pounds; then cooled and sprayed into what is known as a snow machine, where it becomes snow. The snow is automatically packed at 600 pounds pressure into 10x10x10, weighing about forty pounds, then stored in insulated balsam wood boxes, each box containing about 200 pounds. In shipping dry ice, less than 10 per cent. of the weight is lost in twenty-four hours. The second class express rates, coupled with the low rate of evaporation, make it possible to ship long distances profitably.

F. M. Shabel.

Give the People What They Want.

The correct operation of a fountain is the matter of ability to cater to the tastes of normal people and the avoiding of offending the good taste of others.

It is to be assumed that a person of normal taste knows what he likes and dislikes. Even if the person has been accustomed to patronizing a fountain or fountains where the quality standard is low that person may be counted on to recognize superior quality just as soon as it is offered. When things are more delicious, and more satisfying they will appeal and they will pull business.

I have known people to pass pretentious looking fountains and seek out a small store with cheap fixtures, but where cleanliness reigned and the soda water was cold and snappy, the ice cream rich and creamy and the fruits used were freshly and correctly prepared. Why? The quality had an appeal that outweighed the ostentation of the larger fountains. The investment in beauty failed, because they depended upon the beauty only instead of using beauty to back a quality that would appeal to the tastes of the people.

People are hunting things that appeal to their taste; they are doing it even if they are not conscious of the fact. Taste craves good things to satisfy it. Satisfaction may be measured some-

times by our ability to pay, but when the best is within our reach we want the best. A person who likes chocolates, for example, that sell for one dollar per pound may purchase the 50 cent variety and be satisfied, but were both candies priced the same the man who was selling the dollar variety for 50 cents would soon have all the business even if he never mentioned the fact that the candy was worth double the price asked. The quality would speak for itself.

Quality speaks at a fountain; people know good quality when it is served and they go where it is offered. Moral: Buy the best all of the time, not some of the time, handle the best in the proper manner and put an appealing quality before your patrons all of the time. This simply means that the right formula is just as essential as the right kind of materials to be used in its preparation.

Besides the taste to which we must appeal, there is in every normal person a taste that we must not offend, and that is the sense of "good taste." This means that there must be no offensive odors about the fountain or the room in which your tables are placed for the convenience of the patrons. There are some things used in a drug store in the preparation of medicines the odors of which should be kept out of the store. There are things at every fountain which if not cared for will begin to emit an offensive odor. Summed up this may be covered with the one concrete expression "cleanliness." Keep the fountain clean and the odors will never be there.

Then we must be careful not to offend the eye of the patron. This can be done by having everything sightly, there should be no dirty dishes and glasses scattered about the counter or left at tables. Remove them as soon as the patron using them has departed. People expect to see the business in operation, but do not expect to have the remnants of the other fellow's pleasure left to offend the sense of "good taste."

There is another thing that easily offends this sense of good taste, and that is a sticky table or counter; don't merely wipe them off, clean them thoroughly.

A person may be offended by the pearance of the personnel of the fountain through a failure to wear a clean collar, to shave before coming on duty, or the wearing of a white uniform that is not spotless.

Trying to get by with the mushy ice cream or tainted milk has more than once offended the good taste of the patrons of a fountain. The idea that you can get by and use up some supplies that have turned is as great a mistake as a fountain manager ever made for the attempt is sure to offend some of his valued patrons. I say valued; no, for if he really valued them he would not offend them by trying to save a few cents.

Again it is possible to offend by being out of the favorite flavor or beverage. He was a good customer, frequently called for Blanques ginger ale, an ale that sold well, but the manager

was not far-sighted enough to order a supply sufficient so it was frequently out, and this offended the good customer, and finally he discovered a fountain that was never out, and patronizes it, although it is a trifle out of his way to go there. But they have what he wants and are prepared to serve it when he wants it, and the service appeals to him. Give the people what they want, be prepared to serve it any time they want it, and the way they like it.

Can You Answer "Yes" To These Questions?

If you can, then it's a safe bet that your malted milks rate 100 per cent. and you're making a good profit on your whole soda fountain line. And if you can't—well, you're missing a big chance, that's all. Fortunately, however, it's not too late to change your tactics and cash in on this growing demand for malted milk drinks of quality.

1. Do you buy first-class ingredients—the best malted milk "Grade A" eggs, fresh, full-cream milk, high-grade syrups, ice creams, and all the "trimmings?"

2. Do you use at least two heaping spoonfuls of malted milk for a twelve-ounce drink?

3. Do you add the right amount of syrup? (From one to one and a quarter ounces gives the best results, according to fountain experts.)

4. Do you call attention to your malted milk drinks? (By means of attractive fountain strips, counter and window displays, etc.)

5. Do you have enough mixers to insure quick service?

6. Are your attendants neatly dressed and pleasantly mannered?

7. Is your fountain kept spotless and shining?

This catechism has been prepared after a study of the most successful fountains in cities, large towns, and small towns. Repeatedly their experience shows that quality malted milks double profits at the soda fountains. More than any other beverage, malted milks answer the popular demand for a light lunch that is at the same time a satisfying lunch. And, of course, the more malted milk ordered—the more sandwiches, cakes, etc., are sold, too, and all these items can be very profitable.

Then there is another important point to be considered. Satisfied fountain customers are likely to buy whatever they need in the way of drug or toilet articles, candies, etc., in the same store. And so profits may be increased in every department through a wise use of the soda fountain.

And if you stop to consider the mat-offering superior fountain drinks and ter—there's no easier way to build up a reputation for your store than by especially malted milks. For in the other departments, you are offering chiefly package goods which may be obtained from any of your competitors at the same price. At the fountain you have a chance to excel—to offer the best drinks in the neighborhood, if not in all the town. And it pays every time.

Produces Proof That Beet Sugar Will Jell.

B. C. Walker is located in Cheney, Wyo. Some of his customers did not care for beet sugar because they feared that it would not jell. Mr. Walker knew that it would, so he had a woman make several samples of jelly using beet sugar, some with pectin, others without. The jars were labeled accordingly and displayed on the checking counter. There were also two small jars of sugar, one of cane and one of beet, to show the comparison. When a customer says she is afraid beet sugar won't jell, all he does is call her attention to the display, if she hasn't already examined the samples.

Fancies Gaining in Shirts.

Advance of the season has further stimulated the call for fancy effects in men's shirts and indications now are that fancies will have an increased percentage of the total, although whites are still in considerable favor. Stress is being placed on color and orders are coming in for such shades as oxblood, black and white effects, with gray coming to the fore in the last few days. Both stripes and figured effects are sought. Collar-to-match types lead, with recent emphasis on stiff collars.

Whenever a man comes to the conclusion that he is indispensable, then he isn't.

Many a man with a checkbook feels that he needs no other library.

A professional is an amateur who has jellied.

Not Worried By Dress Shortage.

The present shortage of \$22.50 frocks should not be disturbing to buyers. There is no question that many producers of these garments are now specializing on \$16.50 dresses. This is only a temporary condition which would right itself by the time the Fall season gets under way in early July. The \$22.50 dress men merely saw a chance of increasing volume by dropping to the \$16.50 level and thus taking advantage of the variety which the average woman seeks for her Summer wardrobe. In this variety a somewhat lower price is an important factor.

Tribute To Old Timer.

