

Lots of Time

Lots of time for lots of things,
Though it's said that time has wings;
There is always time to find
Ways of being sweet and kind.
There is always time to share
Smiles and goodness everywhere.
Time to send the frowns away,
Time a gentle word to say,
Time for helpfulness, and time
To assist the weak to climb.
Time to give a little flower.
Time for friendship any hour;
But there is no time to spare
For unkindness anywhere.

STRENGTH

ECONOMY

THE MILL MUTUALS
Lansing **AGENCY** *Michigan*

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



Combined Assets of Group
\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES
Tornado—Automobile—Plate Glass

WORDEN GROCER COMPANY
The Prompt Shippers

You Can Be Sure Of
QUAKER
Evaporated Milk

It Is Reliable

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

THE MICHIGAN TRUST COMPANY, Receiver.

Why Sacrifice Profits?

It is not necessary when you stock and sell well-known merchandise on which the price has been established through years of consistent advertising.

In showing the price plainly on the package and in advertising

K C Baking Powder

Same Price
for over 38 years

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

we have established the price—created a demand and **insured your profits.**

You can guarantee every can to give perfect satisfaction and agree to refund the full purchase price in which we will protect you.

*The Government Used Millions
of Pounds*

MICHIGAN TRADESMAN

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, MAY 1, 1929

Number 2380

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

CHAIN STORES IN BAD LIGHT.

Cut Advertised Goods in Order To Swindle Customers.

At a recent meeting of the National Association of Manufacturers at the Waldorf-Astoria Hotel in New York, William J. Baxter, director of research, Chain Stores Research Bureau, made the following statements:

Although we had chain stores prior to 1920, there were certain forces that worked in the business situation in this country from 1920 on that have made for tremendous chain store growth. In that growth I have been happy to be associated with some 300 chains.

From 1905 to 1920 we had a tremendous amount of immigration which finally resulted in a law being passed in 1920 prohibiting further excessive immigration. Now I don't think that if we had to-day in this country people to the amount of 90 per cent. of English descent that we would ever have had chain stores to the extent we have. One has only to pass through any department store to see that the average American to-day is not as intelligent as the American of ten, twenty or thirty years ago.

The most important thing is what we call the appeal to the eye. The chain store believes that its first duty is to get the customer into the store, and to do that we have to use modern art to the limit in the exterior and interior of the store.

To me there isn't any question as to the advisability of any retail store if it can sell some nationally known product at a cost to get the crowd. A consumer will go to a grocery store and she is willing to pay 55 cents for steak, whereas it might be sold for 52 or 50 cents elsewhere, if she at the same time can purchase

Campbell's soups or some other package goods at cost.

Scientific retailing means studying the blind articles in the store and selling them at full prices. But what we call open articles, the ones that the consumer can go from store to store and compare, selling them at low prices.

In other words, to beguile a consumer into paying for a steak of average size 15 or 20 cents more than it could be purchased elsewhere, on the strength of a cut piece of 2 or 3 cents on a standard product—that, according to Mr. Baxter, speaking to manufacturers, as a chain store representative is "scientific retailing" and impliedly the practice of the "300 chains" with which he stated he was "happy to be associated!"

More than sixty days have elapsed and no public repudiation of Mr. Baxter's astounding assertions has been made by any chain store executive.

It is incredible that the practice of selling "open articles at low prices" in order to hoodwink the consumer into purchasing "blind articles at full prices," advocated by Mr. Baxter as "scientific retailing," will be defended by responsible chain store executives and we ask an expression from you in the public interest.

Theodore Roosevelt once said: "There are good trusts and bad trusts." The same is unquestionably true of chains. The consumer is unquestionably economically served by some and unquestionably exploited by others. The question is not one of "chains" as an institution, but of the predatory and dishonest practice of some chains, concerning which we respectfully suggest it is high time that representative members of that industry should take cognizance.

Edmond A. Whittier,
Sec'y American Fair Trade Ass'n.

Herman Hanson Elected To Succeed Paul Gezon.

The special committee appointed to select an available candidate for full-time Secretary for the Retail Grocers and Meat Dealers Association of Michigan met with the directors at the Rowe Hotel (Grand Rapids) last Wednesday evening and recommended that Herman Hanson be elected to serve in that capacity on a part-time basis, the other half of his time to be devoted to the Grand Rapids Retail Grocers Association, of which he is Secretary and Credit Manager. The directors concurred in the recommendation and voted to enter into contract relations with Mr. Hanson, to take effect May 15.

Mr. Hanson was born in Chicago fifty years ago, his antecedents on both sides being Norwegian. He has lived in Grand Rapids for fourteen

years, having removed to this city in 1915 to engage in the retail meat business at 209 Michigan street. Five years later he sold the meat market and went on the road for the Eesley Milling Co., Plainwell. Nine months later he was elected Secretary of the Grand Rapids Retail Grocers Association, which he served four years. One year was devoted to the work of selling the Carnation Milk Co. products on the road, when he returned to his



Herman Hanson.

former position with the local grocery organization.

Mr. Hanson plans to employ a man to attend to the credit department of the local association, so he will be free to make trips on short notice to any part of the State where he may be called to assist in creating sentiment in behalf of local organization and, incidentally, add to the membership of the State organization.

At a meeting of the local association, held Monday evening, it was decided to relinquish Mr. Hanson from his full time arrangement with that organization, thus leaving him free to divide his time in such a way as to make his services available to both.

News of Interest To Grand Rapids Council.

While the April meeting of the Council was well attended it is hoped that even more will be on hand at 7:30 next Saturday evening for the May business session. There will be no further social meetings including the ladies until after the summer recess.

The old adage that a new broom sweeps clean is certainly true in the case of our new Senior Councillor, Robert Groom, as he is doing everything in his power to make the meetings more interesting where possible. The newly-formed degree team under Capt. Oltman did well at the April

meeting in initiating three new members. Next Saturday evening they expect to have their new uniforms and this, coupled with the fact that they have devoted considerable time to practice, ensures snappy work.

The memorial service which was held Sunday, April 14, was fairly well attended. Surely the solemnity of the occasion and the true benevolence it exemplifies should warrant the attendance of every local member of our council. Three lone U. C. T. caps reposed on the table and over them a splendid eulogy was delivered by Secretary and Treasurer Homer R. Bradfield.

The new members initiated at the last meeting were Joseph Paul, 1419 Sigsbee street; Rudolf Ruff, 1024 Chester street, and Franklin C. Riley, A. E. Brooks Candy Co.

The Salesmen's Club expects an exceptional musical entertainment next Saturday, in addition to a film on the exploits of Col. Charles A. Lindbergh. A male quartet, an orchestra and special musical features should bring a record attendance. Everyone is welcome, 12:45 at the Rowe Hotel.

C. C. M.

Work For Defeat of Cigarette Tax.

Wyoming Park, April 30—The members of the Association should get in touch with their Representative at Lansing at once, asking him to vote against the cigarette tax bill, as the enactment of this bill will be a strong play into the hands of mail order houses and chain stores. Under the inter-state commerce rules these houses could ship cigarettes into the State without being subject to the tax. While we are opposed to using women's pictures and endorsements in connection with cigarette advertisements, we are opposed to the bill which would put a tax on each package.

At the meeting of the Board of Directors of the Association, held at Grand Rapids last Wednesday, Herman Hanson, of Grand Rapids, was elected Secretary in place of the undersigned. This action was subject to the approval of the Board of the Grand Rapids Grocers Association, and at a meeting held April 29 they approved of the arrangement to share Mr. Hanson's services with the State Association. May 15 Mr. Hanson will take the office.

Paul Gezon,
Sec'y Mich. Retail Grocers and Meat Dealers Association.

Eleven New Readers of the Tradesman

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

Business Men's Credit Association, Battle Creek.

Parker Inn, Albion.

R. V. Rule, Clare.

Will C. Stone, Portland.

Wm. Graczyk, Wayland.

A. J. Stryker, Grand Rapids.

A. D. Leng, Frederic.

Boyd Haven, Hope.

Harry Ross, Flint.

Andy Shepse, Flint.

H. E. Brown, Saginaw.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

On March 29, 1929, Cameron, Michel & Co., Inc., Copper Exploration Co., Inc., George H. Shurtleff, John Locke, Herbert Locke and Harry Carragher were found guilty by a jury in Federal Court, Southern District of New York, of using the mails in a scheme to defraud, and of conspiracy so to do, in the sale of stock of the Canario Copper Co. John Carter Anderson, a mining engineer and co-defendant, was found guilty of conspiracy.

Sentence was imposed by Federal Judge John C. Knox, on April 8, 1929. Shurtleff was given a term in Atlanta Prison of four years and an added probationary term of five years. Each of the Locke brothers was given three years in prison and a probationary term of five years. Carragher and Anderson were given probationary terms of five years and two years respectively. The Court imposed no penalty upon the corporate defendants.

The verdict of the jury was rendered after a trial which lasted six weeks, before Judge Knox. This important case was brought to trial on February 18, 1929, by United States Attorney Charles H. Tuttle and was prosecuted ably by his assistants, Lowell Wadmond and Elbridge Gerry. Prosecutions followed a thorough investigation by Post Office Inspectors, Nathan Noile and Frank Boyle extending over a period of about one and a half years. The Better Business Bureau of New York City was of assistance in the Government's investigation of this outstanding fraud.

The firm of Cameron, Michel & Co., Inc., came into existence about 1918, succeeding the Cameron Holding Corporation, and announced itself a specialist in mining securities. It claimed to be an authority on copper mining ventures and published a weekly review entitled "Weekly Analysis of the Copper Investment Situation" in which were set forth the views of the firm on the various standard copper issues. Interspersed with its comments on these issues each week were favorable comments on the various companies promoted by the corporation.

Among the issues which this firm, directly or indirectly, sponsored and sold to the public were:

Engineers Petroleum Co.
Bankers Petroleum Co.
London Arizona Consolidated Copper Co.
Compania Cobre Mexicana, S. A.
Calumet Pinal Mining Co.
Canario Copper Co.
Penn Texas Oil Co.
Engineers Exploration Corp.
Copper Exploration Co.
Buckeye Copper Corporation.
Owl's Head Copper
Consolidated Arizona Copper.
Angel's Creek Copper.
Calumet Copper Co.
Tortillita Copper Co.

The most important of these ventures was the Canario Copper Co. This was a holding company holding all of the stock of the El Canario Copper Co. and the Mountain Consolidated Copper

Co., Mexican corporations, which held title in Mexico to a group of mining claims in the Nacozari district.

The Canario Copper Co. was chartered originally under the laws of the State of Arizona, with a capitalization of \$2,000,000. In 1918, the Canario Copper Corporation of Delaware was organized with a capitalization of \$20,000,000 and took over the assets of the Canario Copper Co. of Arizona which then went out of existence. The stock of the Canario Copper Co. was dealt in on the New York Curb Market from 1921 to 1925 and sales were vigorously stimulated by Cameron, Michel & Co., Inc., whose principals controlled the corporation.

The properties consisted of mining claims known as the Lillie, Lillie Segunda, Canario and Batamoti. In the early stages of the corporation, the mining operations were confined to the Lillie claim and strong statements were made in the selling literature about the prospects, anticipated production and quick profits from this claim. The anticipated production did not materialize; operations were transferred to the Lillie Segunda and optimistic predictions thereafter were applied to the Lillie Segunda property. But operations were shifted to the Batamoti properties and continued there. The Lillie and the Lillie Segunda were alleged to be high-grade properties, whereas the Batamoti was represented to have an enormous area of low grade copper ore. A considerable amount of money was spent on the Batamoti property but it never reached a state of real commercial production.

Meanwhile, Cameron, Michel & Co., Inc., was strenuously pushing the sale of stock at market prices of from \$2 to \$3 per share. In the Spring of 1925 with no apparent justification from mining operations, the market price of the stock commenced to rise and, continuing until October, 1925, the price gradually increased until at that time it was being quoted at about \$8 per share. In October, 1925, the stock was suspended from trading privileges by the New York Curb Market and the stock has not since been restored to trading on that or any other exchange. Afterwards it was traded in by over-the-counter dealers for a considerable period at around 50c per share.

In November, 1926, the firm of Cameron, Michel & Co., Inc., inaugurated a vigorous campaign among its customers again urging the purchase of stock of the Canario Copper Co., at the over-the-counter price of \$1.75 per share. The firm represented that it would re-purchase the stock at the expiration of six months at a price 50c above the then selling price. For a period of several months the campaign continued with the quoted price of the stock being gradually increased under the same selling plan until in February, 1927, the price was at \$4 per share. The campaign was then abruptly ended and the re-purchase agreements were not kept. Over-the-counter price quotations for this stock in April, 1929, were 10c bid and 25c asked.

The investigation of this case revealed that Cameron, Michel & Co.,

Inc., had caused to be organized in 1918 a corporation known as the Copper Exploration Co. which acted as a holding company owning stock in various Cameron, Michel promotions among which was Canario Copper Co. (Cameron, Michel & Co., Inc., itself, had originally been financed by the sale of its stock to the public but by various devices the public participation in this corporation had been eliminated, making Shurtleff and the Locke brothers the owners.)

Early in 1925, Cameron, Michel & Co. entered into an option agreement to purchase 400,000 shares of unissued stock of the Canario Copper Co. at \$3 per share. This option was then assigned to the Copper Exploration Co. which was to bear the stock-selling expenses but half of the gross profits were to go to Cameron, Michel & Co.

To further the stock-selling campaign, there was published and widely circulated, the following financial statement:

Canario Copper Co., Inc. Balance Sheet. As At July 15, 1925	
Assets	
Cash in bank	\$ 1,200,500.00
Accounts receivable	659,571.92
Capital stock tax in suspense	2,000.00
El Canario Consolidate Copper capital stock	20,000,000.00
Development	621,048.23
Total Assets	\$22,483,120.15
Liabilities	
Capital stock outstanding \$19,836,150.00	
Reserve for stock of predecessor company still outstanding	163,850.00
Surplus	2,483,120.15
Total Liabilities	\$22,483,120.15

In the trial of the Federal case, the following interesting facts were revealed concerning the \$1,200,500 "cash in bank" item.

The Copper Exploration Co. and the Canario Copper Co. each opened accounts with a \$500 deposit in a small New York bank and exchanged their checks on equal dates; the former company gave the latter its check for \$1,200,000 in payment for 400,000 shares at \$3 each, thus creating a \$1,200,000 credit in the bank account of the Canario Copper Co.

Almost within the hour, the Canario Copper Co. gave a check for \$1,100,000 as a "loan" to Copper Exploration Co. This "washing" of checks left a credit balance in the bank of \$100,500—not \$1,200,500—to the account of the Canario Copper Co.

It is estimated that the firm of Cameron, Michel & Co., Inc., took from the public approximately \$15,000,000 in the sale of various mining and oil stocks during the past ten years.

In 1926, the Attorney General of New York State instituted an investigation into the stock-selling activities of Cameron, Michel & Co., Inc., which lasted almost one year and resulted in an injunction signed by Mr. Justice Faber on September 28, 1927.

This injunction was obtained by consent of the defendant. A receiver, under the Martin law, was appointed. Al-

though this concern had taken enormous toll from the public, the receiver could find little of actual value among the assets.

Following the Martin law action, Cameron, Michel & Co., Inc., discontinued business although Shurtleff and the Locke brothers continued to attempt to sell stock in various enterprises.—N. Y. Better Business Bureau.

Help For the Retailer.

There are hopeful signs for the independent retailer in the growing practical interest displayed in his affairs by the distributors. He has been showered with advice to make the most of his opportunities for special service to his customers. He has been urged to hold fast to faith in his calling in spite of the encroaching chains. He has been reminded that he is still in the proud position of being the main reliance of producers. But in talk of this kind there is little nourishment. What the retailers need is co-operation, the benefits of wide experience in merchandising and selling goods. The chain has all this. It makes its numerous outlets pay on the whole because mainly of their intimate relation to its work as a wholesaler, a fact that is lost sight of in lamentation over the inroads which the chain is making among the jobbing ranks. As a matter of fact the chain has glorified the value of the wholesale function by absorbing it and using it to the utmost advantage. The independent retailer who is treated by the wholesalers merely as a customer is thrown on his own narrow resources and outlook, lacking the best part of the equipment that makes the chain stores effective. If he is to have a reasonable chance he must be made a coherent part of the whole machinery of distribution of which his customer, the ultimate consumer, is the objective. In some cases definite organizations have been perfected under which large groups of retailers have been brought together in union with wholesalers in reciprocal relationships. The effort here is to preserve independence among units while providing strength by giving effect to mutuality of interest and obligation. General recognition of the principle and change of practice in accordance therewith should go a long way toward establishing scattered retailing on a firm footing and so strengthening the position of the wholesaler.

Differ About Millinery Sizes.

While there is undoubtedly an increase in the call for the larger head-sizes in millinery to meet the needs of the large number of young women who are letting their hair grow, there is a notable lack of agreement in comments heard in the trade as to the extent of this gain. So far, at least, the demand for the larger sizes has not made itself especially felt in the higher-priced merchandise, although some tendency in that direction is manifest. Makers of hats retailing from \$5 to \$15 appear to be getting most of this demand, not a little of which is coming from local stores and shops.

Character counts for more than skill in promotion.

BRUCE BARTON

DESCRIBES

ROSEDALE

"The cemetery on the edge of town has been radically transformed. All of the monuments have been removed. It is no longer the ghastly stone yard of the past, but a beautiful park, where the graves are marked by simple tablets laid flat on the grass. Doves fly over it, and children play in it. Every detail and symbol speaks not of death, but of life. The inhabitants of that town think of their loved ones as living, not dead."

Quoted by special permission from Mr. Barton's
late work,
"WHAT CAN A MAN BELIEVE?"

BRUCE BARTON, widely read modern writer, in the foregoing, brings out most strikingly the wide difference between Rosedale Memorial Park and the cemetery as commonly known. The past ten years have seen many changes in our modes and standards of living. The upheaval, through which the world has passed, has changed our old ideals and customs. With these modern changes has come the beautiful modern Memorial Park, and of these parks Rosedale will stand out preeminently; undoubtedly to be patterned after, but never excelled.

ROSEDALE

MEMORIAL PARK ASSOCIATION, INC.

GROUNDS

½ Mile Beyond Outer Blvd.
on Lake Michigan Drive

OFFICES

Ground Floor Perkins Bldg.,
No. 117 Ionia Ave., North. Phone 45254



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ROSEDALE differs from the other cemeteries in that there are no weird objects such as grave mounds, lot inclosures, unsightly monuments, all of which are associated with and encourage a feeling of sadness, gloom and depression.