Flint, April 13—May I respectfully request permission to dedicate the following lines to the author of the very interesting tribute paid to our late eminently beloved Ambassador to France, the Honorable Myron T. Herick, by one of your correspondents who uses the nom de plume of Old Timer?

Samuel Moffett.

A rose to the living is more
Than sumptuous wreaths to the dead.
In filling love's infinitesimal store
A rose to the living is more
If graciously given before
The hummingbird spirit has fled.
A rose to the living is more
Than sumptuous wreaths to the dead.

Just a kind word or a greeting,
Just a warm grasp or a smile;
These are the flowers that lighten
The burdens for many a mile.
After the journey is over,
What is the use of them; how
Can they carry them who must be carried?
O, give them the flowers now.

The minute man begins to realize
that things might have been worse he
becomes an optimist.

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

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WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	9 @ 20	Cubeb	1 35@1 50	Benzoin	@1 44
Boric (Xtal)	9 @ 20	Eigerson	5 00@5 25	Benzoin Comp'd	@2 28
Carbonic	33 @ 40	Eucalyptus	6 00@6 25	Buchu	@2 40
Citric	53 @ 74	Hemlock, pure	1 25@1 50	Cantharides	@2 16
Muriatic	3 1/2 @ 8	Juniper Berries	2 00@2 25	Capsicum	@2 52
Nitric	9 @ 15	Juniper Wood	4 50@4 75	Catechu	@2 28
Oxalic	15 @ 25	Lard, extra	1 50@1 75	Cinchona	@1 44
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 55@1 65	Colchicum	@2 16
Tartaric	52 @ 60	Lavender Flow	1 25@1 40	Cubeb	@1 80
Ammonia		Lavender Gar'n.	6 00@6 25	Digitalis	@2 76
Water, 26 deg.	07 @ 18	Lemon	85 @ 120	Gentian	@2 04
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	6 00@6 25	Guaiaac	@1 35
Water, 14 deg.	5 1/2 @ 13	Linseed, boiled, bbl.	@ 85	Guaiaac, Ammon.	@2 28
Carbonate	20 @ 25	Linseed, bld. less	95 @ 1 08	Iodine	@2 04
Chloride (Gran.)	09 @ 20	Linseed, raw, less	92 @ 1 05	Iodine, Colorless	@1 25
Balsams		Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	@1 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00	Myrrh	@2 52
Fir (Oregon)	55 @ 1 00	Olive, Malaga,		Nux Vomica	@1 80
Peru	3 00@3 25	yellow	3 00@3 50	Opium	@5 40
Tolu	2 00@2 25	Olive, Malaga,		Opium, Camp.	@1 44
Barks		green	2 85@3 25	Opium, Deodorz'd	@5 40
Cassia (ordinary)	25 @ 30	Orange, Sweet	12 00@12 50	Rhubarb	@1 92
Cassia (Saigon)	50 @ 60	Origanum, pure	@2 50	Paints	
Sassafras (pw. 60c)	@ 50	Origanum, com'l	1 00@1 20	Lead, red dry	13 1/4 @ 14 1/4
Soap Cut (powd.)	20 @ 30	Pennyroyal	3 00@3 25	Lead, white dry	13 1/4 @ 14 1/4
35c		Peppermint	5 50@5 70	Lead, white oil	13 1/4 @ 14 1/4
Berries		Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@1 00	Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6
Fish	@ 25	Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7
Juniper	11 @ 20	I.	10 50@10 75	Red Venet'n Eng.	4 @ 8
Prickly Ash	@ 75	Sassafras, true	1 75@2 00	Putty	5 @ 8
Extracts		Sassafras, arti'l	75 @ 1 00	Whiting, bbl	@ 4 1/2
Licorice	60 @ 65	Spearmint	7 00@7 25	Whiting	5 1/2 @ 10
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	L. H. P. Prep.	2 55@2 70
Flowers		Tany	7 00@7 25	Rogers Prep.	2 55@2 70
Arnica	1 75@1 85	Tar USP	65 @ 75	Miscellaneous	
Chamomile (Ged.)	@ 50	Turpentine, bbl.	@ 60 1/2	Acetanilid	57 @ 75
Chamomile Rom.	@ 75	Turpentine, less.	68 @ 81	Alum	06 @ 12
Gums		Wintergreen,		Alum, powd and	09 @ 15
Acacia, 1st	50 @ 55	leaf	6 00@6 25	Bismuth, Subni-	
Acacia, 2nd	45 @ 50	Wintergreen, sweet		trate	2 25@2 52
Acacia, Sorts	20 @ 25	birch	3 00@3 25	Borax xtal or	
Acacia, Powdered	35 @ 40	Wintergreen, art	75 @ 1 00	powdered	05 @ 13
Aloes (Barb Pow)	25 @ 35	Worm Seed	3 50@3 75	Cantharides, po.	1 50@2 00
Aloes (Cape Pow)	25 @ 35	Wormwood	20 00@20 25	Calomel	2 72@2 82
Aloes (Soc. Pow.)	75 @ 80	Potassium		Capsicum, pow'd	62 @ 75
Asafoetida	50 @ 60	Bicarbonate	35 @ 40	Carmine	7 50@8 00
Pow.	90 @ 1 00	Bichromate	15 @ 25	Cassia Buds	30 @ 35
Camphor	90 @ 95	Bromide	69 @ 85	Cloves	40 @ 50
Guaiaac	@ 60	Bromide	54 @ 71	Chalk Prepared	14 @ 16
Guaiaac, pow'd	@ 70	Chlorate, gran'd	23 @ 30	Chloroform	53 @ 60
Kino	@1 25	Chlorate, powd.	16 @ 25	Chloral Hydrate	1 20@1 50
Kino, powdered	@1 20	or Xtal	30 @ 90	Cocaine	12 50@13 50
Myrrh	@1 15	Cyanide	30 @ 90	Cocoa Butter	65 @ 90
Myrrh, powdered	@1 25	Iodide	4 36@4 60	Corks, list, less	30-40 to
Opium, powd.	19 65@19 92	Permanganate	22 1/2 @ 35	Copperas	40-10%
Opium, gran.	19 65@19 92	Prussiate, yellow	35 @ 45	Copperas, Powd.	03 @ 10
Shellac	65 @ 80	Prussiate, red	@ 70	Corrosive Sublim	2 25@2 30
Shellac	75 @ 90	Sulphate	35 @ 40	Cream Tartar	35 @ 45
Tragacanth, pow.	@1 75	Roots		Cuttle bone	40 @ 50
Tragacanth	2 00@2 35	Alkanet	30 @ 35	Dextrine	6 @ 15
Turpentine	@ 30	Blood, powdered	40 @ 45	Dover's Powder	4 00@4 50
Insecticides		Calamus	35 @ 85	Emery, All Nos.	10 @ 15
Arsenic	08 @ 20	Elecampane, pvd.	25 @ 30	Emery, Powdered	@ 15
Blue Vitriol, bbl.	@ 08	Gentian, powd.	20 @ 30	Epsom Salts, bbls.	@ 03 1/4
Blue Vitriol, less	09 1/4 @ 17	Ginger, African,		Epsom Salts, less	3 1/4 @ 10
Bordea, Mix Dry	12 @ 26	powdered	30 @ 35	Ergot, powdered	@ 4 00
Hellebore, White		Ginger, Jamaica,		Flake, White	15 @ 20
powdered	18 @ 30	powdered	45 @ 60	Formaldehyde, lb.	13 1/2 @ 35
Insect Powder	47 1/2 @ 60	Goldenseal, pow.	7 50@8 00	Gelatine	80 @ 90
Lead Arsenate Po.	13 1/2 @ 30	Ipecac, powd.	4 50@5 00	Glassware, less 55%	
Lime and Sulphur		Licorice	35 @ 40	Glassware, full case 60%	
Dry	08 @ 22	Licorice, powd.	20 @ 30	Glauber Salts, bbl.	@ 02 1/2
Paris Green	24 @ 42	Orris, powdered	45 @ 50	Glauber Salts less	04 @ 10
Leaves		Poke, powdered	35 @ 40	Glue, Brown	20 @ 30
Buchu	@1 05	Rhubarb, powd.	@1 00	Glue, Brown Grd	16 @ 22
Buchu, powdered	@1 10	Rosinwood, powd.	@ 50	Glue, White	27 1/2 @ 35
Sage, Bulk	25 @ 30	Sarsaparilla, Hond.		Glue, white grd.	25 @ 35
Sage, 1/4 loose	@ 40	ground	@1 10	Glycerine	20 @ 40
Sage, powdered	@ 35	Sarsaparilla, Mexic.	@ 60	Hops	75 @ 95
Senna, Alex.	50 @ 75	Squills	35 @ 40	Iodine	6 45@7 00
Senna, Tinn. pow.	30 @ 35	Squills, powdered	70 @ 80	Iodoform	8 00@8 30
Uva Ursi	20 @ 25	Tumeric, powd.	20 @ 25	Lead Acetate	20 @ 30
Oils		Valerian, powd.	@1 00	Jace	@1 50
Almonds, Bitter,		Seeds		Jace, powdered	@1 60
true	7 50@7 75	Anise	@ 35	Menthol	8 50@9 50
Almonds, Bitter,		Anise, powdered	35 @ 40	Morphine	12 83@13 98
artificial	3 00@3 25	Bird, Is	13 @ 17	Nux Vomica	@ 30
Almonds, Sweet,		Canary	10 @ 16	Nux Vomica, pow.	15 @ 25
true	1 50@1 80	Caraway, Po.	25 @ 30	Pepper, black, pow	57 @ 70
Almonds, Sweet,		Cardamon	2 50@3 00	Pepper, White, pw.	75 @ 85
imitation	1 00@1 25	Coriander pow.	40 @ 25	Pitch, Burgudry	20 @ 25
Amber, crude	1 25@1 50	Dill	15 @ 20	Quassia	12 @ 15
Amber, rectified	1 50@1 75	Fennel	35 @ 50	Quinine, 5 oz. cans	@ 59
Anise	1 25@1 50	Flax	7 @ 15	Rochelle Salts	28 @ 40
Bergamont	9 00@9 25	Flax, ground	7 @ 15	Sacharine	2 60@2 75
Cajeput	2 00@2 25	Poenugreek, pvd.	15 @ 25	Salt Peter	11 @ 22
Cassia	4 00@4 25	Hemp	8 @ 15	Seidlitz Mixture	30 @ 40
Castor	1 55@1 80	Lobelia, powd.	@1 60	Soap, green	15 @ 30
Cedar Leaf	2 00@2 25	Mustard, yellow	17 @ 25	Soap mott cast	@ 25
Citronella	1 00@1 20	Mustard, black	20 @ 25	Soap, white Castile,	
Cloves	4 00@4 25	Poppy	15 @ 30	case	@15 00
Cocoonut	27 1/4 @ 35	Quince	1 00@1 25	Soap, white Castile	
Cod Liver	1 50@2 00	Sabadilla	45 @ 50	less, per bar	@1 60
Croton	2 00@2 25	Safflower	12 @ 18	Soda Ash	3 @ 10
Tinctures		Worm, American	30 @ 40	Soda Bicarbonate	3 1/2 @ 10
Aconite	@1 80	Worm, Levant	6 50@7 00	Soda, Sal	02 1/2 @ 08
Aloes	@1 56	Seeds		Spirits Camphor	@1 20
Arnica	@1 50	Anise	@ 35	Sulphur, roll	3 1/2 @ 10
Asafoetida	@2 28	Anise, powdered	35 @ 40	Sulphur, Subl.	4 1/2 @ 10