In accordance with the modern idea Rosedale Memorial Park, its architecture, driveways, statuary, lakes, memorials and embellishments are a perpetual memorial to those resting there.

For future personal use or for investment Rosedale lots are priced far below their potential value. With added improvements during the coming months the increase in value of lots will, in all probability, exceed previous remarkable increases.

Your inquiry by phone, 45254 or by mail will bring you authentic information about Rosedale without obligation on your part to buy.

MOVEMENTS OF MERCHANTS.

Brooklyn—T. R. Donohue has purchased the meat market of Ray Marr.

Belding—Soles & Andrews succeed Rogers & Covert in the grocery business.

Metamora—Carl Andress has purchased the grocery-market of Don Gleason.

Flint—The Bankers Trust Co. has increased its capital stock from \$150,000 to \$300,000.

Grand Rapids—Roy Peaslee succeeds J. Dykema in the grocery business at 301 Cedar street.

Detroit—Max Reiss has sold his meat market at 8262 Grand River avenue to Louis Cunich.

Grand Rapids—The Wiersma Grocery succeeds Klunder Bros. in business at 1058 Adams street.

Mecosta — Arthur Royce succeeds Bromley & Royce in the grocery and general mercantile business.

Muskegon Heights—Henry Casemier will move his Casemier meat market to 20 East Broadway.

Detroit—The American Home Outfitting Co., 6469 Chene street, has increased its capital stock from \$10,000 to \$100,000.

Mt. Clemens—The National Candy Co. will close its branch factory at this place soon and offers its plant for sale or lease.

Muskegon Heights—The Hall Electric Co., dealer in electrical supplies and apparatus, has opened a branch store at 933 Terrace street, Muskegon.

Detroit—B. Charley is sole proprietor of the grocery and meat market at 700 Jos. Campau avenue which was formerly owned by Charley Brothers.

Detroit — The Lifeware Aluminum Co., 51 Elliott street, has been incorporated with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in in cash.

Highland Park—The First Industrial Bank of Highland Park has been incorporated with an authorized capital stock of \$120,000, all of which has been subscribed and paid in in cash.

Bay City—The Bay City Dairy Co., 114 Franklin street, has been incorporated with an authorized capital stock of 5,000 shares at \$3.75½ a share, all of which has been subscribed and paid in.

Detroit—The Ever-Ready Coal Burner Co., 835 Lafayette building, has been incorporated with an authorized capital stock of 15,000 shares at \$10 a share, \$25,000 of which has been subscribed and \$7,500 paid in in cash.

Lansing—The Hygrade Food Products Corporation, 501 American State Savings Bank building, has been incorporated with an authorized capital stock of 50,000 shares at \$10 a share, \$1,000 being subscribed and paid in in cash.

Detroit — Marilyn, Inc., 142 East Michigan avenue, has been incorporated to deal in men's, women's and children's clothing with an authorized capital stock of 15,000 shares at \$1 a share, \$10,000 being subscribed and paid in in cash.

Detroit—The W. J. Kennedy Dairy Co., 3935 Seyburn avenue, has been

incorporated to deal in dairy products and other food, with an authorized capital stock of \$800,000, \$150,000 of which has been subscribed and paid in in property.

Detroit—The Cadillac Fruit Co., 2430 Market street, has merged its business into a stock company under the same style with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in property.

Royal Oak—The Oak Coal & Lumber Co. has been incorporated to conduct a wholesale and retail lumber, building material and fuel business with an authorized capital stock of \$20,000, all of which has been subscribed and \$10,000 paid in in cash.

Grand Rapids—The Fairview Lumber Co., 308 Lindquist building, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in in property.

Port Huron—A voluntary increase of 40 cents per ton over the contract price will be paid farmers for chickory root this season by E. B. Muller & Co., as the result of a reduction of freight rates on manufactured chicory from Port Huron to New York.

Lansing—The Jarvis-Estes Co., 101 East Grand River avenue, has merged its furniture business into a stock company under the style of Jarvis-Estes, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Ironwood—The Berquist-Jewell Co., 116 South Lowell street, has merged its wholesale and retail candy, syrups, etc., into a stock company under the same style with an authorized capital stock of \$10,000, \$6,550 of which has been subscribed and paid in in property.

Detroit—Jay & Jay, 6466 Chene street, conducting a chain of stores dealing in men's wear, has merged the business into a stock company under the same style with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$1,000 in cash and \$49,000 in property.

Detroit—The Krest Process Oil Co., 6554 Hamilton avenue, has been incorporated to refine and process oil and sell it at wholesale and retail with an authorized capital stock of 5,000 shares of A stock at \$10 a share, 5,000 shares of B stock at \$1 a share and 10,000 shares no par value, of which amount \$1,500 has been subscribed and paid in in cash.

Flint—A merger of importance to the dairy and ice cream industry of the Eastern half of Michigan and the entrance of powerful interests has been completed with the purchase by the National Dairy Products Corp., of New York, of the Arctic Dairy Products Co. The former Bridgman Dairy plant at Flint is now being enlarged to three times its former capacity, and will be the Flint headquarters of the new company. With other main plants at Detroit and Lansing, it will serve the entire Eastern half of the State.

Rockford—The Hansen drug stock and fixtures were bid in at bankruptcy sale last Wednesday at \$4,485. The

purchaser has no knowledge of the drug businesses and will probably find himself in hot water if he undertakes to conduct the store without first obtaining a license from the Board of Pharmacy. In the ignorance of the law, he opened up for business soon after the sale, but was forced to close the doors by a representative of the Board. As Hazeltine & Perkins Drug Co. has a mortgage on the stock for \$1,225 and a house which sold the soda fountain holds \$1,000 security on the fountain, the general creditors, whose claims aggregate about \$16,000, will probably not receive over 5 cents on a dollar. The outcome of the failure discloses an average loss of \$16 per day for every day that Hansen conducted the store. He attributed the loss on the witness stand to dishonest clerks, but the general impression is that he played the bucket shops or made improper and unprofitable investments. Thirteen thousand dollars appear to have disappeared inside of two years. Hansen has gone to Detroit, where it is understood he found employment.

Manufacturing Matters.

Detroit—The Bowen Fireproofing Co., 2347 Woodward avenue, has increased its capital stock from \$100,000 to \$140,000.

Detroit—The Huron Portland Cement Co., 1325 Ford building, has increased its capital stock from \$4,400,000 to \$8,000,000.

Detroit—Chernick Bros., 12830 Linwood avenue, plumbing, have changed the name of the business to the U. S. Plumbing & Heating Supply Co.

Detroit—The Bower Roller Bearing Co., 3040 Hart avenue, has increased its capital stock from 160,000 shares no par value to 250,000 shares no par value.

Detroit—The Tungsten Carbide Tool Co., 356 East Congress street, has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,520 has been subscribed and paid in.

Traverse City—Arms & Cole, 122 Cass street, have merged their sheet metal and plumbing business into a stock company under the same style with an authorized capital stock of \$36,000.

Rochester — The Rochester Screw Co. has been incorporated with an authorized capital stock of \$30,000 preferred and 10,000 shares no par value, \$33,000 being subscribed and paid in in property.

Lansing—The Capitol Tool & Engineering Co., 611 North Grand avenue, has been incorporated with an authorized capital stock of \$25,000, of which amount \$17,000 has been subscribed and paid in in property.

Grand Rapids—The Wood & Fibre Products Co., 1415 Ionia avenue, S. W., has changed its name to the American Fibre Ply-wood Case Co. and increased its capitalization from \$10,000 to 30,000 shares at \$10 a share.

Grand Rapids—The Directo Lamp Co. has been incorporated to manufacture and sell auto signals and accessories with an authorized capital stock of \$3,500 \$2,000 of which has

been subscribed and paid in in cash.

Hastings — The Ironside Shoe Co., 104 East State street, 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 cash.

Blissfield—The Richland Manufacturing Co., has been incorporated to manufacture and repair cloth and fur garments with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and paid in in property.

Detroit—The John L. Fuller Co., 459 York street, has been incorporated to manufacture and install gas and electrical devices, with an authorized capital stock of 200 shares at \$10 each, \$500 being subscribed and paid in in cash.

Monroe—To specialize in the manufacture of an automatic adjustable chair the Floral City Furniture Co., formerly a partnership between Edward M. Knabusch and Edwin G. Shoemaker, has been incorporated with a capital of \$50,000.

Kalamazoo—The Checker Cab Manufacturing Co. will start construction soon of a new factory unit on its North Pitcher street property, the expansion costing approximately \$1,000,000. The company expects to have 1,000 men on its factory payroll by next fall.

Marysville—The Buhl Aircraft Co. will expend more than \$500,000 within a year on its new landing field just purchased, which is located a mile South of St. Clair and covers a square mile of land. This sum includes purchase of the site and erection of buildings.

Grand Rapids—The Toledo Plate & Window Glass Co. of Michigan, 501 South Ionia avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Greenville—The Consolidated Cabinet Co., of Grand Rapids, has purchased the factory building formerly owned by the Taplan Furnace Co., at Greenville and will take possession by Sept. 1. The company manufactures electric soda fountains and ice cream cabinets. President H. A. Haan stated it is expected to build a \$10,000 addition, giving the concern 30,000 square feet of floor space. About forty men will be employed other than the office force.

Late Business Changes in Indiana.

Elkhart—Chas. H. Warner has sold his grocery and meat market at 800 East Simonton street to Frank Marcello.

Indianapolis—W. J. Kramer has opened the Caroline food shop at 5628 East Washington street.

Indianapolis—The Great Atlantic & Pacific Co. opened a grocery and meat market at 221 North Illinois avenue.

Muncie—Ed. A. Hoffer's meat market at 411 South Walnut street was damaged by fire.

Spencer—Robert Mathews has taken over the Fender meat market and will move same to a new location.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.45 and beet granulated at 5.35.

Tea—The market in this country during the week has felt the effect of the removal of the tea duty in England. Demand has been better and buyers have been anticipating their wants with more confidence. The leaders have been Ceylons, Indians, Formosas and Javas, and Ceylons have advanced as much as 2 cents a pound in primary markets. This change has not as yet reached this country. Prices on everything for the week are the same as they were last week.

Coffee—The market for Rio and Santos, green and in a large way, is exactly where it was a week ago. The undertone, however, is easy, especially in Brazil, and the future market has eased off since the last report. Not very much, but still enough to show a trend of the market. Financial situation in Brazil is not too good. Mild grades show no particular change for the week. The jobbing market for roasted coffee is where it was a week ago. The demand from consumers is about as usual, but the first hands demand is poor.

Beans and Peas—Market for dried beans has had some fluctuations during the past week. After the decline of last week pea beans have shown an advance of 25 cents during the week just over. Demand, however, has been light. In fact, it has been light on all items. California limas are not too steady and split peas are weak at a decline of about 25 cents. Blackeye peas, on the contrary, are firmly held.

Cheese—Supplies of cheese are still small and although the demand is rather quiet, the market rules steady without change for the week.

Canned Fruits—A few Coast packers came out with their advanced prices on current packs of California fruits during the week, but the majority are still withdrawn. The trade here showed little active interest in these offerings, and exhibited the old-time conservative attitude in regard to them. The average Eastern buyer is inclined to wait until he can see just where he and the rest of the trade stands in regard to California fruits, for he has been "stuck" so many times in the past that he hardly cares to take a chance on any proposition that is not absolutely clear and simple.

Canned Fish—The market on salmon is unchanged, but trading is slow, due to the arrival of the Jewish holidays. A gradual improvement in demand is anticipated. Columbia River Chinooks are scarce and continue to rule firm. Maine sardines have not been moving rapidly, but the market is steady. California ovals are firm. Shrimp are in moderate supply and although demand is not active, prices are holding up fairly well.

Dried Fruits—The market is firmer on all California dried fruits and price revisions, while none are particularly sharp, are fairly numerous. Raisins have advanced in several items by goodly fractions. Jobbers in many cases have advanced their list quotations on peaches, and there are frac-

tionally higher ideas on apricots, although the market is actually about the same as in the previous week. Standard and choice peaches, yellows or Muirs, are on an advancing tendency. Prunes continue firm, though they are quotably without alteration. So far as trading activity is concerned, the dried fruit market is just about as active as during the previous week. There is now no real weakness in any item of the dried fruit list, though Dalmatian cherries declined a trifle last week and are now quoted at 18½¢ a pound. Currants are quoted steadily, even though there is no buying interest in the article. Spot supplies are light. New York State apples are idling along at a slow rate, but holders are not weakening and there is no change in prices. First hands are closely sold up in all grades. Lake county pears are stronger in tone and stocks on hand are light. Demand is slow.

Nuts—The advance of Nonpareil almonds in the shell was the feature of last week's local nut market. Nonpareils are narrowly and firmly held and supplies are hardly enough to last through the summer, according to some of the most important factors in the trade here. Ne Plus and Drakes, while not showing any change in prices, are firmer in tone. It is the belief of the trade that prices on these varieties will soon react in upward revisions. The Coast market has been bare of all almonds in the shell for some time. The presence of the Jewish holidays naturally has temporarily halted buying to a certain extent. Walnuts, filberts and Brazils went through the week without any market changes and prices were generally steady. In the shelled nut market affairs were even more dull. A quiet market has brought on some price shading here and there, but considering the almost total lack of buying interest, the market has held up pretty well. A good statistical position on the spot, and in primary markets is a bolstering factor on prices.

Rice—All varieties are steady in price, and any marked change should be for the better rather than for declines. Many Southern millers are withdrawn on offerings due to a sold-up condition, while others are still quoting firm prices. Spot quotations are unchanged over the week.

Sauerkraut—Factors here state that the spot market would advance if it were not for the presence of some up-State handlers of little-known brands, who are underselling advertised brands by a large margin. Trading is quiet in both canned and bulk kraut, and prices are inclined toward easiness, though quotably unaltered.

Syrup and Molasses—Sugar syrup is still inclined to be weak, on account of light demand. Prices, however, are fairly well maintained. Compound syrup is also in very light demand, but rules at steady prices. Molasses in fair demand for the season, at unchanged prices.

Salt Fish—The first new shore mackerel are reported off the New England coast, but are still ruling at too high prices to amount to anything. This compels fishermen to sell the

mackerel fresh. Under the circumstances it has no effect upon the salt mackerel market. It is expected, however, that some will be salted in three or four weeks. New spring mackerel is being salted in Ireland, but trade here are not much interested.

Vinegar—The market on apple cider vinegar continues firm, and sales are reported as having been good this week. White distilled is quiet but steady.

Review of the Produce Market.

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

Asparagus—30¢ for 2 lb. bunches of Calif.; Illinois, \$2.85 per box for 2 doz. Bananas—5½¢@6¢ per lb.

Beets—\$3.25 per crate for new from Texas.

Brussel Sprouts—30¢ per qt.

Butter—The market has had a rather firm week. Demand has been very fair and receipts are light. Jobbers hold prints at 46¢ and 65 lb. tubs at 45¢.

Butter Beans—\$4.50 per hamper for Florida.

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

Cabbage—New from Texas, \$3 per 100 lb. crate; old, \$2 per 100 lb. crate.

Cauliflower—\$2.75 per doz.

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

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

Cucumbers — \$2.75 for 2 doz. box from Illinois; \$4.50 per bu.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$9.75

Light Red Kidney ----- 9.00

Dark Red Kidney ----- 9.25

Eggs—Receipts of fine fresh eggs have not been very liberal during the past week, and the market has made a small fractional advance. The demand is excellent for the finer grades. All of this class are being taken as fast as they come in. Local jobbers pay 26½¢ per doz.

Egg Plant—18¢ apiece.

Garlick—23¢ per lb.

Green Onions—Shallots, 75¢ per doz.

Green Peas—\$2.75 per hamper for Texas.

Green Peppers—60¢ 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 \$5.25

Imperial Valley, 6s ----- 4.00

Hot house leaf, per lb. ----- 20¢

Limes—\$1.25 per box.

Mushrooms—75¢ per lb.

Oranges—Fancy Sunkist California

Navels are now on the following basis:

126 ----- \$7.00

150 ----- 6.50

176 ----- 6.50

200 ----- 5.25

216 ----- 4.75

252 ----- 4.50

288 ----- 4.50

324 ----- 4.00

Onions — Texas Bermudas, \$2 per crate for yellow and \$2.25 for white; home grown, \$4.50 per 100 lb. bag.

Parsley—75¢ per doz. bunches.

Pieplant—Home grown is now in market, commanding \$1.50 per bu.

Poultry — Wilson & Company pay as follows:

Heavy fowls ----- 30¢

Light fowls ----- 30¢

Radishes—60¢ per doz. bunches.

Spinach—\$1.35 per bu.

Strawberries—\$3.25 for 24 pint crate from Louisiana.

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

Tomatoes — \$1.50 for 6 lb. basket from California.

Turnips—75¢ per doz. bunches for Florida.

Veal Calves — Wilson & Company pay as follows:

Fancy ----- 18¢

Good ----- 16¢

Medium ----- 13¢

Poor ----- 10¢

Tribute to the Memory of Charles H. Coy.

Funeral services for Charles H. Coy were held in the Alden M. E. Church Sunday morning, Rev. Rood officiating. The Masonic Lodge conducted the service at the cemetery.

Charles Henry Coy was born July 28, 1874, and passed away April 24, 1929, at the age of 54 years. He lived practically all his life in Alden. He succeeded to his father's mercantile business, which was established in 1872, and conducted it successfully for over thirty years. Ill health compelled him to retire about four years ago. Two years ago he gave up all active work and for the last year he has been confined to his bed.

He was a member of the Methodist church and was superintendent of the Sunday school for over twenty years. He was always one of the leaders in what he thought would be for the moral or industrial betterment of the community and at different times held township offices. The little church was crowded to capacity for the service and numerous floral tributes bore silent testimony to the respect in which he was held in the community.

Late Business Changes From Ohio.

Caldwell—Ed. McLaughlin has sold his meat market to Steve Lestock.

Cleveland—Mr. Murphy will open a meat market at 10321 Lorain avenue.

Cleveland—A grocery and meat market will be opened by T. Moffett at 3817 Carnegie avenue.

Cleveland—Otto Fanesi has sold his grocery and meat market at 4034 East 123rd street to Ethel Tamenbaum.

Cleveland—The Euclid Cash Meat Market has been moved to 14300 Euclid avenue.

Dayton—Ed. Grillmeyer has made some improvements to his grocery and meat market at Lorain and St. Paul avenues.

Dayton—Max Tiehauer has sold his grocery and meat market at 1233 Daner avenue to John A. Messler.

Oberlin—Fisher Brothers will move their grocery-market to 29 South Main street.

SINGLE TAX AS A PANACEA.

Adroit Presentation By a Leader Who Leads.

You ask me, "When will the crash come in the chain stores which are asking four or five times what property is worth, and obtaining the money therefore by unloading watered stock on the dear public?"

May I say, if I could answer that question intelligently, I would have to be wiser than the wisest prophet in the old testament. But, I remember reading Karl Marx when he said something to the effect that our capitalistic system would collapse by its own weight. When I first read that it meant nothing to me, but as time wears on, I am wondering if Karl Marx had a prophetic vision? We all know that to-day we are confronted with trade and labor problems such as never before existed in the world's history. Not only chain grocery stores, but every other line of independent business is gradually being gulped down by big business. Look at what organized finance is doing to the little bank! These big financial institutions are making so much money their profits would cause a bootlegger to blush.

I may be wrong, but this is the way it appears to me. I do not think that the chain systems are going to let up. Their power will increase until every independent business is strangled. Then these different chain systems will commence to devour one another and, when one is supreme, this monopoly will attempt to dictate terms to our Government. I wish that our so-called Better Americans who look for a lavatory at the mention of Communism had the intelligence to foresee this danger. If they did, they would realize that the thing they have cause to fear is not the overthrow of society by the lower strata, but by those in high places, through their organization of a business system which is going to be easy to take over. And our Government will have to take it over in order to protect itself. That will mean socialism, communism or whatever you wish to call it.

When I was a boy I grew up with the idea that the rich had a superior quality of brains. But since my eye teeth are cut, I would liken most rich people unto a die in a Government mint, with the power to stamp out dollars, but with no sense of feeling. When a man becomes rich, he usually loses all sense of justice towards the masses. Yes, look around! Are we not, one and all, losing our souls? When we become too self-centered, something is going to happen.

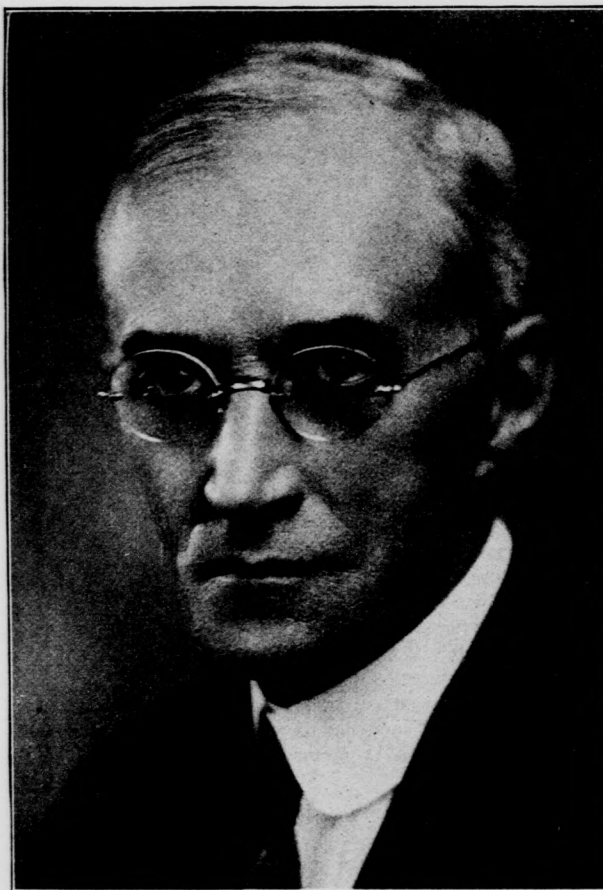
About forty years ago I started in business and the only capital I had was my hands and the desire to get ahead. What chance has a young man to-day under like circumstances? And if we keep on at the rate we have been going, what chance will young men have forty years from now? Have we of to-day no responsibility for those yet unborn? What is this we call patriotism?

To me it seems impossible to dis-

cuss chain stores unless we take into consideration our whole economic system. We all know that business is woven together like a piece of fabric. If we injure one thread, we weaken its whole structure. If big business is allowed to go on ruthlessly destroying the little business man and improved machinery is to take the place of men, leaving them without purchasing power, where will this end? Let's ask ourselves. What's the matter with us? We are proud because our democratic form of government guarantees equal privileges to all, but does it? Hear the prosperity yellers brag about the new crop of millionaires and then listen to the pitiful appeals of our charity organizations and you have the

Did you ever see a bull being led by a ring through the nose? Well, the bull represents the multitude. The rich and their bull.

That makes me think of our organized patriotic societies. Do they ever feel perturbed at the plight of the little business man? Or because men and women (after they become forty-five years of age) are forced on the scrap heap? Ask the men and women of that age who are looking for jobs in factories and offices and you will know what I mean by "scrap heap." To me, a patriot is one who places the love of country before all else. But my idea of country is not sticks and stones, but human beings. I maintain that we never can be 100 per cent.



G. J. Johnson.

answer. We do not seem to realize that "when some get something they do not earn there must be others who earn something they do not get." So we have progress and poverty going hand in hand.

We Americans are such humorless creatures. We tell our youth in all seriousness that any poor boy has a chance to be elected president of the United States. But is that true? Look at the expense account of our last presidential campaign and you have your answer. Where does all this money come from? Is it any wonder that privileged business is in the saddle at the expense of little business? Let's stop being Barnum-ized and try to look facts in the face. We all know that special privilege controls newspapers and magazines, thereby creating the thoughts we think we think.

American until every man within our borders receives justice. Many of our 100 percenters measure up about 2 per cent. and worship money bags 98 per cent. You can cover a jackass with flags and bunting, but that does not make it musical to one who understands harmony.

You ask me to say something about chain stores. I realize that trying to solve that problem is not for the rip-roaring patriot, neither is it for the red-roaring propagandist. It is a business proposition. Think! Here we have oodles of money. Here we have raw material in abundance. And here we have men and women ready and willing to work. Why do not these different elements co-ordinate? Instead of organizing charity societies to degrade the unemployed, why not get down to business? We all know that

the expense of our universities is largely paid for by the uneducated. Have we no right to expect a dividend on our investments? Let's send out an SOS to our efficiency experts. Is it not a fact that money powers surround themselves with college graduates? Why do not our educational institutions teach their students something about the troubles of the lower-downs, instead of everlastingly talking this efficiency stuff to help the higher-ups?

You ask me to solve the chain store problem, but can we solve one economic problem without getting at the root of economics? It seems we need a mental purgative to get rid of our grave-yard ideas. We all know that if we shackle a man hand and foot, we cannot expect him to deliver a day's work. Our present tax system likewise interferes with our economic freedom. We are taught that God made the sunshine, water and land for the use of all. If that be true, and we allow speculation in any one of these elements, do we not cripple humanity? How can we expect to raise a crop of free men on mortgaged land? In the days of yore, a man could go out into the woods, build a log cabin, take unto himself a wife, and babes were considered an asset. What have we to-day? Marriage is considered a yoke and babes are a liability. In days of yore, the marriageable age for girls was 15 to 16 and boys 19 to 20. To-day the average age for girls is about 19 to 21 and men 28 to 30. As the struggle for a livelihood becomes greater, the marriageable age limit goes up and many cannot afford to marry at all. Yet we all know that human nature is just the same as in the days of yore. We do not realize that when economic institutions block the way to decency, youth takes to the open road. We have also yet to learn that we are not made up of saints or sinners. For if we believe that God creates babes in His own image, then it is sacriligious to say that some are born good and others bad. It is the environment into which we are born which makes us what we are and our economic conditions largely create our environment.

Just now there is a bill before Congress to prohibit Mexicans from coming into this country. Labor is sponsoring the bill and the land gamblers are opposing it. Here in California there are millions of acres of idle land held out of use. Americans cannot afford to till this high-priced land and live, and that is the reason speculators want cheap labor. This bill is a fight between labor and land gamblers. Here is all this idle land and vacant city lots and here are all these homeless and jobless Americans. How long would it take to get these people back to the land if our publicly-owned educational institutions would instruct their students on the power of taxation? For instance, suppose we untaxed the farmer's crops, stocks, barns and also our factories, merchandise, homes and contents. Instead of all these different kinds of taxes, suppose we placed just one tax on the land, according to its social value. Then if a man wanted to hold land out of

use, all well and good, but he would have to pay taxes on the unused land just the same as though he were using it. That would make holding-land-out-of-use unprofitable, and vacant lots and idle land would revert back to the Government.

Some might say that would be confiscation through a method of taxation. Suppose that were true. What did we do in the days of slavery? Did we not destroy ownership in slaves? What did we do when we adopted prohibition? Did we not destroy property values of the liquor dealers? And is not our improved machinery taking jobs from labor? Are not our chain systems confiscating the bread and butter out of the mouths of the little merchant? So, I say, if single tax would confiscate, at least it would be doing so for the public good. But instead of confiscation, would it not be restitution? It would bring the land back to the people. Then, too, our young folks of marriageable age could go to Uncle Sam and get a vacant lot or idle land by paying its taxes. That would not only help us economically, but morally. A one tax on land values is not only a question of taxation, but it is also a religious question. In spite of all our different religious ideas, we have yet to learn that God is the Father of all. We cannot expect to sneak into heaven by wearing a Knights of Columbus button, a Masonic button or a B'Nai B'Rith button. The only universal emblem is the button we are born with which entitled one to all the benefits in the Brotherhood of Man. When Jesus said, "Who is my mother? and who are my brethren?" He said a mouthful.

The Michigan Tradesman for March 6 has an article on "Reforestation Michigan's worthless acres" by Frederick Wheeler, President of the Michigan Forestry Association. In part he says: "In order to stimulate the growth of timber on this land, I would abolish all taxes on growing timber." Of course, he is right, but if abolishing taxes on growing timber encourages the growth of timber, why tax cabbage, corn or hogs? Why slap an extra tax on the farmer when he paints his house or barn, when paint industries need business and painters are looking for work? If abolishing taxes on improvements would cause only one-tenth of the farmers to paint their houses or barns that now so badly need painting, even that would create such a demand for paint and painters, there would not be enough to supply the demand. Then if we abolished all taxes from products of labor, and instead took as taxes the social value of land, that would so start the wheels of industry we would not heed chain systems, labor unions or manufacturers' associations. Neither would farmers have to look to Washington for relief. There would be no need for organized charity.

Mr. Wheeler also says that this land is not worth two cents an acre. If that be true, why not apply the single tax, because that would assess it at its actual value. If, as Mr. Wheeler points out, growing timber needs fire protection, and state fire protection

were given, that would come under the head of social values: Fire departments, police protection, roads, schools, etc., are all social values, and would be assessed upon the land according to the opportunity to benefit therefrom.

I know there are those who laugh at the idea that a change in our taxation system can face us about towards "Thy Kingdom Come on Earth as it is in Heaven." But someone once said, "When we laugh we do not think, and when we think we do not laugh."

Yours for a better world,

G. J. Johnson.

Putting Testimonials Out To Dry.

Flogging paid testimonials has always been as popular as flaunting them. This is natural. We have been reading them ever since Eve was beguiled by the one the serpent unfolded concerning the merits of the forbidden fruit, and from that time on show-window virtue has found nothing safer to belabor. The testimonial breaks out with more or less virulence every now and again, whenever some ingenious

salesman recalls the rapid turnover in human life and the constantly recurring crop of unsophisticates. It is just as likely to succeed among the many millions of readers of to-day as it did among the thousands that encountered it in the earliest forms of printed national advertising; and this is none the less true notwithstanding the fact that no one has ever thought seriously of standing up for the paid testimonial. The ancient fabulist set the fashion of exposure with his story of the faker who palmed off as a high bred hound a mangy cur vouched for as to pedigree and appearance by accomplices whose well-timed arrivals and vehement assurances convinced the unsuspecting wayfarer against the testimony of his own eyes. Verily, there is no new thing under the sun. Unless, indeed it be the modern habit of treating advertising as a living thing to be kicked or kissed for good or bad as qualities innate. As a matter of fact, of course, advertising is nothing but a kit of tools that may be used to

sound or unsound ends, skillfully or clumsily, according as they are wielded by apt or inept hands, directed to honest or dishonest purposes. So even the much abused testimonial may have its place. The real craftsman knows when use and occasion join. The carpenter who takes an axe to split a board that should be sawed is a bungler; so is the advertiser who hires a leader of fashion to tell us what he wants her to say about our daily needs. But neither carpentry nor advertising can be destroyed by such folly, however unfortunate the results may be to the individual responsible for a blundering use of the instrument. As well say that misrepresentation in selling goods can destroy the art of selling as that misrepresentation in advertising can destroy the art of advertising.

The reason some advance while others stand still is that the former put thought as well as muscle into their work.

BONDS

We recommend the purchase of the following:

Associated Gas and Electric Convertible 4½'s due 1949
Price 94, to yield 4.75.

Central Public Service 5½'s due 1949
Price 95½, to yield 5.70.

Southern Cities Convertible 6's due May 1st, 1944
Price 99, to yield 6.05.

Utilities Power and Light Convertible 5's due Feb. 1st, 1959
Price 98, to yield 5.12.

West Continental Utilities Convertible 6's due March 1st, 1944
Price 98, to yield 6.12.

Shaffer Oil and Refining 6's due March 1st, 1933
Price 98½, to yield 6.20.

Interstate Iron and Steel 5½'s due 1946
Price 98½, to yield 5.60.

United Masonic Temple 6½'s due Sept. 1st, 1949
Price at par

Argentine Government 6's due 1960
Price at market, to yield 6.

Republic of Costa Rica 7's due 1951
Price at market, to yield 7.30.

Fox Film Corporation 6's due April 1st, 1930
Price 99, to yield 7.05.

PRIVATE WIRES TO ALL MARKETS

LINK, PETTER & COMPANY
INCORPORATED

Investment Bankers and Brokers

Grand Rapids — Muskegon

MICHIGAN TRUST BUILDING,
GRAND RAPIDS, MICH.

OCCIDENTAL HOTEL,
MUSKEGON, MICH.

DRY GOODS CONDITIONS.

Under the continued handicap of cold and rainy weather, retail trade has been getting only nominal results, and the chances are that April will not show up favorably with the same period last year. When good shopping conditions prevail the response is quite satisfactory, and this leads store executives to believe that only the weather is at fault and that purchasing power is merely dormant and not curtailed.

The principal concern now in retail circles is to make sure that clearance and special sales are sufficiently attractive to push up volume. This presents a special problem because price no longer exerts its former appeal. The merchandise must be new or stocks liberally "sweetened up" with new items to give them that appearance.

With business in the stores below par, the wholesale merchandise markets have been marking time. There has been fair activity, however, on goods for sales purposes, and certain seasonal requirements, such as graduation, June bride, travel and vacation items, are being looked after by the store representatives. Although the number of buyers visiting in New York market dropped under the preceding week, more were on hand last week than a year ago.

STUDYING THEIR NEEDS.

Over a year ago the first National Wholesale Conference was held at Washington and last week the committees appointed then made their reports. The four groups each studied the wholesalers' problems from a special angle so that a complete picture of developments and prospects for this field of distribution might be had. Much of value has been uncovered, but of greatest importance, it would seem, is the principle that the wholesaler is not the selling agent of the mill or manufacturer but the buying agent of the retailer.

This shift in viewpoint goes to the root of the problem inasmuch as its adoption changes the entire operation of the jobbing concern. The wholesaler who is promptly responsive to the needs of his retail customers should be just as successful as the retail store which is similarly attuned to consumer demand. He will have what the customer wants when he wants it and he will bring to the customer not what the mill or manufacturer wants to sell but what the store will want to buy.

Whatever measures are taken, therefore, to promote this purpose cannot fail to be effective. At the same time, the conference which will soon be held to discuss the formation of a wholesalers' group that in turn will organize a large voluntary chain of retail stores, is also awaited with interest.

STILL HOLD THEIR PACE.

Very little change is noted in the progress of general business. Operations in the steel and automobile lines still hold their record pace, although competent observers feel that some slackening in the near future is to be expected. The trend in building is not clearly defined. The first quarter of the year showed a loss in contracts let,

but the figures so far for April indicate that last year's level has been fairly well maintained.

The trend of commodity prices is downward after a brief rise that was interpreted by some as a forerunner of inflation. The chief influence in depressing the general level has been the weakness in farm products. Apparently, the measures for agricultural relief now being considered by Congress have not furnished much buoyancy. The chief increases in the commodity list appear in the fuel, metal, building material and miscellaneous groups when comparison is made with a year ago, but in recent weeks they have been sliding downward.

On the basis of the steady decline in commodity prices since last September, the assumption might be that the rate of production in industry has been too high, that stocks have accumulated and that a slowing down in activities may be required to adjust supplies to demand. The producing rate has been heavy, but from all reports inventories are "spotty" rather than generally heavy. High manufacturing efficiency is probably responsible for the competition which drives prices down without the pressure of surpluses.

MIGHT NOT WORK.

No doubt a good many manufacturers would feel that their troubles were over if they awoke one morning to find the Sherman law null and void and full permission given them to fix prices, rigidly restrict output and dictate all terms to customers. Perhaps it has never occurred to the majority of these producers just what might be the fruits of their combinations, and yet several certain results would not please them at all.

Fixed prices and handsome profits, for instance, would soon attract additional producers to the field. To hold down output it would be necessary to reduce the quota of each manufacturer as new units started operations, unless, of course, among other things an embargo might be placed on new manufacturers entering the industry. As quotas were reduced, costs would naturally rise and profits would very soon be affected even if the industry managed to hold its agreements without defections. Should several manufacturers break away from the group, then the combination might find itself in serious competitive trouble.

These possibilities confront industry from within. The array of possibilities where customers are concerned would be no less imposing. In the past many articles of manufacture were necessities. To-day there are substitutes for most articles; in fact, that is one of the great difficulties in industry. Prices get too high on one item and a substitute is not only sought but is generally available. The great question is, therefore, just how long products at fixed prices might be expected to retain their markets. A little study of this phase of the problem should change the ideas of those who imagine that only the anti-trust law stands in the way of relief.

THE STORY OF A WAGON.