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

DECLINED

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, 12-38 oz. doz.	3 35

AXLE GREASE

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

BAKING POWDERS

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

K. C. Brand

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

BLUING

JENNINGS

The Original

Condensed



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	10 75
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 85
Corn Flakes, No. 124	2 85
Corn Flakes, No. 102	2 00
Pep, No. 224	2 70
Pep, No. 202	2 00

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

Post Brands.	
Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post Bran, 24s	2 70
Pills Bran, 12s	1 90
Roman Meal, 12-2 lb.	3 35
Cream Wheat, 13	3 90
Cream Barley, 13	3 40
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. Fey. 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
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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	5 40
Apple Sauce, No. 10	7 50
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
Papple, 2 br. sl.	2 25
Papple, 2 br. sl.	2 40
Papple, 2 1/2, sil.	3 00
Papple, 2, cru.	2 60
Pineapple, 10 crushed	9 50
Pears, No. 2	3 00
Pears, No. 2 1/2	3 75
Raspberries, No. 2 blk	3 25
Raspb's Red, No. 10	11 50
Raspb's Black, No. 10	15 00
Rhubarb, No. 10	4 75
Strawberries, No. 2	3 25
Strawb's, No. 10	11 00

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 2	2 75
Clams, Steamed, No. 1	2 00
Clams, Minc'd, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35

Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 25
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 75
Sardines, 1/4 Oil, k'less	5 25
Salmon, Red Alaska	3 00
Salmon, Med. Alaska	2 40
Salmon, Pink Alaska	2 25
Sardines, Im. 1/4, ea.	10 23
Sardines, Im., 1/2, ea.	25
Sardines, Cal., 1 35	2 25
Tuna, 1/2, Curtis, doz.	4 00
Tuna, 1/2, Curtis, doz.	3 30
Tuna, 1/2 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lee. Beechnut	4 50
Beef, No. 1, Corned	2 65
Beef, No. 1, Roast	3 00
Beef, No. 2 1/2, Qua.	1 00
Beef, 3 1/2 oz. Qua.	2 15
Beef, 5 oz., Am Sliced	2 90
Beef, No. 1, B nut, sil.	4 00
Beefsteak & Onions, s	3 70
Chili Con Ca., 1s	1 35
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/4s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Qua.	85
Potted Ham, Gen. 1/4	1 85
Vienna Saus., No. 1/4	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

Baked Beans

Campbells	1 15
Quaker, 18 oz	1 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 1/2	1 75
W. Beans, 10	8 00
Green Beans, 2s 1/2	2 25
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	2 40
Beets, No. 2, cut 1 45	2 35
Corn, No. 2, stan.	1 15
Corn, Ex. stan. No. 2	1 15
Corn, No. 2, Fan. 1 80	2 35
Corn, No. 10	8 00
Hominy, No. 3	1 10
Okra, No. 2, whole	2 15
Okra, No. 2, cut	1 75
Mushrooms, Hotels	32
Mushrooms, Choice, 8 oz.	35
Mushrooms, Sur Extra	50
Mushrooms, No. 2, E. J.	1 35
Peas, No. 2, Sift.	1 85
Peas, No. 2, Ex. Sift.	2 25
E. J.	2 25
Peas, Ex. Fine, French	25
Pumpkin, No. 3	1 60
Pumpkin, No. 10	5 00
Pimentos, 1/4, each	12 1/4
Pimentos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	1 75
Sauerkraut, No. 3	1 45
Succotash, No. 2	1 65
Succotash, No. 2, glass	2 50
Spinach, No. 1	1 25
Spinach, No. 2	1 60
Spinach, No. 3	1 25
Spinach, No. 10	6 50
Tomatoes, No. 2	1 60
Tomatoes, No. 3	2 25
Tomatoes, No. 10	7 50

CATSUP.