A wagon was made in Chicago in 1845. Called the Weber wagon, from the name of its builder, it was the first of a line which soon became known wherever wagons were used. About the time when automobiles began to be seen in Chicago the Weber works were acquired by the International Harvester Company. The business increased until at the end of the kaiser's war 600 men were employed and 200 wagons could be turned out every day.

Then came a change. The demand for farm wagons ceased. Farmers were suffering from the depression of which echoes are still being heard in the political welkin. But the workers in what had continued to be called the Weber plant were not discharged wholesale. As many of them as could be used were transferred to other plants of the International Harvester Company and those who were laid off were urged to retain their membership in the employees' benefit association.

Two years later the farmers were doing better and there was a renewed demand for wagons. Men who had formerly worked in the Weber plant were gradually taken back. This improvement went on for a year or two. Then it became evident that another change was impending—one that would not be temporary. The motor truck had appeared and was rapidly pushing the wagon off of the road and off of the farm. "By the beginning of the 1928 manufacturing year," writes Cyrus McCormick, Jr., in the Survey, "we were completely satisfied that this was no longer a wagon country; that the wagon's period of usefulness had passed."

The change was not unnoticed by the workmen, who, says Mr. McCormick, "saw streets that had once resounded to the clip-clop of hoofs and the low rumble of carriages and wagons now crowded with automobiles and trucks. They saw, too, that some of the machinery we had installed when wagon production was at its peak was being hauled away to other places or sold."

It was plain to the management that the company would soon have to discontinue the manufacture of wagons. When this decision had been made the men were notified. They were notified also that, as had been the case in part in the slack period from 1920 to 1922, they would not lose a day's pay on account of the change, but would have jobs, if they wanted them, at the various Harvester plants. They were encouraged to stay to the end of the wagon production and to make the last wagon the best one. The completion of the final wagon was the occasion for an exchange of expressions of good will between management and men.

Not every business establishment can follow the example of the International Harvester Company in seeing that its employees did not suffer from an economic change for which the company was no more responsible than the men it employed. But it is certainly an example which ought to be followed wherever and to whatever degree it is possible. The last Weber wagon is a symbol of the spirit which will inspire

in any plant the highest efficiency and the best feeling.

TOO MUCH EMPHASIS.

Between the period of merchandising guesswork and that of control through which many retail stores are now passing, there is a natural tendency to emphasize the form rather than the spirit of the new method. Some store managements, therefore, are paying more attention to their statistics and control systems than to matters which might yield them better results.

It has been pointed out that the leading merchants of older days owed a good deal of their success to personal investigation and supervision. They were out on the selling floors talking to customers and they were frequently on hand to sanction purchases. They possessed, in short, a very detail picture of how their stores were operating. They did not lean so heavily on departmental reports nor were they addicted to the conference habit.

As these enterprises grew it was to be expected that the management's time for detail would be reduced, and yet there is considerable evidence that what are regarded so often as details may often prove to be major reasons for success or failure. A stroll on the selling floor, a few words with a sales person or a talk with a customer sometimes tells the executive more than a stack of cold figures. Perhaps some store owners might indulge in these details with profit, especially at this time when possibly too much is expected of scientific control.

DAWES TOSSES IT OFF.

It took General Dawes and his party of financial experts just three weeks to draw up a national budget for the Dominican Republic. The result was a 200-page document designed to show the Dominican authorities just how they could meet their governmental expenditures and charges on foreign loans each year without going into the red.

Heretofore they had known two methods of avoiding an empty treasury. One was to default on their foreign-loan payments. The United States stepped in and stopped this sort of thing twenty-five years ago. The other was to borrow more money abroad. When General Dawes went down on his budget-making trip they asked him how big the loan was going to be this time.

There is another way to avoid a continually recurring and piling-up deficit. That is to cut down expenditures. They have never thought of that or, at least, they didn't dare — Dominican government-contract politics being what it is. But General Dawes told them about it, and the Government will have a big American name to back it up in telling doing this year. If General Dawes didn't have to hurry over to the Court this or that contractor there is nothing of St. James's some American cities—not excepting Grand Rapids—might profit by asking him to come up and spend three weeks going over their budgets.

Late hours sharpen no brains.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Mention last week of the Squires estate, which was appraised at \$800,000, but is probably actually worth more than a million dollars, reminds me of a story I heard some years ago regarding a temporary loan for \$125,000 William H. Anderson made the late Mr. Squires when he (Anderson) was President of the Fourth National Bank. Mr. Anderson always surrounded himself with a strong board of directors, but their duties were largely confined to sanctioning the acts of their President. In making loans Mr. Anderson paid little attention to reports of mercantile agencies and statements of applicants. He depended on his knowledge of the man, firm or corporation who applied for accommodations. He has a wonderful intuition which served him to good purpose and prevented his making many mistakes. I think that a review of the files of the Fourth National Bank would disclose the fact that the loss ratio of that institution under Mr. Anderson's dominating hand was less than any other bank in Michigan. Mr. Anderson made the loans and the directors approved them at the weekly meetings of the board, usually without question or quibble. On the occasion mentioned, the cashier read the list of loans made during the week, including the \$125,000 loan to Mr. Squires. A new director who evidently did not fully understand the care and thoroughness which Mr. Anderson threw around every loan he ever made enquired if he understood the cashier correctly that \$125,000 had been loaned to one man. He was informed that the transaction was correctly stated.

"May I ask who Mr. Squires is?" enquired the new director.

"Certainly," replied Mr. Anderson. "He owns a farm near my farm in Alpine township."

This reply reminds me of the answer Mr. Anderson once gave a man who asked him if he made any money on his fine farm near Sparta. The reply was characteristic of the man and his career: "All I can say is that all the money I have made, I have made since I owned the farm."

One of the most spectacular bank borrowers Michigan ever possessed was Mike Engleman, who frequently referred to himself as the "Manistee Millionaire." He owned dominant interests in the Engleman Lumber Co. and the Engleman Transportation Co., which maintained passenger and freight boat service between Chicago and the Eastern shore of Lake Michigan. He was also a large stockholder in many banks. He always carried his bonds and stock certificates with him in a gripsack, which he usually opened—wide open—when he called on a banker, ostensibly to display some new purchase he had recently made. Although he was a large bank borrower for many years, he boasted that he never asked a banker for the loan of a dollar. On leaving the bank, after a short visit

with the manager, the latter would enquire if Mr. Engleman could not use \$10,000 or \$20,000. After a slight hesitation, he usually "consented" to accept the loan. When he died it was found that he was hopelessly bankrupt. If I remember rightly, the creditors received about 20 cents on the dollar.

A Western Michigan dry goods salesman who never misses the opening ball game in Detroit made his usual annual migration to the metropolis of Michigan last Wednesday. In the evening he went to see a talkie show in which Clara Bow was the star. During the progress of the show an advertising flash stated that the star purchased her underwear of a certain Detroit house, whereupon the traveling man remarked to his associate, "She must have left her purchases at the store. She certainly did not wear them while posing for this picture."

O. H. Bailey, the Lansing grocer, was in a happy mood Saturday, which was the fiftieth anniversary of his birth. Mr. Bailey is one of the 5 per cent. grocers who has achieved a decided success. His worldly possessions aggregate somewhere between \$50,000 and \$100,000. He has managed to achieve this degree of success without acquiring a wrinkle or losing the ability to laugh and enjoy himself. His store looks as spick and span as the dwelling of a master housekeeper.

Charles H. Coy died at his home in Alden one day last week as the culmination of a stroke he received while near Kalkaska about a year ago. Mr. Coy was a son of R. W. Coy, a pioneer merchant of Northern Michigan, located at the former town of Spencer Creek. The son succeeded to the business established by the father, but closed it out some years ago. He acted as manager of other stores for several years. At the time he received the stroke he was representing the subscription department of the Michigan Tradesman. Mr. Coy was a man of pleasant personality and wielded a facile pen. He was the owner of a large amount of resort property in and around Alden, which I hope will ultimately place the widow on Easy street.

Frank Montelius is back from a two months' trip among the furniture trade of Ohio and Indiana. He tells a story which furnishes an apt illustration of the trouble which confronts the retail furniture business. A mechanic in an Ohio town called on a furniture dealer who does not do an installment business and asked for prices on an assortment of household furniture. The goods selected amounted to \$690. He offered to make the purchase if the dealer would accept \$50 down and agree to take \$15 per month on account until the bill was paid. The dealer told his prospective customer that he was selling furniture, not contracts, whereupon the anxious buyer departed with the remark that he would see what he could do with an installment dealer. He returned to the store of

the cash merchant the next day with the statement that the installment dealer wanted \$980 for the identical goods the cash merchant offered to sell for \$690.

"I told you I was selling furniture and not contracts," remarked the merchant.

"But I have a new proposition to make you," said the buyer. "My father-in-law has given me \$50, so I can offer you \$100 down and the balance \$15 per month."

The merchant asked the customer to step into the office and talk things over. The mechanic was receiving \$35 per week. He proposed to pay \$40 per month for rent, was paying \$50 per month on his automobile, \$10 per month on his radio, \$5 per month on his victrola, \$25 per month to his grocer, \$10 to his meat dealer, besides paying for heat, water, gas and electric light. These items amounted to the sum he was receiving in salary, leaving no surplus to pay for furniture and to provide clothing, doctor, nurse and hospital service in the event of illness. Of course, no merchant who looked into the customer's financial condition would make a sale under the circumstances, but the incident serves to illustrate one reason at least why the retail furniture business is not as good as it should be.

I hope every reader of the Tradesman will give careful and prayerful attention to the reference Paul Findlay makes in his department this week regarding week-end advertising by independent merchants. To me this has always seemed to be the height of foolishness and a reckless waste of money. Because the chains do most of their advertising Friday and Saturday is no reason why the independent merchant should do the same. They already have their hands full with their regular week-end trade during those two days. They can easily change Monday and Tuesday into good trading days by transferring the weekly advertising campaign from Friday to Monday. E. A. Stowe.

Quality Service Stores Increase Capitalization.

In August, 1927, an Ithaca merchant realizing the need of co-operation by the grocers of Gratiot county started out with the idea of forming a group that would work together for the good of all. To create a working capital each member was to pay into the treasury \$500 which was to be used in establishing a warehouse. Twenty merchants signed up and paid in the amount. A meeting was held in the city hall of Alma to decide on a central location for the warehouse. While the controversy was at its height an invitation was received from Redman Bros. to join them in the wholesale business. An outline of their plan was received and a vote taken which resulted in unanimously accepting the offer and another Quality-Service group was born.

The partnership of Redman Bros. was changed to a corporation with \$50,000 capital with each member owning five shares.

The opinion was current that merchants so scattered throughout the county could not be held together but all such predictions failed as the membership grew to nearly double the charter membership.

In place of losing money as prophesied the year closed with a dividend of \$42.60 to each member besides having their purchases delivered to them at almost manufacturers' price. In the meantime the trade increased so fast that the amount sufficient at the time of organizing was inadequate for the expansion. At the annual meeting of the stockholders an increase in capital from \$50,000 to \$100,000 was voted upon and carried unanimously. The papers are prepared and on April 1 the firm capitalization was increased with all \$100,000 stock subscribed for.

That while the business of 1928 was larger and the returns greater than in 1927, the outlook for 1929 is for a still greater increase in business and another satisfactory return to the stockholders. The sales for the first two months of this year are far in excess of the same month of 1928.

There are many Quality Service groups in Michigan and for the purpose of all receiving the benefit of combined buying. A brokerage office for all these groups has been established with headquarters in Alma. By all the groups making their purchases through this office their combined purchase will exceed that of any other Michigan organization of the kind. This will place each member in a class with the largest operators in Michigan and the officials believe that it will secure for each such prices that will make easy the meeting of any competition.

The business for the past three months of 1929 exceeds the volume of the first three months of 1928 by 20 per cent.—Alma Record.

A Business Man's Philosophy.

In the seventeenth century Charles II of England received a gift which was at the time considered well worthy of reception even by royal hands.

It consisted of a few pounds of tea and was referred to as "the delicate juice," being enjoyed at that time, because of its great cost, by royalty alone. To-day tea and coffee are the common drink of all.

This is possible because men have organized great transportation lines, devised machinery to assist in the cultivation of the plants and perfected the system of distribution.

All of us each year partake of two forms of progress—that for which we are individually responsible, due to our own efforts, and that which is due to the efforts of other members of the community, but in which we, as members thereof, share.

William Feather.

Lucky Mirrors.

Mirrors hold nothing but good luck for a store in Cincinnati. Covering the whole back wall, for instance, is a big highly polished mirror which makes the store seem much larger than it really is. Gaining the air of a big store at the mere cost of a mirror is the result.

Sidelights on Two Grand Rapids Pioneer Citizens.

Julius C. Abel, an able lawyer, commenced the practice of his profession at Grandville many years ago, when the prospects of that village for becoming an important commercial center were brighter than were those of Grand Rapids. With the development of the water power afforded by the rapids, the future furniture city passed its rival in growth. Mr. Abel finally moved to Grand Rapids, purchased a tract of land on South Lafayette avenue, now occupied by the Home for the Aged, created a commodious house of stone thereon and occupied it until his death, which occurred about 1868. He served the city several years as a Justice of the Peace. Abel purchased a lot on Monroe avenue, near Market, and erected a brick and stone building thereon. The ground floor was occupied by Perkins & Son, dealers in footwear, and John C. Wenham, who sold hats and caps for men. Abel and several doctors occupied the second floor. The third was filled with the printing outfits of the Grand Rapids Democrat and Enquirer.

Abel used Flat river lime stone in the construction of the South wall of his building. The adjoining vacant lot was owned by L. D. Putnam. In the summer of 1865, Putnam set a force of men with pick axes and shovels at work on a basement for a store building. While engaged in digging a trench near the Abel building, the South wall of that structure pitched forward bodily into the Putnam excavation, the work of the excavators having undermined it. Workmen escaped without injury. Occupants of the structure ran down the stairways into the street. Only a few of their number ever entered it again. Luckily the floors were supported by pillars in the basement and there was no loss of property. Ed. Baker and George S. Toot, printers, were more bold than the others and returned to the third floor and completed the printing of the day's edition of the Democrat. Publication of the paper was suspended for one week while the printing material could be collected and assembled in the McReynolds block, now occupied by A. May & Son.

William T. Powers was a useful citizen of Grand Rapids. More than fifty years of his time and business sagacity were devoted to the development of the material interests of the city. He was a far seeing man. Visions of a large manufacturing, commercial, financial, educational and social center filled his mind while engaged in a survey of the Grand River valley. He was an enterprising man—one who delighted in the employment of his natural and acquired power to plan and erect factories and buildings for the use of merchants, public halls, theaters and offices for men of the learned professions. He possessed the physical energy of a giant and the mental power of a Carnegie or a Schwab. He was remarkably resourceful. Once he engaged in the prosecution of an enterprise, neither the lack of funds nor the failure of friends to whom he had looked for aid could daunt him.

Mr. Powers commenced his career in Grand Rapids as a manufacturer of furniture, in the prosecution of which he was successful. Later he gave his time and applied his means to the business of erecting buildings for business purposes. Factories were erected and leased to the Chase Piano Co., the Grand Rapids Brush Co., the Luther & Sumner Manufacturing Co., the Powers & Walker Casket Co., the Wolverine Chair Co., the Dodds Machine Works; a sawmill, the first in Michigan to use bandsaws for cutting lumber, a theater with stores and many offices for business men, a hall for the use of athletes, besides many single stores and residences, were erected by Mr. Powers. Powers' theater burned twice, but was speedily rebuilt by the owner.

Mr. Powers' greatest achievement was the acquirement of one-half mile of river frontage and bank, excavating thereon the bed of the West side canal in 1868. After he had expended his available funds in the prosecution of the work, which, with the tools and conveyances available for such a purpose, was slow and expensive, he applied to local bankers for a loan of \$60,000. The bankers hesitated, deliberated and finally refused. They regarded the enterprise unfavorably. There would be no use for the canal when completed. Manufacturers were installing steam plants everywhere, relieving themselves of the caprices of the rivers. Mr. Powers could not be defeated by the decision of local financiers. Packing a carpet bag with maps, estimates and facts concerning Grand Rapids and its prospects and a few things needed for personal use, he journeyed to his boyhood home in Lansingburg, N. Y. Capitalists of that city were in a receptive mood. Without much time spent in deliberations over the request of Mr. Powers, they placed \$60,000 in his hands and advised him to proceed with the work. Mr. Powers deposited the money with Harvey J. Hollister, the representative of the local bankers who had refused the loan. With the completion of the canal a demand for power from several sources enabled its owner to make the canal a source of net revenue. Power was also furnished by cables to a number of factories on the East side of the river.

Mr. Powers knew his rights and knew he dared maintain them. Construction of the Grand Rapids & Indiana Railroad had been undertaken. The builders needed a bridge to span Grand River. Without seeking the right to cross the stream from owners of mainland and riparian property, the contractors built piers in the river between the two embankments. One Sunday morning Mr. Powers set a gang of men, under the direction of Capt. S. M. Pelton, at work to demolish the piers. The timbers cut away were soon set afloat down the stream. The G. R. & I. admitted defeat and settled with Mr. Powers on an equitable basis. Presuming that he might legally do so as an owner of riparian rights, Mr. Powers planned several buildings over the main body of the river. An act of the State Leg-

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Eat
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Cookie-Cakes
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Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



Hekman Biscuit Co.
Grand Rapids, Mich.

islature, granting authority to the municipality to establish and erect dock lines, defeated the purpose of the enterprising Mr. Powers. Early in the life of the city Mr. Powers was elected to fill the office of Mayor. His administration proved satisfactory to the people.

Six grand and several great grand children are the sole survivors of Mr. Powers. Arthur Scott White.

Sound Philosophy.

A good substitute for brains is silence.

You can't persuade if you are afraid.

When two try to live more cheaply than on they both look it.

Everybody who is doing anything in the world has his troubles.

A good man keeps hitting the bull's eye without shooting the bull.

Every married man thinks he would be rich if he had remained single.

The happy man is he who is cheerful with moderate means; the unhappy he who is discontented in the midst of plenty.

Knowing that you don't know much is knowing a lot.

Life is a measure to be filled—not a cup to be drained.

Most of us try to put off everything except a good time.

No man works quite as hard as he would like to have his wife believe.

Most bad labor practices have their origin in bad boss practices.

Some people can make us positively happy if they will leave us alone and keep out of our sight.

Our friends may not be perfect, but our ideal friendship may be perfect, and that is what counts. The ideal friendship means self-sacrifice; it means sympathy; it means helpfulness. Friends see each others' faults, and try to remove them with loving tact. Friends aid each other over the hard places. Friends can do ever so much more because of their friendship. Friendship is one of the world's greatest ideas, and certainly it prompts men and women to the greatest actions.

Direct-by-Mail Advertising.

According to Homer J. Buckley, there are five specific ways in which direct-by-mail advertising may be employed by every retail store in the country.

1. To develop the buying power of the present list of customers.
2. To follow up customers who have discontinued buying in the store for any reason whatever.
3. To promote the sale of special classes of merchandise of which the sale is limited to a selected group.
4. To promote advance showings of new merchandise to selected groups of customers in advance of general sales.
5. For special clearance sales, appeals to selected lists, such as school teachers, women's clubs, special registers and others of different kinds.

If the mailing list is carefully chosen, there is no waste of advertising effort. Special groups of merchandise may be offered to special classes of customers at a minimum of expense for publicity. A great many stores in relatively small towns have succeed-

ed in building up large volumes of business through the use of direct mail literature.

Successful advertising by mail will depend on the merchandise, the mailing list, the atmosphere, the appeal and the technique employed in preparing the specific media. Not any one of these factors alone will be sufficient, but the co-ordination of all of them is required.

Don't scowl. It doesn't scare anyone.

MILLER PEANUT PRODUCTS CO.

Michigan's Greatest Exclusive Peanut Products
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Grand Rapids, Michigan

1929 Pack Vegetable Prices Now Named *Which brand shall it be?*

Right now you are probably giving serious thought to the vegetable brand you will feature this year.

Is it better to push an unknown line—or one that the public knows? Which is the easiest to sell—which gives you the biggest chance to build your volume and speed up sales?

On the right answer to such questions depends a large part of your success as a grocer.

After all, when you order canned vegetables *into* your store, the important thing is how fast you can sell them *out* again.

Here is a real test of good business—the test which DEL MONTE, above any other vegetable brand, can meet!

DEL MONTE is the most strongly and widely advertised line of canned vegetables on the market. More women want DEL MONTE than any other brand—because they are sure, in advance, of the quality it guarantees.

As a result, all of the leading DEL MONTE Vegetables are showing tremendous gains—each successive year. Given the chance, they will do as well for you.

They will help you simplify stocks, reduce inventories and do a larger total business, with the same selling effort and less investment in goods.

Feature DEL MONTE, display DEL MONTE, suggest DEL MONTE to your customers. And watch this label help your vegetable business this year!



FOOD PRODUCTS
Over a hundred delicious varieties

FINANCIAL

Stocks Seen Cheap at 20 Times Over 1921.

Stocks of leading American industrial corporations may be selling for twenty times their market value of 1921 or of 1914, but "they are relatively cheaper to-day than at the earlier dates." This statement is not taken from high-pressure tipster sheets—it is the conclusion just reached in a confidential memorandum prepared for one of this country's wealthiest and most influential group of industrialists, who have played a prominent part in the stock market for several years.

This group of industrialists, whose investments in many fields are counted in the hundreds of millions of dollars, were somewhat disturbed by market developments incidental to the Federal Reserve Board's "suggestion" to member banks to curtail loans on Stock Exchange collateral. They set statisticians to work, therefore, to prepare a comprehensive survey of the situation and to make recommendations. This analysis will be discussed here.

If your investments ran into millions and millions, you probably would have been disturbed to some extent by such statements as "Legitimate business is being stifled by high money rates," "the Federal Reserve System must do something or business will be ruined," "Security prices are too high; brokers' loans are too large." You would either accept these alarming suggestions as true or you would examine fundamental conditions to determine whether or not they were exaggerated.

After a careful study of the cold figures revealed in income statements, balance sheets and other basic factors, one is impressed by the conclusion drawn by analysts who prepared the confidential report for the group mentioned. To obtain a fair cross-section of the country's industrial activities, the experts selected twelve outstanding corporations:

American Can Company.
Baldwin Locomotive Works.
Bethlehem Steel Corporation.
General Electric Company.
General Motors Corporation.
International Harvesting Company.
Montgomery Ward & Co.
National Biscuit Company.
Studebaker Corporation.
Texas Corporation.
United States Steel Corporation.
F. W. Woolworth Company.

Balance sheets of these great industrial organizations were put under the microscope and dissected. As may be imagined, the laboratory test revealed a remarkable change from 1921 and 1914.

Cash and cash items, representing cash in bank, call loans, marketable securities and the like, had increased to the stupendous sum of \$835,000,000 at the end of 1928, compared with \$524,000,000 in 1921 and only \$139,000,000 in 1914.

Excess of current assets over all liabilities was examined to indicate the change in corporate finance that has taken place in the last ten or fifteen years. Current assets include cash, cash items, accounts and notes receiv-

able, inventories and like items. Liability include everything but preferred and common stocks and surplus, thus including as a liability deductible from current assets all bonds, debentures, mortgages, interest and other items of like nature.

An idea of the change that has taken place in corporate financing is provided in these figures:

At the end of 1928 there was an excess of current assets over liabilities of \$928,000,000, compared with only \$391,000,000 in 1921, while at the end of 1914 liabilities exceeded assets by \$264,000,000.

A company's capital stock naturally has a greater intrinsic value when all its liabilities can be met out of current assets, leaving plants and a substantial working capital for the company, than when plants themselves would have to be sold to meet the corporation's funded debts. It is not unreasonable to expect such an improvement to be reflected in the market value of a particular company's securities.

"The only logical way to determine whether a company's securities are selling too high," says the analysis, "is to find out first what they are selling for. All classes of stock have been included in this calculation, due to the fact that preferred stocks of different companies have different provisions as to their security, redemption, etc., and also for the reason that it is desired to find the total market or public valuation of these particular companies."

On this basis the market valuations of the twelve companies studied stood at \$10,682,000,000 at the end of 1928, compared with \$2,225,000,000 at the end of 1921 and with \$1,138,000,000 on December 31, 1914.

Assuming the value of a company's stock is increased by the fact that it can pay in full all it owes out of current assets and still have ample working capital, it remains to determine how much this value is worth.

"The value of a company's plant and equipment is dependent on many factors," it is pointed out. So a "value can be established only for all assets other than current as a unit, because real value of each one of these other items is so dependent on the others."

Having ascertained the market value of the twelve companies and the great improvement in their current position, the next step is to determine the value placed by the public on plants, organization and good will. This may be done by deducting from the market valuation all net current assets—or in assets, adding such deficit to the current market value.

We find then the public has placed a value on these corporations, exclusive of current assets, of \$9,754,000,000 at the end of 1928, compared with \$1,834,000,000 on December 31, 1921, and with \$1,402,000,000 at the end of 1914.

Now, was this value at the end of 1928 too high or too low? That is the puzzle. The answer, of course, depends on how one looks at earnings and future prospects. Prospects at the end of 1928 for this year were anything but gloomy; many considered them unusually bright—and this view seems to

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have been supported by record-breaking corporate earnings in the first three months. The outlook at the end of 1921, following a period of depression caused by inflation of commodity prices, was unpromising at best. At the end of 1914 the outlook was decidedly unsettled as a result of the European war, when United States business was almost at a standstill.

This interpretation of the general outlook in the periods mentioned seems to have been supported by the industrial index of the Standard Statistics Company, Inc., which showed industrial activity below normal from November, 1913, to June, 1915, and from October, 1920, to October, 1922. Since December, 1924, it has been below normal only four months, from October, 1927, to January, 1928.

On the basis of prospects, therefore, a higher valuation for stocks at this time would seem to be warranted. As for earnings, study these results:

Net earnings of the twelve companies for 1928 totaled \$627,000,000, almost nine times the total for 1921, of \$73,000,000. The total for 1914 was even larger than seven years later—\$84,000,000.

Now let us see what the ratio of earnings to market valuation was in the three periods. In 1928 the valuation of \$9,754,000,000 was 15.55 times earnings of \$627,000,000. But in 1921 the valuation of \$1,834,000,000 was 25 times earnings of \$73,000,000. At the end of 1914 the valuation of \$1,402,000,000 was only 16.73 times earnings of \$84,000,000.

This, then, is the conclusion reached: "This analysis would indicate that, all things considered, the securities of our better corporations, while high in dollars per share price, are relatively cheaper than in the past."

William Russell White.
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Market Is Meeting Fourth 1929 Peak.

For the fourth time this year the stock market is in process of setting a peak that is testing its strength to resist admittedly bearish news on credit.

Three times so far in 1929 stocks have pushed into new high ground and three times they have fallen under the pressure of liquidation induced by the rise. They are now moving slowly toward a fourth peak. Standard's weighted index of ninety stocks set a new high in history on February 1 at 205.2, receded, moved to another high by March 1 of 205.1, receded once more, and reached its third peak for all time on March 16 at 207.5. Then came the late March setback from which stocks are gradually recovering. The index now is back to 205 on the upswing or within two or three points of its record high established on March 16. A little more advance will put it higher than ever.

Interesting is it to observe that the approach to a fourth peak has been made in a series of relatively quiet markets through fractional advances. In that respect it differs essentially from the fevered sessions that accompanied earlier 1929 advances. Nevertheless the market is moving into a new

test position where the bull and bear elements will presumably contend once more for supremacy. Each successive advance so far this year has carried the market into ground on a level with or slightly higher than that achieved on the previous rise. It remains to be seen whether the present rally will follow this precedent by establishing a fourth peak and whether if so the market will from there push on up or as formerly fall again.

Admittedly the outstanding resistance to an advance springs from the uncertainty in credits. That member bank loans on securities have been reduced roughly \$200,000,000 since the Reserve Board issued its warning is constructive so far as it goes but many conservative bankers contend that a much more drastic reduction must come before a condition of strength is restored to the money position. Some disagree. These critics of Reserve policy contend that the adjustment has been satisfactory and will satisfy the Reserve unless through market demands a fresh period of credit expansion starts from present levels. So far as industrial news goes the advantage is with the bull side since good first quarter earnings now are coming to light and since no tangible evidence of a 1929 business recession is yet at hand.

Consequently the present market is under observation by scores of experienced financial prophets who are not willing to predict its future until they have seen the market meet its test in approaching or passing its fourth peak.

Paul Willard Garrett.
[Copyrighted, 1929.]

Grass Fires.

The grass fire hazard has been handled intelligently by a fire chief who has installed a grass burning squad in his department.

Citizens in the town who desire to burn off plots of grass, phone the local department and the squad is sent from headquarters to burn the plot.

Under expert supervision there is less danger of the fire spreading and consequently the hazard is minimized. This idea appeals to us and possibly under departments may find the suggestion valuable in handling this particular hazard in a similar way.

How Long?

How long since you've passed out "smokes" to men customers on a Saturday?

How long since you've used the telephone to call attention of good customers to some special offer?

How long since you've had some little souvenir for your juvenile customers?

How long since you've changed the light bulbs in your windows?

Much in Demand.

Brown—Have you seen the latest invention?

Jones—No, what is it?

Brown—A collar button with a little phonograph inside that will call out when it rolls into a dark corner under the bed, "Here I am, here I am."

A lazy man hates a hustler.

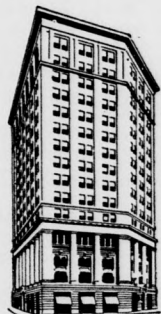
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ASSOCIATED TRUCK LINES

108 MARKET AVE.

GRAND RAPIDS, MICH.

Prospect of Business Revival on the Muskegon.

Grandville, April 30—The celebrated Oxbow on the Muskegon is soon to be a thing of the past if we are to believe what we read in the newspapers. The water power generated by Michigan streams seems beyond computing and the Muskegon will have its share in making the State famous along that line.

Water power was for a long time in abeyance, giving full force to steam development, but the waters are coming back into their own with the departure of our pine forests and destruction of wild life.

Croton dam put a quietus to the old-time village which in an early day bore the name of The Forks. At the same time Muskegon, as we know it now, was known as The Mouth. From The Forks to The Mouth was quite a stretch of miles, and was the part of the river I knew best in the old lumber days, when canoeing and rafting were recognized industries of the stream.

There is a considerable bend to the Muskegon between Newaygo and Bridgeton, which might well be called an oxbow, but mayhap Old Woman's Bend was the title. Anyway I have passed down that length of river many times on floats and in canoe.

The romance connected with the tortuous stream has gradually worn away since mechanical industries have come to the place. It has been stated that the power dam planned to be built at the Oxbow will be the largest structure of its kind in the world. Well, why not? Michigan led the world in lumbering in past days, and the Muskegon, the longest river in the State, was bordered with more pine than any other stream on earth.

It does seem as though it would pay some enterprising business man to put a steamboat on the Muskegon for tourist purposes only. There is much money spent in pleasure seeking these days, and there is a tremendous population adjacent to Michigan which would flock to view the romantic wanderings of America's one-time greatest lumbering stream.

Many of the early lumbermen of the Muskegon valley came there from the State of Maine, which so long bore the title of Pine Tree State of the American Union. Naturally the men of the Kennebec and Penobscot, when their own lumber supply began to dwindle, sought that other land where the towering pines lifted their tassels into the blue sky.

The first Mackinac boats, I think, were made of birch bark, as were also many of the smaller canoes. In later times came the dugout, small ash canoes and larger pine floats being shaped into canoes for navigating the waters of the Muskegon.

Michigan was once designated as the New England of the West, since so many of the early settlers came from that section. New York also furnished a goodly share of the first settlers.

The Indian hunted the red deer in his canoe, killing many by the light of a pine torch. It was a happy day all right when whites and redmen mingled in the strenuous work of the pine woods. There were, however, very few Indians who could be coaxed into hard labor on the drive and in the mills.

Often have I met a buck Indian riding his pony while in the rear, trudging along on foot came the squaw, mayhap with a small papoose strapped to her back. Somehow the Indian imagined work was beneath him, fit only for squaws and whites. There were a few exceptions and some Indians became expert pilots in running rafts of lumber to The Mouth.

This new, big dam, if it materializes, will change the whole face of nature on the Muskegon, bringing new industry to a long silent forest which ceased

doing things with the passing of the pine.

A ride in a canoe from Newaygo to Muskegon would certainly prove interesting. The country roundabout is being tapped for oil and there seems to be a promise that the whole lower Muskegon valley may in time become a hive of industry not known since the palmiest days of lumbering.

The story of the Johnstown flood, however, should not be forgotten. Should a mammoth dam such as the one projected break away under the pressure of a great flood what an amount of damage could be inflicted, accompanied with great loss of life. The breaking of such a dam which held a great lake miles in extent would sweep Newaygo and Croton into oblivion within a few hours.

Of course the inhabitants of the Muskegon river towns understand all this and will seek to make everything secure against flood damage. Man proposes, but the powers of nature often disposes and there should be ample means provided against disaster which will give the mothers and children of the valley sweet sleep at night.

Canoeing parties of berry pickers often met and paddled up or down the river in search of the delicious blackberry. Back of the rollways was a large expanse of logged over lands which grew enormous crops of blackberries, which served the early settlers with a delicious sauce for the winter months, canned or dried.

At such a time the woods were full of wild game. It was no uncommon thing to run into a flock of partridges, and sometimes even wild turkeys almost ran over the berry pickers in the pine slashings.

The wild life days on the Muskegon will never return, yet with the advent of this big dam there is bound to come a new life and hustle which will make the down and out logging country blossom and bloom again as the rose. These Michigan rivers are not lost to usefulness even now and we shall be delighted to learn of the advent of this new prosperity. Old Timer.

Helpful Rules For More Trade.

Keep your eye on your business barometer—your stock records and accounting system.

Make your show windows work hard for you.

Seek out attractive, new, quickly salable merchandise.

Buy wisely and adjust the volume of buying to the demand.

Keep informed of social, civil, political, industrial and sporting events. Use them as selling occasions.

Study the merchandising and advertising methods of successful retailers in your own and in other lines.

Add side lines after careful study of their saleability and adaptation to your trade.

Have a business library on your desk. Successful retailing requires head work—theory plus practice.

Know your exact cost of doing business. Figure your profits on your selling price.

Properly classify everything that comes into and everything that goes out of your store by an intelligent system of accounting.

Be a real merchant, know your businesses and fear no competition.

The man who keeps his nose down to the grindstone doesn't always sharpen his point of view.

To talk health, happiness and prosperity to every person you meet.

Can You Buy Protection?

It would perhaps be a marvelous world if there were some merchant who could sell you protection against all sorrows and troubles, all sicknesses and death. But there is no such merchant.

You can buy protection — a protection that will lighten the load that your loved ones must carry when you are gone. The New Era Life Association not only gives you the best type of insurance protection, but it performs the business routine in a sympathetic and prompt manner.

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MUTUAL FIRE INSURANCE

A Jail Sentence.

A city official in an Eastern city introduced an ordinance which would limit the speed of apparatus responding to fires not to exceed thirty miles per hour. The penalty for the violation of the ordinance is a fine and a jail sentence.

Imagine firemen unable to pay a fine for the violation of the ordinance going to jail for performing their duty in driving apparatus to the scene of fire, over thirty miles an hour, in order that lives and property might be saved.

Sensible laws are responsible for America's progress, but when they become tools of an irresponsible individual, laws retard progress and become dangerous. When one individual can go so far as to use the law as a tool, or even introduce legislation of such character which imposes such unreasonable penalties, we are heading backward to the tyrannical period. We hope that the council of that city will defeat the proposed ordinance or revise it, eliminating the fine and jail sentence.

No Hydrants.

Firemen stood by helplessly at a fire which destroyed a residence structure near Cleveland, Ohio. The house burned to the ground because there were no fire hydrants from which engines could take water.

This may continue to happen if we are not careful to extend our water systems to places outside the city limits where new suburbs are likely to develop. Foresight into the protection requirements of suburbs to be built is a problem of to-day.

Traffic Control.

Illinois firemen demand protection from "smart aleck" auto drivers. They have asked that the Illinois Legislature enact the bill which will give them protection on the highways of the state and on the streets of the city.

The traffic problem in every city is purely a local problem. The elements of traffic control which pertain to safety that every city should and may adopt, that is right of way of fire apparatus over all other traffic when responding to alarms.

With the advent of rural fire service, apparatus must be protected on the highways outside the city limits and state legislation should be enacted which will give fire apparatus the right of way over all other traffic on the highways.

Firemen at Schools.