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

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

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

CHEWING GUM.

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

CLEANER

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

COCOA.



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

CHOCOLATE.

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

GELATINE

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

JELLY AND PRESERVES

Pure, 30 lb. pails	3 20
Imitation, 30 lb. pails	1 75
Pure, 6 oz., Asst. doz.	90
Pure Pres., 16 oz., dz	2 40

JELLY GLASSES

8 oz., per doz.	36
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OLEOMARGARINE

Van Westinbrugge Brands
Carload Distributor



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

MATCHES

Swan, 144	4 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 box	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 00
*Blue Seal, 144	4 85
*Reliable, 144	4 00
*Federal, 144	5 25
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 50
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NUTS—Whole

Almonds, Tarragona	25
Brazil, New	24
Peanut Mixed	25
Philberts, Sicily	22
Peanuts, Vir. Roasted	11 1/2
Peanuts, Jumbo, std.	14
Pecans, 3 star	22
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	30 @ 35
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	70
Peanuts, Spanish,	12 1/2
Philberts	32
Pecans Salted	80
Walnuts Manchurian	55

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 16
Quart Jars, Plain, doz.	5 50
1 Gal. Glass Jugs, Pla.	2 10
5 Gal. Kegs, each	8 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuffed, doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz	2 75

PARIS GREEN

1/8s	34
1s	32
2s and 5s	30

PEANUT BUTTER



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

PETROLEUM PRODUCTS.

From Tank Wagon.	
Gas Machine Gasoline	37.1
Red Crown Ethyl	14
Solite Gasoline	14

In Iron Barrels

Perfection Kerosine	13.6
Gas Machine Gasoline	37.1
V. M. & P. Naphtha	19.6

ISO-VIS MOTOR OILS

In Iron Barrels

Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels

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



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

16 Gallon, 2250	24 50
5 Gallon, 750	9 75

Dill Pickles

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

Dill Pickles Bulk

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

PIPES

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
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POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef

Top Steers & Heif.	24
Good Strs & Hf., 15 1/2 @ 22	
Med. Steers & Heif.	20
Com. Steers & Heif.	15 @ 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.	24
Butts	23
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, Cer., 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 @ 32

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

Sliver 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
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SAL SODA

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

COD FISH

Middles	20
Tablets, 1/2 lb. Pure	19 1/4
doz.	1 40
Wood boxes, Pure	30 1/2
Whole Cod	11 1/2

HERRING

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

Lake Herring

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

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

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

STOVE POLISH

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

SALT

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



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

BORAX

Twenty Mule Team

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

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	4 20
Export, 100 box	3 85
Big Jack, 60s	4 75
Fels Naphtha, 100 box	5 50
Flake White, 10 box	4 20
Grdina White, No. 10s	7 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon, 124	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



80 can cases, \$4.80 per case

WASHING POWDERS

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

SPICES

Whole Spices

Allspice, Jamaica	@ 25
Cloves, Zanzibar	@ 38
Cassia, Canton	@ 22
Cassia, 5c pkg., doz.	@ 40
Ginger, African	@ 19
Ginger, Cochon	@ 25
Mace, Penang	@ 39
Mixed, No. 1	@ 32
Mixed, 5c pkgs., doz.	@ 45
Nutmegs, 70 @ 90	@ 59
Nutmegs, 105-1 10	@ 59
Pepper, Black	@ 46

Pure Ground In Bulk

Allspice, Jamaica	@ 25
Cloves, Zanzibar	@ 38
Cassia, Canton	@ 22
Ginger, Cochon	@ 25
Mustard	@ 32
Mace, Penang	1 39
Pepper, Black	@ 55
Nutmegs	@ 59
Pepper, White	@ 80
Pepper, Cayenne	@ 37
Paprika, Spanish	@ 45

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 2.—We have to-day received the schedules, reference and adjudication in the matter of Charles E. Towner, Bankrupt No. 3444. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Portland, and his occupation is that of a restaurant keeper. The schedule shows assets of \$525 of which the full amount is claimed as exempt, with liabilities of \$4,426.97. 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:

Frank Bennett, Portland ----- \$ 26.50
Maynard & Allen State Bank,

Portland ----- 2,700.00
Fidelity Corporation of Michigan,
Ionia ----- 94.00
Arthur Bandfield, Portland ----- 60.00
T. K. Brown, M. D., Portland ----- 37.00
Builders Lbr. & Supply Co.,

Portland ----- 4.38
C. W. Mills Paper Co., Grand R. ----- 25.00
Webber State Bank, Portland ----- 150.00
Charles F. Pows, Muskegon ----- 300.00
Mrs. Sarah J. Towner, Portland ----- 25.00
Drs. Horning & Lowrey, Portland ----- 35.10
Roy W. Dowdy, Portland ----- 16.10
Farm Bureau Elevator, Portland ----- 13.62
Farm Bureau Produce Co., Portland ----- 4.13
Leo Lahman & Co., Portland ----- 29.32
Smith Hardware Co., Portland ----- 11.99
Claude Plant, Portland ----- 6.80
Hunt Bros. Garage, Portland ----- 24.10
Armour & Co., Lansing ----- 48.39
Durand, McNeil, Horner Co., Chi. ----- 72.19
H. Leonard & Sons, Grand Rapids ----- 3.15
Worden Grocer Co., Grand Rapids ----- 8.25
Ionia County News, Ionia ----- 206.19
Village of Portland ----- 7.60
V. C. Milling Co., Portland ----- 6.85
Arctic Dairy Products Co., Grand

Rapids ----- 13.40
Ledge ----- 13.50
Richards Grocery, Portland ----- 15.00
Loyal McIntyre, Portland ----- 41.11
Francis Burger, Portland ----- 3.40
Michigan Bell Tel. Co., Portland ----- 229.00
Portland Elevator Co., Portland ----- 229.00

April 3. On this day was held the first meeting of creditors in the matter of James Modjeska, Bankrupt No. 3704. The bankrupt was present in person and represented by attorney L. D. Averill. Creditors were present in person and represented by attorneys Corwin, Norcross & Cook. 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 is 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 David Bow, Bankrupt No. 3700. The bankrupt was present in person and represented by attorney L. D. Averill. 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.

On this day also was held the first meeting of creditors in the matter of Glen T. Long, Bankrupt No. 3719. The bankrupt was present in person and represented by attorney R. J. Cleland. 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.

On this day also was held the first meeting of creditors in the matter of Glen T. Long, Bankrupt No. 3719. The bankrupt was present in person and represented by attorney R. J. Cleland. 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.

April 3. On this day was held the first meeting of creditors in the matter of Matilda Reeve, Bankrupt No. 3724. The bankrupt was present in person and represented by attorney Frank S. Weston. 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 Thomas S. Chalmers, Bankrupt No. 3723, the first meeting of creditors was held April 2. The bankrupt was present in person and represented by attorneys Watt & Colwell. One creditor was 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 a case without assets.