In New York the idea was suggested to station firemen in every public school during the period when classes are in session.

In view of the fact that many departments are undermanned, the plan would not be successful. It seems that firemen would render great service by remaining at the fire station or conducting building inspection work rather than sitting in a school house waiting for a fire to occur.

Do your work so well the merchant will know it is yours by its excellence.

Dr. Albrecht Decries Egg Window Display.

At this time of the year many retail dealers place eggs in their windows for display purposes. This procedure causes eggs to deteriorate rapidly and is not looked upon with favor by the New York State Department of Agriculture and Markets. The department suggests that retailers devise some other means of calling attention to eggs. In a number of stores, dealers have begun to use window display or imitation eggs. By using such eggs they get the advantage of calling the attention of consumers to eggs without the deterioration that would take place were eggs actually placed in windows. The department urges retailers to make every effort to preserve the quality of eggs in their possession, especially in view of the coming warm weather.

The following suggestions are now given out by Dr. Arthur E. Albrecht, director of the New York office of the department to retail merchants: "Do not overbuy, especially in hot weather, buy according to your needs; but frequently rather than in big lots; do not display eggs in windows on account of the heat of the sun; keep surplus eggs in a cool place; sell your eggs to the consumer as quickly as possible; if in doubt as to grade, recandle or have them recandled; remove cracked and broken eggs from cases or cartons, otherwise appearance and quality of other eggs will be affected."

Discounts Will Be Profits.

At the present rate of competition in the women's ready-to-wear field, and especially in dresses, the next year or two will see manufacturers reduced to the point of getting their profits solely through discounts received on merchandise bought for cutting up. This assertion was made by one of the best-posted men in the local market. He added that no one who is not actively engaged in the business can begin to appreciate the difficulties which are met nowadays in pricing the finished merchandise on a profit-paying basis. This he attributed to competition from the top, explaining that more and more manufacturers are dropping out of the higher and medium-price ranges into those a price peg or two down. They do it with the hope of increasing volume, he concluded, only to find that as their volume goes up their profits go down.

Are Taking Few Dress "Jobs."

One of the current season's most significant developments in the ready-to-wear dress trade is the growing unwillingness of buyers to purchase "jobs" to anything like the extent they did formerly. Instead of buying passe \$16.50 dresses as "specials" at \$10.50 they prefer to take fresh merchandise regularly priced at the latter figure. Two reasons were advanced for this. One is the marked improvement in the styling of cheaper dresses in recent seasons. The second is that the growing scarcity of "jobs," due to more careful production, is forcing buyers to sweeten special sales with new merchandise of a lower price grade.

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320 Houseman Bldg.

Grand Rapids, Mich.

MOTHER'S DAY

MAY 12

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

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OUR FIRE INSURANCE POLICIES ARE CONCURRENT

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WILLIAM N. SENF, SECRETARY-TREASURER

OLD TIME TRAVELING MEN.

Their Third Annual Re-union a Great Success.

The third annual re-union of the Old Time Traveling Men was held at the Hotel Rowe, Saturday, April 27, from 2:30 to 10 p. m. A banquet was served promptly at 6:30. Early in the afternoon the Old Timers began to arrive and spent a most enjoyable time renewing old acquaintances. This re-union, the idea of which was conceived by Geo. W. McKay, is for traveling men and their wives and families, who were traveling between the years 1880 and 1912. Many of the men who traveled during that period are still on the road, but the methods of traveling have changed so radically that most of them see each other very seldom these days, so these annual re-unions are a source of great satisfaction and pleasure to all of them.

About one hundred sat down to a banquet such as only Ernest Neir, manager of the hotel, knows how to serve. Not only was the food excellent, but the service was wonderful. The attendants seemed to be particularly anxious to see that everyone was served promptly. A vote of thanks was extended to the management of the hotel for the excellent service.

Just before the guests were seated, George W. McKay, chairman of the meeting, called on Harry Mayer to pronounce the invocation, after which the entire audience sang one verse of America, led by Fred A. Caro, and accompanied on the piano by James S. Grocock. After the banquet Mr. McKay welcomed everybody there to the thankfulness for the good fellowship third annual re-union, expressing a and fraternal greeting that had always existed among the old traveling salesmen of Grand Rapids. He said he had watched Grand Rapids grow from a town of less than 25,000 in 1875 to a beautiful city of nearly 175,000 at the present time and he felt that the efforts of the Old Time salesmen in helping to keep the wheels of industry turning were in a great measure responsible for this growth. He said he could not see how it would ever be possible to dispense with the services of traveling men.

Mr. McKay then said that after carefully studying the matter for many months, he finally decided to appoint Dave Drummond as toastmaster for the evening, as, in his estimation, Mr. Drummond was best fitted to fill the position. He then introduced Mr. Drummond. In responding, Mr. Drummond said that from reports he had received he was a last resort, instead of a first choice, because he understood Mr. McKay had tried unsuccessfully to get several other men to act in the capacity of toastmaster. However, he accepted with good grace and acquitted himself with a great deal of credit. Just before the toastmaster took charge of the meeting, Mr. McKay read extracts from letters received from fifteen Old Timers as follows:

Geo. E. Amiotte, Macon, Georgia: I am sorry that I cannot be with you

boys again this time, but I am away down here in Georgia and will not be back in Michigan until some time in May. Give my best regards to the bunch.

P. F. DeLaHunt, Hollywood, California: Greetings to all the boys. Sorry we cannot be with you on this great occasion.

Harvey Baxter, Glendale, California: Please remember me to all the boys.

Mr. and Mrs. J. J. Berg: Sorry we cannot attend this third re-union, as we expect to be out of the city. We are with you in spirit. Kindest regards to all.

Geo. W. Thayer, City: Regret that I cannot be with you for the annual feast, as I have not been able to get out of the house for more than a month. However, I am sending you my check for \$5 to apply on the general expense fund to help keep the good work going. I trust that your efforts will prove as successful as in the past. I wish you all the best time ever.

W. H. Downs, St. Petersburg, Fla.: I regret that I cannot be with you to-night. Have been nursing a bum shoulder and taking treatments for it. I will not be able to get away from here until about May 1. I have had such a nice time here this winter, something doing all the time. Plenty of gay widows to flirt with and they keep you busy.

Franklin Pierce, Hollywood, California: I expect to land in the old town of Grand Rapids early in September and will stir up some of you guys. So cork up some of the Old Timers until my arrival. Best wishes and regards to all the boys.

Harry J. Dingman, Mt. Pleasant: Impossible to be with you on the 27th. Mighty sorry.

John M. Shields, Petoskey: Regret that I cannot be with you.

John Cummins, Kent City: I need not say it would give me much pleasure to join the Old Boys once more, but it is impossible for me to get away Saturday night. Am very much tied up in my business. Convey my best wishes to the Old Veterans.

L. M. Mills, Portland, Oregon: Your very welcome invitation to attend the third annual re-union of Old Time traveling men April 27 is at hand, for which accept my heartfelt thanks. I wish I could be there and take each one of you by the hand and look in the faces of the Old Time friends who shared the muddy roads and poor fare of the hotels we were obliged to patronize in our pioneering salesmanship of the days of horses and buggies, slow freights and lumber camp supply teams. When I read in friend Stowe's Out Around how he makes towns in one day which used to take us three or four days by team, I often wish I could come back there and make some of my old routes by auto, just to see and realize the wonderful changes made in the Michigan highways during the past quarter of a century, but my old pals, Frank Parmenter and Fred Blake, have both been advanced to an interest in the "House not made with hands" and it would not seem at all like the old times if they were not

with me. Also very many changes have been made in my old customers, many of whom would not be there to greet me. Trusting that you may all have a most enjoyable evening and that I may ever be remembered as one of the Old Guard and that the sunset side of all your lives may be gilded with the love of friends, the comfort of happy homes and the blessings of health is the sincere wish of your old-time friend Max.

Elmo J. Edmonds, Bangor, Michigan: Am sorry Mrs. Edmonds and myself will not be able to attend the re-union this year, as I am leaving Monday, April 15, for Waukesha, Wis., to take a course of mud bath treatments to see if I cannot get rid of my neuritis and other ailments. I trust you will all have a good time. Please remember me to Leo Caro, John Millar, Oscar Levy, Leston Buss, Dick Warner and any others who may enquire about me.

Mr. and Mrs. Dorian Russell, City: We appreciate your invitation to this third annual re-union, but it will be impossible for us to attend this year. With all good wishes to the travelers, past, present and future, and sympathetic congratulations to the wives of the travelers whose lives have been brightened by the knowledge that their wandering boy would return in time for the Sunday dinner and the Thanksgiving turkey.

Arthur S. Fowle, St. Petersburg, Fla.: We start to-morrow (April 22) for Grand Rapids. Cannot promise to make it. Will try.

A. W. ("Bert") Peck, Traverse City: Things have changed. We may be getting old, but if we sell anything these days it has to be done in the up-to-date way. The close feeling of friendship between the traveling salesman and his customer does not seem to exist as it did thirty or forty years ago, yet with me I have the same feeling toward my customers as I did years ago, but the chain store and buying clubs of to-day, along with the radio, television, etc., all tend to make it harder for the traveling salesman. Perhaps the day will come when he will be done away with entirely, but not in your day or mine. I regret exceedingly that I cannot be with you at this third annual re-union. However, remember that if any hat is passed I want to be in on it. Just say how much, as I want to do my share. With kindest regards to all the boys, I want you to know I appreciate the great amount of work you do in getting up this annual meeting.

John Grotomat, Hotel Perry, Petoskey: Regret very much that business keeps me away from the Old Timers annual dinner party, but assure you I will be thinking of you all about that time. Now I wonder how many of you fellows remember the Hon. Joe Baitm, who climber to the top of his old high bus and drove us over to the Northern; and Peg-leg Frank, who drove for George Maxfield, at Coopersville, who often drove us over to Ravenna before they had any railroad. Then there was "Nigger Johnson", who drove for Amos Woll-

cott down at Watervliet. He sure was a "white nigger" and later he was drowned in Paw Paw Lake and Mr. Wollcott buried him in his family lot. The traveling men chipped in and bought him a marker. Then there was Dave Drummond, who was gate keeper on the old West Michigan R. R. (now P. M.) to see that the company got full fare for everybody over six years of age. And then there was Dick Van Eneenam, who would give you a good pair of horses on a trunk wagon with a man to drive and rustle the trunks for \$2.50 a day. And we sat at the same table with our farmer friends (who ate the most) and we paid 50 cents and they paid a quarter. Those were the good old days when we whipped the horses through the forest fires in the dry summer time and through the water holes and over the ice in the winter. Many changes we have all seen. I have traveled by dog team, steamboat, livery rigs, stages, interurban, Pullman cars, freight trains, tin lizzies, auto busses and automobiles. Time was when it took a whole day to go from Manistee to Frankfort and another day by stage to Traverse City. Now I do the same distance with my gas buggy in two hours. You could buy good Old Crow three for a quarter, or get a "Shupper" and 50c lunch for a nickel. I hope everybody has a pleasant time at this re-union.

The toastmaster then called on Fred A. Caro, the son of one of the oldest timers (anyway his hair is white) to lead the community singing. Several old songs were sung and it was surprising to hear a great many of the older men sing at the top of their voices. It was very inspiring. After the community singing, the toastmaster introduced Charles G. Graham, who recited several appropriate poems, including some from his favorite poet, the immortal Robert Burns. Mr. Graham is an Old Time traveling salesman. How old he is the writer is unable to state, because his age is a guarded secret with him. However, conclusions can be drawn when the writer of this article states that he has known Mr. Graham for the last thirty-five years and he does not look any different to-day than he did thirty-five years ago.

The toastmaster then called upon Fred Caro, who sang several solos, accompanied by Jim Grocock.

Leo A. Caro was then called upon to talk on the following subject: "Yesterday, To-day and To-morrow." He talked on most every other subject, but he told several very good stories, as usual, some real and some imaginary. He told of working beside Mr. McKay at the Berkey & Gay furniture factory, packing furniture, forty-six years ago and in later years meeting Mr. McKay on the road for a great many years. He said he was glad to be there and to see so many of the friends of yesterday present. He also said when we reach the years of maturity one of our most precious possessions are the friends we have still with us and the hallowed memory of those who have gone on before and are

(Continued on page 30)

New Product Received with Enthusiasm



Repeat Sales on Velveeta Exceed All Quotas

Velveeta is no experiment. Repeat sales to the consumer have already established an acceptance for this new health food surpassing every expectation.

For here is a product with a universal appeal. Delicious in flavor—containing all of the healthful properties of rich whole milk—slicing firmly when chilled—spreading like butter—a cheese product which blends perfectly with all other foods in cooking. A health food for everyone, Velveeta is highly relished by all who try it.

Velveeta has unusual qualities. It is an attractive, new item and has big sales possibilities. Now is the time to get behind its sale. Ask your wagon distributor or jobber.

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Makers of "Philadelphia" Cream Cheese

DRY GOODS

Michigan Retail Dry Goods Association.
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Second Vice-President—D. Mithlethaler, Harbor Beach.
Secretary-Treasurer—John Richey, Charlotte.
Manager—Jason E. Hammond, Lansing.

Wraps For Gowns of Uneven Hems.

For the gown that boasts an uneven hemline that is accomplished by means of gathered panels of different lengths there are two styles of wraps shown. One is a dolman cape of brocaded chartreuse, short in front and long in line at the back, which reaches to the edge of the train and has flowing sleeves and a soft scarf of plain chiffon about the neck. This is a variant of the ruffled cape, which may be worn with almost any style of gown. The other model is the straight coat cut on ample lines, with sleeves that are at least comfortably wide and a voluminous collar and a scarf.

In these ensembles as in those for daytime the wrap is usually made of a plain color and is unlined or lined with the same goods as the gown. Some enchanting creations are shown in the new colors, the dress of chiffon, the wrap of plain satin—a few of velvet for contrast. A model that is both artistic and practical is a long cape wrap of orchid satin, with a soft gown of chiffon printed in shades of orchid, rose and green. This is likely to be a popular ensemble for many of the new sheer printed stuffs.

It is evident, in passing, that with the vogue of the ensemble, evening wraps present an economic as well as a fashion problem, for not every one may have a wrap especially designed for each evening gown. The solution is to be found in a number of the new wrap models that will answer for several different dresses. The reversible wrap is one, made for example of transparent velvet in one color and lined with satin in another, and finished with a scarf at the neck.

Stylish Tub Dresses of Gingham.

Gingham is being revived for a smart type of Summer tub dress. Checks are as fashionable as they have ever been since this particular cotton weave was introduced, especially the large clear blocks or plaids of softly blended colors, as well as the infinitesimal pin checks.

Both of these are made into frocks and two-piece suits as tailored in style as any of cloth and crepe. Skirts with box pleats are attached to blouses, or are separate, with the blouse of white muslin or dimity, and jacket, of the gingham, left unlined.

A suit of green and white checked gingham has collar, cuffs and pockets of white muslin or linen. A frock of plain yellow chambray is finished at the edges with a fold of white lawn and with wristbands and belt to match. A three-piece ensemble for Summer utility is made of gingham in a large check of navy blue and white, with tailored coat and skirt, each with a finishing band of plain blue at the neck, wrists and belt. With these are worn tuck-in blouses of white batiste trimmed with cross-stitch bands, col-

lar and cuffs. These models are included along with those of expensive fabrics in the Spring collections of some of the best houses in New York.

Coral Smart Again For Jewelry.

Coral is coming back and is seen in the newest versions of the choker, bracelet and earring sets which are now the mode. Small beads are strung together, making smart-looking rope necklaces, or graduated beads are used to form chokers in single, double and triple strands. Even the earrings are made in the same manner. In all instances the only metal used is gold, either plate or genuine. The rings are made with single stones carved in both old and new designs. Some are cut in odd shapes, others adhere to the conventional ovals, rectangles and squares.

Pins of coral are as varied in size and type as any other item affected by fashion's whim. There are small ones for use on a blouse or to fasten a collar or jabot. Larger ones in modernistic shapes are being worn with printed frocks as ornaments either at the shoulder or at the bottom of a pointed neckline. Huge buckle-pins with prongs of gold plate or else of enamel in a contrasting color are smart for wear with either a sports frock or afternoon dress where there is some sort of sash, girdle or belt to do them full justice.

As pearl necklaces have come back to life this season, a charming new boutonniere is now being made to accompany them. It consists of clusters of pearls in sun-tan and natural shades. A necklace to go with this cluster is made of triple strands of seed pearls in a graduated choker effect.

Novelty Shirts Gain Favor.

While the call for white shirts still represents a large percentage of the total, business in colored novelties shows a substantial gain over last year. Featuring of bright solid-color or neat figured merchandise continues marked, with green, salmon pink and even red and black shades attracting attention. The shirt with the so-called Barrymore collar is most favored and is being purchased mainly in broadcloth and oxford materials.

Season Most Colorful in Years.

As was predicted earlier, the current season is rapidly developing into the most colorful one in years. At the moment the sun-tan shades continue to ride on the crest of their popularity. That these hues will retain favor for some time is freely predicted, inasmuch as Northern women have not yet had time to become tanned. Consequently, the greatest buying reaction in the North and East is yet to come. The outlook for the later season, according to the color survey of a leading silk manufacturer, is that yellows, yellow greens, Capucine tones, blues and bright reds will be notably important.

Describes New Underwear Styles.

Several new models in women's knitted cotton underwear are described in the first style bulletin of the merchandising division of the knit underwear industry, which is now being mailed to retailers in the principal

cities of the country. Two of them—one designed for sport wear and the other for wear with the new low-back sun frocks—are cut in one piece. The former weighs less than two ounces, complete, and the latter but little more. They are made of lustrous duren yarn and are offered in the leading pastel shades. A third model is a two-piece suit made of stencil-knit duren, printed in pink and blue. It consists of an "athletic" type of pullover shirt and "shorts."

FOR SALE

Burroughs Rebuilt Posting Machine, Excellent Condition.

Mosler Screw Door Triple Time Lock Manganese Safe.

Burroughs adding machine with stand.

Nine Directors Chairs, Mahogany. Two Rolltop Desks with Swivel Chairs, Mahogany.

One Steel Filing Cabinet.

Two Kardex Card Files.

One Electric Burroughs Poster, usable as Adding Machine.

For inspection at State Savings Bank Building, Saint Clair, Michigan, by appointment. Address Frank D. Beadle, Saint Clair, Michigan.

ATTENTION MILLINERS!

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

VACATION TIME AHEAD

Plan now for

TENTS

Camp Equipment

Garden Umbrellas

Folding Porch Chairs

Boat Equipment

Coye Awnings

CHAS. A. COYE, INC.

Grand Rapids, Michigan



ESTABLISHED DRY GOODS - MENS FURNISHING GOODS STORE FOR SALE

If you are in the market for a good paying business in Detroit, then investigate this splendid proposition. Doing \$75,000 annually. Good American neighborhood. Occupies double store. Good lease; reasonable rent. Stock brokers need not apply. No trades.

Box 2000 Tradesman.

QUICK HOSIERY SERVICE

Hosiery for men, women and children. Try this exclusive hosiery house—you'll marvel at the quality lines, the splendid values, the splendid service.

And we'll be glad to quote prices on case lots.

BRODER BROTHERS

Detroit's Largest Exclusive Hosiery House

215 W. Jefferson Ave.

Detroit, Michigan

DuroBelle
HUMAN HAIR NETS

FREE DEAL

During the months of April, May and June, we are offering the retailer a special deal of one dozen FREE with every gross of assorted colors.

DUROBELLE hair nets are always a ready seller — no markdowns, no dead stock. Take advantage of this additional profit. Order now through your wholesaler,

OR

NATIONAL GARY CORPORATION

successors to
National Trading Co. & Theo. H. Gary Co.
535-539 S. Franklin Street,
Chicago, Ill.
251-255 Fourth Avenue,
New York, N. Y.

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.

Retailers in Favor of Free Hides.

A number of organizations of retail shoe merchants have gone on record in opposition to the proposed tariff on hides, thereby demonstrating that the shoe industry speaks with one voice on this important issue, which is pending before the special session of the Congress now assembled in Washington.

Retailers are as much interested in this matter as the manufacturing branch of the industry, if anything, more so, for they are on the firing line and must face directly the opposition of consumers to higher shoe prices in the event that a tariff is levied on the raw materials of leather. That such an increase, coming at this time, would add another problem to the retailers' burden is scarcely to be questioned.

Since it is thus obvious that the retailers' interest lies in keeping hides on the free list, they should lose no opportunity to make their position known individually and collectively, to senators and representatives in Congress. The agricultural and cattle growing interests are well organized and will not fail to make themselves heard in Washington, although it is a recognized fact that a hide tariff will benefit the packing interests rather than the grower. The shoe trade should be equally aggressive all along the line and the voice of the retailers may easily prove to be the decisive factor. —Shoe Retailer.

Have an "After Easter" Style Event.

For the store that really plans its merchandising thoughtfully an early Easter, such as we had this year, is really an asset. It stimulates early buying—much earlier than usual. And it opens the way to an after-Easter season which can be made very profitable.

In suggesting an after-Easter style event we don't intend that it should be so named. Perhaps it would be better named "April Style Event" or something of the kind. The whole idea of any such selling event is to concentrate attention on the new footwear for the season and stimulate selling.

We suggest that one week in April be selected for your event, and that for that week, through intensive advertising, you arouse a greater buying interest than would ordinarily prevail. Have an advertisement for each day, starting with large space for the opening announcement, and using large space again for the final Saturday.

Feature one or two specials for each day, not necessarily with comparative prices, but "specials" nevertheless. Do a little preliminary advertising the week before to announce the fact that "next week we will hold our April Style Event."

Cover your mailing list with a letter or circular announcement telling about your "specials." Put in special win-

dows, with cards emphasizing that a special event is in progress.

In short make as strenuous and as thorough preparation as you ordinarily do for a sale. The only difference being that now you are going to make most of your sales at the full regular price. If you can reasonably expect good April business without such an event as we suggest, you can surely expect much better business if you go after it.

A week of vigorous advertising effort of this kind will have its effect for the balance of the season, too. If you can focus attention on your store for a week you'll impress your name on a lot of people who may not be ready to buy. When they are ready they will come to see what you have.

Late News From Grand Traverse Bay.

Traverse City, April 30—The Harris Furniture Co., of Grand Rapids, has leased a store in the Hannah-Lay building preparatory to the opening sale of a stock of furniture, rugs and house furnishing goods. The company conducts branch stores in Hastings, Greenville and other cities of the State and is regarded as a chain institution.

Several months ago R. Floyd Clinch, manager of the Hannah-Lay interests in this city and Chicago, informed the public that he would erect a fire proof hotel on the site of Park Place, to contain 100 rooms, at a cost of \$300,000. He expects to commence work on the structure early this month. As far as the public is informed, nothing has been attempted to fulfill his promise. He will doubtless express his future plans later.

R. Rabinovitch, grocer on West Front street, has closed his store to seek another field for the sale of merchandise.

The prevailing cool weather serves to preserve millions of cherry buds from frost. The crop this year promises to be the largest ever grown in the Grand Traverse region. If it escapes injury later in the season by frost, it will bring more than one million dollars to the producers and canners.

Several gas filling stations are under construction.

On May 6 the voters of the city will cast ballots for or against the proposal of the City Commission to issue about \$80,000 in bonds, the money realized from their sale to be used in the construction of bridges over the Boardman river at Cass and Union streets. Arthur Scott White.

Will Not Change Hosiery Prices.

Slight reductions made early last week in fall lines of silk hosiery by the largest factor in the industry selling through jobbers are not likely to bring about any cuts in the merchandise sold direct to the retail trade. Fall lines of the latter goods will not be priced until early July, and until that time, at least, there is not much likelihood of price revision in them. Better qualities of hose for immediate selling are meeting considerable competition from surpluses in the hands of several of the smaller manufacturers, but are moving with fair snap. Among the newest offerings in good quality stockings are novel French heel effects to retail from \$1.50 to \$1.95.

Just as a ten hour day is short to the man who is interested so a five hour day would be long to the shiftless.

Vacation time is approaching

Have you considered the advantages of an agency account?

We can relieve you of all the routine care of your securities. Whether at home or away, you will always be able to take advantage of sudden opportunities in your investment situation, as your instructions for sales or transfers will be promptly executed.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

LANSING, MICHIGAN

Prompt Adjustments

Write L. H. BAKER, Secy-Treas.

Lansing, Michigan

P. O. Box 549



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

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

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.

Late Week Advertising by Independent Grocers Foolish.

Petersburg, Virginia, is an old town. It is so old, so apparently set in its ways like most of the rest of the Old Dominion State, that one might expect it to awaken slowly, if at all, in advance of great change. But it has done just that thing; for here is a town of 40,000 people with only about twenty-four units of chain groceries in it as yet, which has taken steps to nullify chain competition and maybe even discourage the advent of many chain units.

Entering Petersburg one is met on every hand by grocery stores with uniformly bright orange fronts, spick and span in new paint, with a large sign in gilded letters—raised or cut-out letters at that—"Community Store" over the doors.

I met the prime mover behind this effort, Mr. J. J. Andrews who, I understand, has had chain store experience. When told of what he was doing, I asked the natural question, "Is yours a buying exchange?" It is not. Stores not only are individually owned but they buy as they always have bought, individually and from their local jobbers. This is an effort to strengthen local business segments into a cohesive whole for effective co-operation; and—marvelous to tell—the entire effort is devoted to selling.

The entire thought behind this united work is to sell more goods in and through each individual store than said store has been selling hitherto. To that end page advertisements are printed each week, all centered on the "Community Stores." A committee meets every Monday to plan out the specials that will be offered by all Community Stores during the following week. The advertisement appears on Friday with offerings good beginning Saturday and carried through until the following Thursday night.

Accompanying this advertising effort is another equally important, and to my mind reflecting greater credit on the man behind it, than the co-operative advertising. This is the rehabilitation, remodeling, revamping of the interiors of most Community Stores to a most gratifying extent.

This is something that would not surprise a Western man, but it certainly was a surprising thing to me that such old-line, staid merchants as one would expect to meet with in Petersburg should take to the idea of interior improvement to the extent that these men have done. So far what has taken place is the installation of improved display counters for meats and perishables, delicatessen, etc., and the replacement of old, outworn ice boxes with new electric refrigerating outfits. But such a beginning presages further improvement, for those men

have the money and now their eyes have been opened to the benefits of up-to-date fittings and equipment.

Here then, both in fixtures and the institution of co-operative advertising, inaugurated before chains have obtained much foothold, is a movement far in advance of events. That of itself is highly creditable to the keenness and vision of Petersburg grocers.

But there is a weak spot. It is the weaknesses characteristic of such movements everywhere. It is the method of following the chains in advertising their specials for the week beginning on Saturday. I have gone over this many times; but it must be gone over until the lesson grips; for it is vital to eventual full measure of success.

Petersburg merchants—all grocers who aim to hold their own through joint advertising—should differentiate themselves sharply from chains. Chains advertise specials for week-end sale because they have no other time to cash-in on their advertising. They must catch the pay envelope or they get nothing. Hence they have no choice but to make their heavy Saturday labor heavier.

But the individual grocer aims for the family trade, the local better class trade, the telephone-credit-delivery trade, a trade which the chains cannot serve at all. The grocers' advertising should take its cue from the department store and stress its bargains and specials for Monday and the first days of the week. Saturday is too busy now. It always takes care of itself. Put your money where it will help you even out the business over the entire week. That is the right way, gentlemen. Ask department stores. They know.

Let any grocer or group of grocers use a small space in the newspapers on Friday night and Saturday morning with the caption, say: "Saturday at Community Stores." Below that caption list—simply list—your fine items: your new, crisp, solid heads of lettuce, celery, spinach, asparagus, fruits, every really tempting thing you have, including some extra fancy lines of regular goods; but all without a single price.

Saturday is the day when home folks buy for the Sunday feed. That is when fine things appeal. Take advantage of that appeal. Then let your price-appealing items in your big space take effect on Monday.

That will not bring everybody you want into your store the first week; but if persisted in will do what you aim to accomplish—to build business steadily surely on lines which pay profit while making for economy of operation. Nor need you fear for "your share of the cash trade." The best cash trade, the people who pay cash and yet have the money with which to buy good items, will go to you in larger proportion daily and weekly.

Individual grocers need to learn to aim for their own best line of business, set themselves to get it and not allow themselves to be deflected from that aim by any will-o-the-wisp of

(Continued on page 31)

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

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

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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.

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

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

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—Plus Goedecke, Detroit.
Next meeting will be held in Grand Rapids, date not decided.

Pertinent Suggestions For Live Meat Dealers.

Lack of profits in retail meat stores too often is attributed to the fact that operating and overhead expenses are too high or to the fact that the dealer is paying too much for the commodities he is selling. It is true, of course, that he could increase his profits by reducing his operating expenses or by buying his stock at more favorable prices, but often he is unable to do either. What then can he do to put his business on a better paying basis?

The dealer's best solution is to set about immediately to attract more trade so that he can spread those expenses over a greater sales volume.

To illustrate this point, take the case of a dealer whose volume of business during the week justifies two and one-half selling employees. He cannot work out a part-time employment plan for the third man and cannot handle his trade if one man is dispensed with. That means the dealer must pay the extra salary out of his profits.

Then take the case of rent. A dealer often finds himself in a good location, but with a little more space than he really needs. To economize on rent, it would be necessary for him to move to a less desirable location, which might reduce his sales volume. Hence, he does nothing about it and pays the extra rent out of his profits.

The same problem arises with his delivery equipment and his cashier. These employees are efficient, but the volume of business does not use up their time efficiently. The dealer is unwilling to dispense with either employee, so he must pay part of their salaries out of his profits.

Even after he has put into effect every possible economy, such a dealer finds that his volume of business still is not enough to cover his expenses. His only hope of getting onto a more profitable basis is to increase his sales.

Increasing sales is no easy matter. Every dealer constantly is endeavoring to do that very thing. Regardless of that, the problem is a serious one and something must be done. It is up to the dealer to check up thoroughly on his merchandising practices and policies. In doing so, he should approach the problem in two ways. In the first place, he should search for any factors which may be keeping trade away or making it unpleasant or inconvenient for housewives to buy from him. Then, when any and all objectionable features have been taken care of, he should search for some means of getting trade from new customers.

In making this survey of his business, the dealer may well ask himself the following questions:

1. Is my store clean, light, and well ventilated?
2. Are my employees alert, courteous and obliging?

3. Are my employees sufficiently well educated to deal with the class of customers who patronize my store?

4. Are my employees good salesmen? Can I find others who will be able to increase sales?

5. Is my stock in good condition?

6. Is my store properly and conveniently arranged?

7. Are my displays neat, attractive and changed frequently enough? Am I displaying the proper brands and commodities?

8. Can I increase my advertising to advantage? Can I profitably advertise to a wider trading area?

9. Are my prices right?

10. Do I feature price too much and neglect quality and service in my advertising and sales talk?

11. Am I and are my employees sufficiently well informed about the foods we are selling? Can I increase my sales by showing housewives more ways to use some of the products I sell?

12. Am I offering my customers exactly the right quality of foods? Am I trying to sell them something they don't want? Am I failing to stock commodities and brands they do want?

There are at least a dozen other points to be considered, but the dealer who asks and honestly answers these few very likely will find that he has been lax in a few respects. The last question in the list is one of the most important. Many dealers have found that their volume of sales definitely was limited because they were catering to the wrong class of trade. By studying his customers and reviewing their reasons for refusing to order certain grades and brands, he can get a better idea of what they really want. The store and its stock of goods must be adapted perfectly to the preferences of the neighborhood or the community if it is to do the greatest possible volume of business.

Any dealer anywhere, who is doing a limited volume of business, can increase his sales if he has the ability to remove the factors which cause resistance to sales and takes full advantage of all possible merchandising and advertising ideas which will increase sales appeal. E. B. Wilson.

Window Lights.

Here's a simple way to switch off your illuminated displays automatically at any hour you desire. Attach an electrical switch on the window sill about six inches from the floor of your illuminated display, then attach an alarm clock securely behind the back trim. Plug in the switch handle lighting your show window, then tie a heavy cord to the top of said handle.

Tie the other end of this cord to the alarm clock key in back of the clock. Set the clock for the hour you want the illumination to cease and when that time comes, the alarm will go off causing the key to slowly revolve. This will slowly wind up the cord, pull out the switch and put out your lights. To do this, however, your window lights must be on a separate circuit from those in your store.

College-bred doesn't always mean well-bred.

COMBINE BUSINESS AND PLEASURE

What about your vacation this year? See America. Combine business with pleasure and take in the Thirty-second Annual Convention of the National Association of Retail Grocers at Portland, Oregon, June 24 to 27 inclusive. Travel on one of the special grocers' trains (at special rates) leaving from all important points in the country.

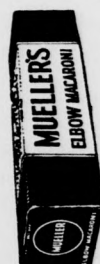
Besides the profit you receive from the convention talks and discussions, you will renew old acquaintances, make new friends, and enjoy the pleasure and inspiration that come from good fellowship. All the progressive grocers of America will be there.

Get in touch with your local transportation chairman. Make reservations through him. He will tell you anything you want to know.

Compliments of

THE FLEISCHMAN COMPANY

Fleischmann's Yeast
Service



"Common Sense
is uncommon"—

so are

MUELLER'S
PRODUCTS



C. F. MUELLER COMPANY
146-180 Baldwin Ave., Jersey City, N. J.

Don't Say Bread

— Say

HOLSUM

HARDWARE

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

System in the Care of the Paint Stock.

Do dealers generally pay enough attention to their paint stock? Probably those who are the most negligent will be the first to protest, "Why, there's nothing wrong with my stock!"

But it might pay even the most vigorously protesting dealer to take a few minutes and look at his stock with dispassionately critical eyes.

Leave your desk or counter for a moment and walk across to the paint shelves. Glance at the paint tins; look at some of the covers. Is there not more dust on them than you imagined? Are not a few of the labels torn? Just remember how nicely assorted the tins were when the last shipment was put into stock. It is true that a good many orders have been filled since then, but now the matter is mentioned, don't you think there's considerably more disorder on the paint shelves than the occasion warrants? Are not the greens rather hopelessly mixed with the browns and the reds? And, by-the-way, considering the popularity of brown this season, aren't you a bit shy on the brown shades? Isn't your stock of browns a lot lower than it should be? On the other hand what about this heavy stock of light oak stain? The tins are decidedly shop soiled; must have been on your shelves a long time. What made you load yourself up so heavily? Were you offered special terms by the traveler for taking a large quantity?

Go to the front of your store, go right outside, try to put yourself in the place of a customer interested in paint, and, when you re-enter the store, look critically at the paint department. Have you selected the right location for the stock? Does it command the best light? Would a customer entering the store be likely to miss seeing the paints altogether; or, if he sees them, is the display so pleasingly arranged as to attract his interest at once? Even if the display is noticeable and does attract, could any improvement be made?

Looking at the paint stock from your customers' viewpoint is often a very educative process.

Incidentally, another question is in order. Do you keep a "want book" for your clerks to use, a stock check book, and how often do you sort up the stock? In fact, when it comes down to plain talking, have you any real system at all for keeping your paint stock in good shape?

It is just as imperative to keep the stock in good shape as to let customers know that paint is carried. The merchant who takes extra care of his paint stock and watches every drain upon it, is in the best position to get the fullest returns from his paint publicity and from the selling efforts of his staff.

An instance of the results of not keeping tab on the stock came to my attention not long ago. A clerk was showing a customer a color card illustrating the range of colors carried, and at the same time was talking so

convincingly as to the benefit of paint, and the suitability of a certain shade of green for the customer's purpose, that the customer was decidedly impressed. Manifestly, this clerk was not merely well grounded in the selling points of paint, but he was enthusiastic also—and knowledge plus enthusiasm is a powerful combination.

"I'll take the green," said the customer. "Three quarts."

The clerk went away to put up the green paint. Presently he returned, looking decidedly downcast:

"I'm sorry," he said, "but we're quite out of that shade. The boss forgot to sort over the stock last week, and there's been such a run on that paint, we're entirely out. But I can get you some in a few days."

The customer, however, couldn't wait; nor, after that strong talk in favor of green, could he be persuaded to take an alternative color. Doubtless he bought green in some other store. A lot of fine salesmanship was wasted, and that store got a black mark with that particular paint prospect, in addition to the immediate loss of the business.

Strict supervision of the stock is one of the most important factors in the success of the paint department. Merchants within easy reach of the manufacturer should check over their stocks at least once a week, and, instead of waiting until the sorting order amounts to a fair sized consignment, should fill up at any time. Dealers who are not so favorably located cannot do this; but it is possible for every man to keep such a systematic tally on his stock that at no time does he run any danger of being completely cleaned out of any line.