In the matter of Theodore Radke, Bankrupt No. 3710, the first meeting of creditors was held March 27. The bankrupt was present in person and represented by attorney Rolland Barr. 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.

In the matter of Gysbertus John Diekema, Bankrupt No. 3410, the trustee has filed his return showing that there are no assets in said estate over and above exemptions of the bankrupt, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Glenn McNamara and Edward McNamara, individually and as McNamara Bros., Bankrupt No. 3461, the trustee has filed his return showing that there are no assets in said estate and the case has been closed and returned to the district court, as a case without assets.

In the matter of Arthur E. Kanitz, individually and doing business as the Arcadia Co., Bankrupt No. 3687. The sale of assets has been called to be held for April 18 at the premises formerly occupied by the bankrupt, 1225 Peck street, Muskegon Heights. The entire stock consisting of pool tables, card tables, chairs, cash register, cigar cases, electric piano, vending machine, counters, balls, brushes, various sundries of items and stock of fixtures used for the conduct of a pool room, appraised at approximately \$2,509. All interested in such sale should be present at the date and time.

In the matter of Frank Plant, Bankrupt No. 3525, the estate has been found to contain no assets over and above exemptions of the bankrupt and liens and mortgages and the same has been closed and returned to the district court as a case without assets.

April 8. We have to-day received the schedules, reference and adjudication in the matter of Albert Thornton, Bankrupt No. 3746. 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 \$225 of which the full amount is claimed as exempt, with liabilities of \$647.20. 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.

April 8. We have to-day received the schedules, reference and adjudication in the matter of Frank Harwick, Bankrupt No. 3747. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Lawton, and his occupation is that of a furniture merchant. The schedule shows assets of \$2,545.35 of which \$250 is claimed as exempt, with liabilities of \$2,127.40. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

W. W. Hopkins, Kalamazoo ----- \$700.00
F. B. Rutledge & Co., Zanesville, O. ----- 100.00
Palmer & Hardin, Louisville, Ky. ----- 57.25
Robert Wood, Lawton ----- 600.00
Arcadia Furniture Co., Arcadia ----- 35.00
Folding Furn. Works, Stevens, Wis. ----- 64.59
Fishcer Furn. Co., Chicago ----- 7.50
Glabman, Chicago ----- 26.80
Gravelly Novelty Furn. Co., Martinsville, Va. ----- 12.75
H. Leonard & Sons, Grand Rapids ----- 9.48
King Furn. Co., Warren, Ohio ----- 3.32
Kroehler Mfg. Co., Naperville, Ind. ----- 122.05
Marshall Co., Grand Rapids ----- 24.75
Murphy Chair Co., Grand Rapids ----- 19.50
S. A. Maxwell & Co., Chicago ----- 21.30
National Mattress Co., Grand Rapids ----- 47.55
National Spring & Wire Co., G. R. ----- 7.00
Peck & Hills Furn. Co., Chicago ----- 85.00
Rome Co., Chicago ----- 25.40
O. W. Richardson & Co., Chicago ----- 14.31
Sheboygan Fibre Furn. Co., Sheboygan, Wis. ----- 52.70
Shaffer Co., Decatur, Ind. ----- 9.00
Smith Day Co., Chicago ----- 5.80
Simmons Co., Chicago ----- 26.75
Vitkin Lee Leather Co., Chicago ----- 3.00
Weiss Mussell Co., South Bend ----- 16.30
Wellington Stone Co., Chicago ----- 27.00
R. Margin Wall Paper Co., Chicago ----- 8.30

April 8. We have to-day received the schedules, reference and adjudication in the matter of Glen E. McDonald, Bankrupt No. 3748. 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 \$400 of which the full amount is claimed as exempt, with liabilities of \$578.32. 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.

April 8. We have to-day received the schedules, reference and adjudication in the matter of Robert F. Hansen, Bankrupt No. 3749. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Rockford, and his occupation is that of a druggist. The schedule shows assets of \$11,548.38 of which \$398 is claimed as exempt, with liabilities of \$18,996.49. The first meeting of creditors will be called promptly, note of which will be made herein. The list of creditors of said bank-

rupt is as follows:

L. J. Hansen, Rockford ----- \$160.00
Hazeltime & Perkins Drug Co.,
Grand Rapids ----- 1,100.00
Business Serv. Inc., Chicago ----- 84.00
L. L. Cook Co., Milwaukee ----- 12.81
Armand Co., Des Moines, Iowa ----- 25.22
Beach Leather Goods Co., Cos-

hington, Ohio ----- 72.63
Northwestern Yeast Co., Chicago ----- 9.15
Haas Bros., Benton Harbor ----- 1.80
Frederick Stearns Co., Detroit ----- 34.30
Nelson Baker & Co., Detroit ----- 36.00
Bradford & Co., St. Joseph ----- 56.19
W. M. Wilt, Syracuse, Ind. ----- 20.11
Auburn Greeting Card Co., Auburn,

Ind. ----- 12.19
Grosset & Dunlap Pub. Co., N. Y. ----- 114.00
Tisch-Hine Co., Grand Rapids ----- 14.20
Wm. Bradley's Sons, Greenville ----- 95.68
Boyer, Chicago ----- 14.00
American Nut Co., Indianapolis ----- 16.57
Cahns, J. Herbert, Traverse City ----- 33.00
H. Van Eenennaam & Bro., Zeeland ----- 1.88
V. Vivaudou, Inc., N. Y. ----- 18.90
United Mut. Fire Ins. Co., Boston ----- 30.80
Flough Chemical Co., Memphis,

Tenn. ----- 61.88
Upjohn Co., Kalamazoo ----- 14.40
Lee & Cady, Grand Rapids ----- 11.22
Knox Co., Kansas City, Mo. ----- 16.30
Gray Beach Cigar Co., Grand Rapids ----- 18.75
Chamberlain Medicine Co., Des

Moines, Iowa ----- 12.00
General Cigar Co., Chicago ----- 11.38
Usona Mfg. Co., Toledo ----- 9.60
Globe Wall Paper Mills, Chicago ----- 31.91
Parker Pen Co., Janesville, Wis. ----- .51
Bauer & Black, Chicago ----- 22.63
A. E. Brooks Candy Co., Grand

Rapids ----- 24.97
M. R. Cady & Co., Grand Rapids ----- 11.28
Crystal Candy Co., Grand Rapids ----- 11.55
Eastman Kodak Co., Rochester,

N. Y. ----- 136.57
G. H. P. Cigar Co., Detroit ----- 15.00
Goebel & Brown, Grand Rapids ----- 103.42
G. R. News Co., Grand Rapids ----- 29.21
Great Lakes Varnish Works, Chi.

Hazeltime & Perkins Drug Co.,

Grand Rapids ----- 2,000.00
Shotwell Metzger Auto Co., Belding ----- 474.00
Drs. Hess & Clark, Inc., Ashland, O. ----- 203.80
Heyboer Co., Grand Rapids ----- 800.00
Lambert Pharmacal Co., St. Louis,

Mo. ----- 59.28
H. Leonard & Sons, Grand Rapids ----- 226.16
Mastercraft Leather Goods Co.,
Waykesha, Wis. ----- 60.66
C. W. Mills Paper Co., Grand R. ----- 65.22
Muskegon Candy Corp., Muskegon ----- 36.79
Mutual Gold Stamping Ass'n.,

Chicago ----- 18.00
A. C. McClurg, Chicago ----- 201.97
National Candy Co., Grand Rapids ----- 68.55
National Grocer Co., Grand Rapids ----- 74.10
Norwich Pharmacal Co., Norwich,

N. Y. ----- 94.98
Parke Davis & Co., Detroit ----- 45.76
Rysdale Candy Co., Grand Rapids ----- 92.40
United Drug Co., Boston ----- 1,111.25
W. A. Sheaffer Pen Co., Ft. Mad-


ison, Ia. ----- 177.15
Taylor Candy Co., Battle Creek ----- 5.30
Shaw News Co., Grand Rapids ----- 78.18
Chemicals Corp., Long Island City ----- 62.00
Van Den Berge Cigar Co., Grand R. ----- 83.91
Skinners Drug Store, Cedar Springs ----- 43.94
Rockford Register, Rockford ----- 35.04
Rockford Co-operative Co., Rockford ----- 59.68
Pope & Heyboer, Grand Rapids ----- 60.00
Stephen F. Whitman, Philadelphia ----- 40.60
Kenray Studio, Greenville ----- 15.00
Woodhouse Co., Grand Rapids ----- 72.36
Worden Grocer Co., Grand Rapids ----- 136.83
Bayuk Cigars, Inc., Grand Rapids ----- 1.93
Consumers Power Co., Grand Rapids ----- 24.22
Michigan Bell Tele. Co., Grand Rapids ----- 15.80
Dr. John R. Hansen, Greenville ----- 100.00
Dr. C. V. Curdy, Greenville ----- 22.00
X Cigar Co., Grand Rapids ----- 37.50
Liberty Weekly, Inc., N. Y. ----- 1.23
Wm. A. Carroll, Inc., Highland Park ----- .28
Lewis Electric Co., Grand Rapids ----- 25.13
Osborne Co., Newark, N. J. ----- 46.90
Chicago Tribune, Chicago ----- 3.68
Lamot, Corliss & Co., New York ----- 29.00
International Magazine Co., N. Y. ----- 20.00
Johnson Candy Co., Grand Rapids ----- 9.38
Rockford Ice Cream Co., Grand Rapids ----- 9.38
Rockford Ice Cream Co., Rockford ----- 500.00
L. J. Hansen, Lansing ----- 500.00
Virginia Patrick, Lansing ----- 600.00
Miss Viola Hansen, Lansing ----- 691.00
Rockford State Bank, Rockford ----- 570.00
Greenville National Bank, Greenville ----- 400.00
Fidelity State Bank, Renwick ----- 1,000.00
Nels Jensen, Greenville ----- 500.00
Commercial State Savings Bank,
Greenville ----- 500.00
Ralph June, Rockford ----- 380.00
Mrs. Mary Hansen, Greenville ----- 1,000.00
Hans F. Hansen, Sheridan ----- 2,210.00
Dick Kimm, Rockford ----- 348.00
McFadden Publications, New York ----- 30.00

In the matter of Patrick B. McKenzie, Bankrupt No. 3500, the trustee has filed his final report and account and a final meeting was held Feb. 18. The bankrupt was not present or represented. No creditors were present or represented. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit, there being no funds for dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case has been closed and returned to the district court in due course.

In the matter of Clyde Croel, Bankrupt No. 3431, the trustee has heretofore filed

There were no appearances. The bills for expenses of administration were approved and ordered paid, as far as the funds on hand would permit. There were no dividends to creditors in general. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

April 8. On this day was held the first meeting of creditors in the matter of Sybrant Van Olden, Bankrupt No. 3731. The bankrupt was present in person and represented by attorney Dorr Kuizema. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt his final report and account, and a final meeting of creditors was held Feb. 18. 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.



People of
**GOOD
TASTE**
prefer
**LIGHT
HOUSE
COFFEE**
because of its
**DOUBLE
FLAVOR**
NATIONAL GROCER CO

THE TOAST SUPREME



**DUTCH
TEA
RUSK**

Baked from
finest wheat
whole milk
fresh eggs

THE DUTCH TEA RUSK CO.
HOLLAND MICHIGAN

What Service Means To Any Business.

(Continued from page 20)

wonders why any management can do such suicidal things.

To return to Childs. A weakness always has been the utter lack of any courtesy. Once, years ago, I drifted into Cleveland and I was almost given heart-failure by the cashier in Childs because she said, with bright, smiling cordiality: "Thank you." That happened again in Pittsburgh and once, I think, in St. Louis. In Washington one cashier mumbles "Thank you" way down in her throat and she looks down at her desk in evident distress as she utters the all but inaudible sounds.

Such things leave Childs open to inroads. Sold as I am on the food, I have been ready to go elsewhere on slight excuse. Of late years the charge for coffee has been too high in Childs. The charge for the second cup is an outrage. I take it and pay when I know of nothing as good. I go elsewhere when I know another good place.

Atlanta! There is a haven. It is the S. & W. cafeteria, called humorously the "Stand & Wait" because at meal time it is crowded. But believe me, "there's a reason"—yes, several of them. There is delicate courtesy—smiles—tips absolutely tabu—prices astonishingly low—liberal portions of coffee at half the price of Childs—then a pretty girl circles through the room, filling all cups again gratis and another hands out hot biscuits. S. & W. are prospering exceedingly on service.

My space is done; but the point is that honest service, passed out in goodly measure, is something that gets and holds trade. S. & W. are to-day where Childs was twenty-five years ago. The world moves for ward. We must do the same or drop out. Paul Findlay.

Adrian Otte Celebrates Forty-eight Years in Business.

Adrian Otte is this month celebrating his forty-eighth business anniversary as a laundry owner, having started the present business of the American Laundry of which he is the head, in 1881, when Grand Rapids was a comparatively small city of about 40,000. With the exception of two years the business has always been located on Division avenue. Mr. Otte was born in the Netherlands in 1858 and came to Grand Rapids with his parents at the age of 10.

Seven years after the business was started his brother John Otte joined him in partnership, continuing until the latter's death a quarter of a century later. Now associated with Mr. Otte in the business are his two sons, John P. Otte as secretary and treasurer and Edward F. Otte as vice-president.

Mr. Otte started in business with four employees and now has 235. His delivery requirements at the beginning were taken care of by a colored boy on foot, and now the American Laundry has a fleet of thirty motor cars which in the course of a year travel a distance of six times around the world. His first laundry occupied a small

store, while the present laundry, rug and dry cleaning plants require over 95,000 square feet of floor space. Forty-eight years ago practically every housewife either did or had done her washing and cleaning at home, the principal laundry business consisting of shirts and collars. Now, with the growth of women's interests beyond the home, the service of the laundry has broadened in an astonishing way. To-day it not only does the entire laundry work of the average family, but the rug cleaning, and dry cleaning and pressing of the family garments as well. In the old days the work of the laundry was done entirely by hand, with a tub and washboard, but to-day the equipment of a modern laundry is a marvel of efficiency and labor-saving methods. The American Laundry is Nationally recognized as one of the most modern and best equipped plants in the Middle States. Over a quarter of a million dollars has been spent in the last two years on improved plant



Adrian Otte.

facilities and equipment.

Besides a variety of business interests, Mr. Otte is a director of the Welfare Union and the Y. M. C. A., is an honorary trustee of the Woman's Home, having served on the board for 32 years, and has been treasurer and trustee of the South Congregational church for 29 years. He is a member of both the local and national Chambers of Commerce, and is a Scottish Rite Mason, holding membership in the Knights Templar and Saladin Temple of the Shrine. He is also a director of the Citizens Industrial Bank, a member of the Grand Rapids Art Association, the Knickerbocker Club, Peninsular Club, Optimist Club and Cascade Country Club, and is one of the charter members of the National Laundry Owners Association organized in 1883.

Mr. Otte has always taken a leading part in employe welfare, manifesting a keen interest in the well being of everyone who worked for him. Some years ago he originated a bonus plan and adopted Group Insurance for the benefit of employes, and has encouraged and supported the health and so-

cial activities of the Alco Club, composed of those who work at the American Laundry. In commemoration of his forty-eighth business anniversary the employes presented Mr. Otte with forty-eight American Beauty roses.

Improper Sizing Hurts Rayon.

Improper sizing of rayon yarns was held here yesterday by a leading importer to be largely responsible for the trouble which weavers of rayon and of cotton and rayon mixed fabrics report from time to time. The charge was laid directly against the use of sizing with an acid content, which, it is contended, either weakens the yarn to the breaking point or causes "running up" in the fabric. Weight to the improper sizing view apparently is lent by the fact that trouble is not experienced with all of the yarns made in the same rayon plant, but sized elsewhere, as would be the case were the entire output faulty.

No Gingham Prices Yet.

While it is not definite that the pricing of Fall lines of ginghams and kindred fabrics will be held off as long as it was last year, when the leading Eastern producer did not quote on its goods until mid-May, it is apparent that this action is not so close as some buyers seem to believe. On the other hand, it appears that some development in the percale field is not far off. Whether this will take the form of re-instatement of withdrawn lines at new prices or whether it will consist of putting Fall prices on the goods is not apparent. Just how long the action will be delayed seems to depend on the speed with which deliveries of back orders are caught up by leading printers.

The Questioning Ceased.

Prosecuting attorney, to burglar's wife—What is your age?
Burglar's wife—Thirty-four.
Attorney—Are you this man's wife?
Wife—I am.
Attorney—Did you know he was a burglar when you married him?
Wife—I did.
Attorney—Are you this man's wife?
Wife—Yes, you may. I was getting along in years and it was a choice between him and a lawyer. I considered him the more honest of the two.
(The cross questioning ceased at this point.)

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.

ALL FIXTURES—In Park & Shop Market. Glass showcases, grocers' counters, refrigerated butchers' cases, meat coolers, Toledo platform scales, cash register. Equipment used but six months. Big reduction. Complete cold storage plant for sale. Becker Auto Co., Grand Rapids, Mich. Phone 9-3335. 79

WANTED—EXPERIENCED SALESMAN FOR MEN'S CLOTHING AND FURNISHING DEPARTMENTS. EMPLOYMENT DEPARTMENT, PAUL STEKETEE AND SONS, Grand Rapids, Mich. 76

For Sale—Shoe stock, good location. Address No. 74, c/o Michigan Tradesman. 74

For Sale—CAFE—Center business district, Jackson. Profits, \$100 week. Worth investigating. Must sacrifice for other interests. First \$2,500 takes this; worth twice that. Write for details. If you want a good business cheap, here is your chance. Prop. Frosty's Cafe, 144 W. Pearl St., Jackson, Mich. 75

For Sale—Clean, well-stocked general store. Inventory, with fixtures, about \$3,500; good five-room house, store 30x60, \$4,500. No competition. Address No. 77, c/o Michigan Tradesman. 77

FOR SALE—International Speed Wagon, 1926 model. Driven 16,000 miles. A-1 condition. James Obeck, Big Rapids, Mich. 78

FOR SALE—GROCERY IN COLLEGE TOWN ON U. S. 27. GOOD LOCATION. DOES ABOUT \$25,000 A YEAR. CLEAN STOCK. Inventory about \$1,500. NO CHAIN STORES. EXCELLENT REASONS for selling. Address No. 68, c/o Michigan Tradesman. 68

FOR RENT—Splendid mercantile business location Mt. Pleasant, Mich. Lease if desired. This will not keep. See Myers, Cooper & Watson, Mt. Pleasant, Mich. 69

Want to negotiate for a hardware business in Western town five or ten thousand population. Address H. J. Fuel-ler, Glenside, Penna. 70

For Sale—Good clean and well stocked grocery store, with fixtures. Doing a good business. Owner wishes to go into another line. Address No. 71, c/o Michigan Tradesman. 71

FOR SALE—Old established cash grocery and meat business in one of the best towns in Michigan located on M-21. Clean, fresh stock. Stock and fixtures inventories around \$5,500. Will rent building. Reason for selling, other business interests. Address No. 72, c/o Michigan Tradesman. 72

HARDWARE—Clean, up-to-date stock and modern fixtures. Inventory about \$9,000. Located near Grand Rapids. Real opportunity in ideal locality. Address No. 73, c/o Michigan Tradesman. 73

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

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—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 — Two general merchandise stores doing good business. Will sell with buildings or without. \$1,500 will handle one, \$3,000 the other. Address No. 59, c/o Michigan Tradesman. 59

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.

I OFFER CASH!

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

L. LEVINSOHN

Saginaw, Mich.

Telephone Riv 2263W

Established 1909

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.

Queries are being received in Detroit from many points in the United States asking if the present high production of automobiles is likely to continue. This, manufacturers say, indicates a greater interest than ever before regarding the condition of the motor car business. Surveys made by the large manufacturing companies indicate that the country will continue to absorb the automobile output for months to come because conditions are good in the buying market.

One of the main things to consider when it comes to motor car output this year is the fact that a large number of automobiles should have been scrapped last year were kept on the road. Prospective purchasers held off their buying until 1929. This has opened a large market for the present season.

Never before in the history of the motor car industry have two manufacturers maintained daily outputs exceeding 8,000 and 6,000, respectively, as Ford and Chevrolet are now doing.

In the higher price field Cadillac and La Salle output was 4,009 cars in March, an increase of 10 per cent. Packard produced 4,780 units, 81 more than the corresponding month a year ago. Hudson produced 1,900 Essex and Hudson cars daily throughout the month, while Buick made more than 15,000 cars. Practically all of the other manufacturers showed increases.

There was talk during the week to the effect that a Detroit automobile company would bring out a front-drive automobile. A canvass of motor car manufacturers in this city brought forth denials from every point. A company manufacturing cars outside of Michigan, however, will bring out such a car, it is reported.

A greater steel tonnage is being used in the manufacture of motor car bodies at the present time. The new Fisher body for the Chevrolet carries the steel paneling over the top for several inches. The old style was to bring the top material down to within an inch or two of the sides. The new paneling contributes much to the appearance of the body and adds more strength.

Announcement is expected from Hupmobile in a short time as to just what it will do with the two large plants of the former Chandler Motor Car Co., in Cleveland, which it purchased the first of the year. These two plants are being retooled and made ready for large operations of some kind.

Purchase of the furniture business of Summerfield & Hecht, 324 Michigan avenue, is announced by Weil & Co., 301 Michigan avenue, as the first step in an extensive plan for additional stores, not only in Detroit, but with an ultimate coast-to-coast chain system. Officials of Weil & Co. stated that the purchase price is in excess of \$5,000,000, the deal, the second largest in retail consolidation in the history of Detroit, involving the main store of Summerfield & Hecht, four branch

stores, two long-term leases and all of the assets of the company.

Keep Flour Requirements Covered For Sixty Days.

There has been an upward tendency in the price of wheat during the past week, due in a large measure to anticipated enactment of farm legislation at an early date; soon enough, in fact, to aid in the marketing of the coming crop this summer. May wheat has advanced five and three-eighths cents per bushel; on the other hand, Liverpool has advanced only one and three quarters cents per bushel, so our markets are farther out of line now than a week ago, with a result that export business has again been eliminated; at least, it has been reduced to the vanishing point.

The visible supply of wheat in the United States is 56,000,000 bushels greater than a year ago at this time; in Canada 11,000,000 bushels greater; in fact, 12,000,000 bushels, showing a total increase in the visible supply in the United States and Canada of approximately 68,000,000 bushels; and while receipts have fallen off they are still greater than a year ago, so that with a very favorable outlook for a growing winter wheat crop, with present prospects of all the way from 570,000,000 to 590,000,000 bushels it is very difficult to generate a great deal of enthusiasm for the long side of wheat, so far as statistics are concerned.

However, activities of the market are based on sentiment as much as on facts and the announcement made this week that the marketing organization being developed through legislation, and to be financed by the Federal Government at a very low rate, is the strongest marketing organization the world has ever known, is a distinctly bullish factor, at least from a sentimental standpoint. Of course, it remains to be seen how well such an organization will function and what the actual effect of its operation will be.

There is also another factor which must be considered by the flour buyer and that is a considerable portion of the heavy stocks of grain, wheat particularly, is of rather low grade. The choice milling grades are bringing stronger premiums right along which would indicate that wheat at least is in strong hands.

Everything taken into consideration, it would appear advisable to keep flour requirements covered for sixty days. In other words, it is safe to purchase for sixty day requirements, as it will be at least ninety to one hundred days before new crop wheat is available, although it is doubtful if much profit will be actually made on the market alone. On the other hand it is very doubtful that flour prices will be any lower in the immediate future, so from the standpoint that flour is a reasonably safe purchase, it is advisable to keep requirements fairly well covered to assure the rendering of first class service to the trade, as service to-day is one of the real factors in the development of business.

Lloyd E. Smith.

Typical Editor Suffers From Shortness of Vision.

Many thanks for sending me the clippings from the Tradesman. At White has given you a very interesting chapter of Michigan's political history. To most of the present generation the terms "Hawbuck" and "Squawbuck" have no meaning at all, although we were all so deeply stirred by them forty years ago. Majority rule has generally proved wavering and often ineffectual, except when it has shown a decent respect and has given a respectful hearing to the opinions of the minority. How often have we seen the purposes and functions of government stalled to a dead halt when the majority tried to ride with a high hand and the minority filibustered and impeded action by artful use of parliamentary usage!

Worse yet is the condition when any party is so firmly in the saddle that it can run "hog wild" with policies grounded in passion, prejudice or greed. One of the most calamitous things that has happened to this Nation of ours was the ruthless imposition of the, so-called, policy of "reconstruction" upon the South, following the civil war. Its effects will linger to some degree for a century, if not longer.

I hope Mr. White will keep up his good work as long as he lives. He sent me an article concerning Will Conant, whom I knew passing well, and other old-time newspapermen and their methods of securing forbidden news, but the present generation of editors knows them not at all, nor cares for anything that is past, forgetting that we build to-day upon the ruins and wrecks of yesterday and that our own lives are more or less shaped by events which trail backward to the crusades and earlier.

It seems to me that the typical editor and departmental heads of newspapers all suffer from shortness of vision. They cater to the public taste and forget that in so doing they are allowing themselves to be shaped by a morbid appetite for hot spices and mixed pickles which they themselves have cultivated into a sort of literary Frankenstein monstrosity; and, as I recall the story, Frankenstein became a victim of his own creation. As a result of this practice of feeding the public just what the editor thinks it wants, a newspaper like the Manchester Guardian would require a state subsidy in this country to ward off starvation and the sheriff. On the news we have made rapid progress—from a single strip of comic cartoons of minor interest to twelve solid pages, rapidly tending toward a major interest, and the public appetite seems to grow by what it feeds upon in a rather disturbing fashion. Fire is an excellent servant, but a terrible master and fire has no monopoly of that tendency.

On Feb. 25 I attended the 150th anniversary of the capture of Fort Sackville, at Vincennes, by George Rogers Clark. It was a stirring event and it was gratifying to see so many great scholars, historians, patriotic enthusiasts and descendants of the early

pioneers assembled for such an occasion. Then I went down to New Harmony, in the big toe of the State of Indiana, and had a delightful time among the descendants of that small group of religious and social reformers. The greater part of the buildings of the old village are still standing and they have a wonderful museum and library which made me wish that some of their spirit could be implanted among us here in Michigan. The Rappites and Owenites failed in their main purpose, as did the crusaders of long ago, but they accomplished something for all that, for they made their little settlement a nucleus for the development of educational ventures and drew to them a group of notable men of science and learning and made their village the headquarters of the Federal geological survey activities for many years. And this in spite of their utmost efforts toward self-effacement.

The cemetery where so many of them were buried, victims of malaria and fever and ague, has not a single tombstone. Many years ago a delegation of their descendants even leveled off the grave mounds into a smooth lawn under the forest trees, leaving undisturbed a number of Indian mounds which were on the ground when the first white men penetrated that region. Their idea was that when a man's work is done he has passed on and that his works do follow him; also that all are equal in death and need no memorial other than the brick wall which enclosed the ground where their bones were laid to turn to dust. They discovered that communism fails and must fail because of the curious diversities of human nature; and that lofty ideals crumble because, in spite of them, the lazy ones will shirk and try to subsist off the industry of the energetic, talented, industrious and self-sacrificing. Yet in spite of a long and numerous repetition of such discoveries and failures the people of Russia have ventured another "noble experiment" and failed again.

George B. Catlin.

Corporations Wound Up.

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

Rex Sales and Lumber Co., Detroit.
Blue Mountain Lumber Co., Saginaw.
Royal Ice Cream Co., Detroit.
International Milk Products Co., Detroit.

Century Creamery Co., Detroit.
Watson Store Co., Arnold.
H. B. & M. Corporation, Detroit.
Brintall Manufacturing Co., Inc., Detroit.

Sterling Co., Spring Lake.
Bankers Thrift Association, Detroit.
A. D. Loughhead Construction Co., Kalamazoo.

Evergreen Land Co., Detroit.
Manufacturers' Finance Co., Detroit.
Pur-Verly Carburetor Corp., Detroit.
Jerome H. Remick Printing Co., Detroit.

Dictograph Products Corporation, New York-Detroit.

It takes a mighty little shove to send some men down hill.

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



The Mill Mutuals Agency

Lansing, Michigan

Representing the

Michigan Millers Mutual Fire Insurance Company

(MICHIGAN'S LARGEST MUTUAL)

and its associated companies

COMBINED ASSETS OF GROUP

\$62,147,342.79

COMBINED SURPLUS OF GROUP

\$24,791,128.22

Fire Insurance—All Branches

Tornado

Automobile

Plate Glass

**20 to
40%**

**SAVINGS MADE
Since Organization**