The careful watching of the stock has other advantages. The dealer can buy more lightly. That means a decided saving. In these days of numerous shades, with colors slumping or rising in popularity from time to time, it is a big undertaking for the average dealer to carry a comprehensive assortment. It means the expenditure of many hundreds of dollars, unless the range is cut down, and this latter course is not to be commenced, since the more comprehensive the stock, the better the chance of interesting a paint prospect. It reflects on a store to have to tell a customer that a certain shade on the color card is not stocked at all.

It is imperative for the dealer to carry a comprehensive range of colors, but he can offset this by buying lightly in each line and protect himself by most careful sorting up. He must keep an eagle eye on every order going out, though, and watch his stock very carefully. This required effort and attention; but it means a quicker turnover.

The keeping of a paint stock in good shape is simply a question of store system. Just as a dealer has a system in his sales, so he should have one in his stock. He can best tell from his paint demand how often the stock should be gone through. But if he decides on a weekly, bi-weekly or monthly checking, let him carry it through the whole year round as a part of his store routine; instead of doing it when the

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

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)

Direction Bowman Management

WM. J. CHITTENDEN, Jr., Managing Director

demand is at its height and neglecting it when trade slackens. For it is just then that a bad selling mistake is most likely to be made.

On the other hand, there are those dealers who, in February, plan to keep systematic track of their paint stock. They start with weekly sorting up, and continue this until the rush really sets in. Then they're very busy, and the weekly sorting-up is postponed for a day and then for another day—until ultimately the dealer finds himself short of some popular color, and loses a sale.

If you start a system of keeping tab, keep it up.

A stock check book is easily kept. Every sale should be entered at once against the number of tins carried in each particular shade. Thus the merchant at the end of the day can see at a glance in what direction the drain has been without calling over the whole of the stock; and can be ready to sort up at the right time. The success of the paint department depends to a large extent upon the strictness of the check made on the stock.

But every sale must be entered, and entered promptly. The system which is not kept up is more dangerous than no system at all.

As for the care of the stock, it is hardly necessary to insist upon the absolute necessity of keeping tins clean and free from dust. We associate paint with cleanliness. In our selling arguments we demonstrate how paint freshens up a surface; how it drives away dirt; how it makes sanitary what was unsanitary. How can this be impressed on a customer when at the same time a clerk is furtively wiping a tin of paint on his coat before showing it. It is just as bad as a store calling itself "the house for paints" and having exterior woodwork that looks as if it had never known a coat of paint.

Besides, a dirty looking tin gives the customer the impression that the stock is old. A natural sequence, the merchant cannot have much demand for his paint. Logical inference, it's poor paint.

It is just as essential to keep the paint tins clean and bright as to keep the silverware and cutlery free from tarnish.

The best location for the shelves is an important matter in the care of the paint stock. Merchants who never transgress in the matter of cleanliness may err in respect to location. The situation of the stock means a great deal.

"Tell me," said one manufacturer, "where a dealer keeps his paint stock, and I'll know at once what value he puts on it as a profitable investment."

The man who thinks any location in the store is good enough for paint has a poor opinion of his paint department. The questions of light, easy access for the customer, and general harmony of surroundings, must be considered. It is not always possible to give the paint the best position in the store, or a position justified by the importance of the department, but they should have the best position available.

First impressions are important. The

prospect who comes into your store and sees your paint stock up near the front, in a good natural or artificial light, everything clean, ship-shape and attractive, is at once impressed. And the man who comes in for some other line of goods can't miss seeing, and being impressed by your paints. The confidence shown in your featuring of the stock is bound to be contagious, and your customer inevitably catches the contagion—with resulting good effects on your paint department.

Victor Lauriston.

One Place Where Chain Stores Do Their Part.

Lake Odessa, April 25—I am a reader of your paper and find many good things in it. I also find some things you write are not quite so pleasant for all of us to read. I notice in your last issue something you said on one page, "Throwing mud dirties the thrower." And on page 14 in regard to Proper Province of the Chain Store, from St. Johns. I do not know what they do in St. Johns or any other town, but I want to say in our own town we can't kick on the two chain stores. When the church was putting on a drive, the chain stores did their part. When the Commercial Club here gave a 4th of July celebration and put up a big Christmas tree, they did their part. They bought flags for the streets. They took up collections for a man in need. Last summer they hired a band to come in and play on the streets Wednesday night, and in any other local entertainment the chain stores always stood their part. We also had one manager here for over six years. He owned his own home, paid his taxes like any other citizen and helped the churches. One of the managers belonged to the Commercial Club, paid his dues from the company's money, which he had orders to do.

You ask if anyone ever heard of a chain store doing anything good, as contributing a penny to any local undertaking. This is the reason I take this time to write you, so you will hear something you haven't heard of before. Maybe other towns around are doing the same.

I haven't any interest whatever in any chain store, but when I want to get some things of one of them, I go in, as the goods are always fresh, prices right and good pleasant fellows to meet.

W. E. Gardner.

More Robust Silhouette Coming?

A silk manufacturer calls attention to reports emanating from Paris that couturiers are hinting "of a more robust silhouette." Definite information is lacking as to what this type of silhouette will feature or when it may be expected to be introduced. If it does materialize, however, the effect on fashions here will be notable. The manufacturer raised two questions in connection with the report. One was, "Are women becoming tired of dieting?" The other was, "Is the reported trend a further step in feminization of fashions which has characterized recent seasons?"

Save the Glasses.

A Scotchman was leaving on a business trip, and he called back as he was leaving.

"Goodbye all, and dinna forget to tak' little Donal's glasses off when he isna lookin' at anything."

Your idea of time depends on whether you are in a dentist's chair or at a ball game.

The Brand You Know by HART



Look for the Red Heart on the Can

LEE & CADY

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I. Van Westenbrugge
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KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

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Bread and Butter Pickles

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TEN BRUIN'S HORSE RADISH and MUSTARD

OTHER SPECIALTIES

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

Brick is Everlasting

GRANDE BRICK CO.

Grand Rapids.

SAGINAW BRICK CO.

Saginaw.

Link, Petter & Company

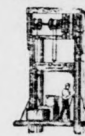
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Investment Bankers

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GRAND RAPIDS, MICHIGAN

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

1862 - - 1929
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SEELY'S PARISIAN BALM
Standard of quality for nearly 70 years
SEELY MANUFACTURING CO.
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ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



For Markets, Groceries and Homes

Does an extra man's work

No more putting up ice

A small down payment puts this
equipment in for you

F. C. MATTHEWS & CO.

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FLORAL Co., Inc.**

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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**

Stonehouse Carting Co.

GENERAL TRUCKING

338 Wealthy St., S. W.

Phone 65664

HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Los Angeles, April 26—George Snyder has resigned his position as manager of Hotel Savoy, Detroit. His future plans have not, as yet, been announced.

J. B. Curlee, formerly operator of Illinois and Chicago hotels, has taken over the Benjamin Franklin Hotel, Saginaw, on a lease. The Benjamin Franklin was formerly managed by the late William F. Schultz, who was to have operated the new Saginaw Tavern as well. They are both owned by the same company.

Mrs. L. J. Reese has just returned to Port Huron from a three months' trip to Cuba and California, and will open her hotel, the Gratiot Inn, early in May, with C. H. Creighton, recently from New York, as her assistant.

George A. Swanson, manager of Hotel Huron, Ypsilanti, has been appointed colonel of the sales army which is to have charge of the membership drive to be staged soon by the Ypsilanti Board of Commerce under the direction of a committee of sixty men and women. The "Judge" greets the "Col."

John V. Peck, who on account of his associations with hotel men was always considered an honorary member of their organization, but who was, in fact, an emissary of the Michigan Stove Co., Detroit, has resigned his position with that organization and is moving out here to Los Angeles. He surely will be missed by a legion of friends.

Hotels in this and other countries are much vexed over the propaganda being broadcasted by one of the American tobacco companies who are asking humans to substitute cigarettes for food. I fail to see any connection between the two products and am inclined to think the food men are unduly exercised. However, there is an opportunity for the hotel men to retaliate by suggesting the use of "cabbage" in the place of tobacco, the former being one of the most stable food offerings.

Hotel experts are predicting that the so-called "wayside inn" has had its day, and henceforth the taste of the tourist will incline toward the regularly established and operated hotel, which looks reasonable. The wayside proposition only appealed to travelers because it was a novelty. But there were too many hotel men who looked upon the tourist as his particular meat, and there was an inclination to compel him to pay and pay and pay. This, however, was a temporary notion and to-day the hotel man, if he deserves to be placed in that category, knows very well that there is a sort of Freemasonry among tourists and they cannot, as a rule, be imposed upon. Hence they are returning to their first love and everybody is correspondingly happy. Equitable rate charges for children have become more or less firmly established and this has had much to do with the changed situation.

The announcement has been made that Hotel Doherty, Clare, is to have a forty room addition in the near future, giving it a complement of one hundred. I suspected some time ago that this would happen. When Senator Doherty built this hotel, half a dozen years ago, it was predicted that Clare could never support a hostelry of this character, which was a perfectly reasonable prediction, so far as local requirements, but the Senator was long headed enough to place his son Fred

and his equally capable wife in charge of the institution, whereupon they decided to make it a national rather than a local affair. They have built up a wonderful patronage, which is fully deserved, and they supply metropolitan service at reasonable prices.

The Wright House, at Alma, one of the first built of more modern Michigan hotels, is being transformed by the redecorating and refurnishing process. More of its seventy rooms are being supplied with bath facilities, while others will have individual toilets. Ed. A. Roberts is now manager of the Wright, having succeeded Mr. and Mrs. Elliott.

Mrs. Simpson, widow of the late Arthur J. Simpson, veteran owner of the Emmett House, at Harbor Springs, plans to open the hotel at the usual time this season and will assume full control of same. One of her sons will assist her in operation of same.

Ed. Easterman is proprietor of Hotel Middleville, Middleville, and has re-opened that establishment, making many desirable improvements, and is said to be enjoying a satisfactory patronage. It ought to be a good location for tourist trade.

W. W. Witt, who for many years conducted the Colonial Hotel, at Mt. Clemens, and did it well, is now conducting the Hotel Spaulding, at Michigan City, Indiana. He has not forgotten his old Greeter associates and a short time ago invited them all over to his Indiana home to break bread with him. It was a very pleasing compliment to his former associates.

Redecoration and refurnishing of the lobby in the Laverne Hotel, at Battle Creek, is now going on under the supervision of O. B. Moody, the new lessee of same. The Laverne was well known as the former property of George A. Southerton, now manager of Kellogg Inn, who conducted it for a number of years, turning it over to his son-in-law, W. W. Harper, on assuming charge of the Kellogg property.

There is, in a remote Michigan town I could name, a peculiar sort of individual who is making a profit out of his small place that would excite envy in those with houses several times his capacity and asking twice the modest rates which he charges those who come his way. For, among other things, his guests never cease to talk about the quality and service, of the food they get at his table. In a meal that is severely and simply table d' hote, extra helpings are placed before the guests without the asking. Hot food is hot and cold food is cold. Guests hardly ever ask for anything which is not on the bill of fare, because of their satisfaction with what is served. The secret, for those who have not already guessed, lies in the fact that there is no bill of fare at all, and that the meal is not cluttered up with a lot of trimmings which are not appreciated or even wanted. It is the simple meal, but it meets every requirement of reasonable guests, and is just what I have been advocating for years.

Road advertising in a way is a good thing, provided it is "directory" in its character. Out here in California the automobile associations are trying to discourage any sort of sign advertising which does not hitch up with this one requirement. In many cases, signs of merit are so located that they are not an aid to the traveler, but a positive hindrance to progress. The advertiser who gives you accurate and definite information as to distances, for instance, is justified in calling attention, in a modest way, to his offerings, but the fellow who deliberately

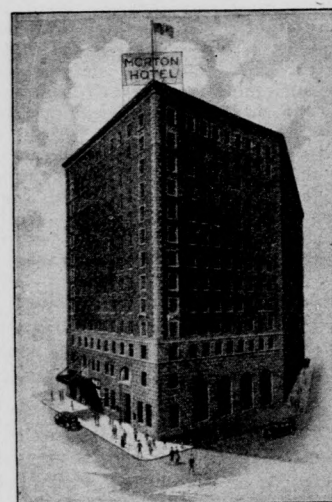


The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

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



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

400 Rooms—400 Baths

Menus in English

MORTON HOTEL

ARTHUR A. FROST

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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.

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

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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb —Location Admirable.

W. O. HOLDEN, Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.

Conducted on the European Plan. Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop. Rates reasonable.

WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

Wolverine Hotel

BOYNE CITY, MICHIGAN

Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT

HOTEL. American Plan, \$4.00 and up; European Plan, \$1.50 and up.

Open the year around.

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,

Manager.

places a "stop" signal where it should not be, ought to be eliminated. And it is usually the operators of "hot dog" emporiums who are the worst offenders. Give the traveler authentic information which will assist him in negotiating perplexing problems and he will eat it up; otherwise he will feel like devoting the same activity in destroying such crude advertisers.

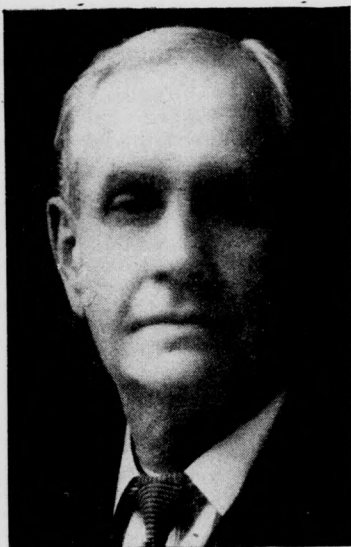
Frank S. Verbeck.

SUDDEN SUMMONS.

Death of Charles P. Lillie, Coopersville Merchant.

Charles P. Lillie dropped dead in his store at Coopersville Monday. The funeral will be held at the family residence Thursday at 2 p. m.

Mr. Lillie was born on a farm in Wright township, Ottawa county, Dec. 28, 1856, which happened to be the same day on which President Wilson was born. His antecedents were Yankee on his father's side and Pennsylvania Dutch on his mother's side. His father was the first settler in his section of Wright township when he emigrated from "York State" to Michigan in 1842. The son attended the country school and graduated from the



The Late Charles P. Lillie.

Coopersville high school in 1877. The next two years he worked on farms in Barry county. In the fall of 1879—nearly fifty years ago—he started on a mercantile career by entering the general store of Judd E. Rice, at Coopersville. Four years later he purchased the interest of George Watrous, who had in the meantime acquired an interest in the establishment, when the firm name became Rice & Lillie. Four years later he absorbed the interest of J. E. Rice. The business was continued under the style of Charles P. Lillie until nineteen years ago, when he admitted his elder son, Ellis, to partnership, under the style of Chas. P. Lillie & Son. Thirteen years ago the younger son, Lee, was taken into the firm, since which time the business has been continued under the style of Chas. P. Lillie & Sons.

Mr. Lillie was married Oct. 28, 1882, to Mrs. Marry Ellis Alfred, of Tallmadge. Aside from the two sons above mentioned, the family comprises a daughter, who is now Mrs. L. A. Goodrich, of Coopersville.

Mr. Lillie was a Mason up to and including the 3d degree. He had taken all the degrees in Odd Fellowship. He attended the Methodist church. He was President of the Coopersville State Bank and a director in the Grand Rapids Merchants Mutual Fire Insurance Co.

Mr. Lillie was something of a farmer, as well as a merchant. He owned twelve acres adjoining the city limits and specialized in Jersey cows and Rhode Island Red chickens. Aside to his liking for cows and chickens, he owned up to no other hobby, but his friends insist that he was not only a good merchant, but a good citizen and a high type of the man who makes village life attractive and desirable. He was first and foremost in every movement having for its object the material improvement of the town or the betterment of its moral tone.

The work of the store is carefully departmentized, Ellis looking after the dry goods and shoes, while Lee attends to the grocery and crockery stocks. Mr. Lillie, of course, exercised general supervision over the establishment with which he has been so long identified, with satisfaction to himself and all concerned.

Mr. Lillie never boasted about what he had accomplished and he despised those who indulged in that practice, but he possessed two characteristics which always impressed the writer as remarkable—his honesty and his pep. He always stuck to the truth, no matter if he lost a dozen customers, and if he thought it hurt him personally, it never made any difference. He always stood up for what was right, no matter what happened. That was one of the main reasons why the Lillie store has been on earth as long as it has.

Mr. Lillie was always very active. It seemed as though there was no end to his pep. He was an early riser the year round, especially in the summer time, when he got up at 3:30 to 4 o'clock and pounded right along until night. However, when he sat down at night to read his paper, he frequently fell asleep and usually retired early.

Mrs. Lillie has not been very well for some years and Mr. Lillie helped his wife around the house a great deal and everybody around Coopersville (especially the men) heard much about what Charley Lillie did for his wife. Because he was helpful to Mrs. Lillie, he was the most popular man among the ladies of anyone in Coopersville. The married women all sounded his praises as a model husband and the unmarried ladies cited him as an example when discussing future household relations with their prospective husbands.

Admired by the ladies, respected by the men, loved by his family and friends, possessing the confidence of his customers, Mr. Lillie had every reason to feel satisfied with the position he had attained and the writer happens to know that he regarded the future with complacency and confidence, believing that the life he had lived would bring him ample reward in the Hereafter.

There is nothing better than our
FULL COVERAGE POLICY.
American Mutual
Automobile Insurance Co.
701-2 Building & Loan Bldg.
Grand Rapids, Michigan.



Warm Friend Tavern Holland, Mich.

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

E. L. LELAND, Mgr.

"We are always mindful of our responsibility to the public and are in full appreciation of the esteem its generous patronage implies."

HOTEL ROWE

Grand Rapids, Michigan.
ERNEST W. NEIR, Manager.

HOTEL CHIPPEWA

HENRY M. NELSON, Manager
European Plan
MANISTEE, MICH.
Up-to-date Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms
Dining Room Service
Hot and Cold Running Water and Telephone in every Room.
\$1.50 and up
60 Rooms with Bath \$2.50 and \$3



CODY HOTEL

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

RATES

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

CODY CAFETERIA IN
CONNECTION

"DOOM" Special Profit Offer

"Doom" spells sure, quick death to insects.

Here is a big DOOM profit deal for you—a waiting profit! Fill in the order blank. Satisfactory results are guaranteed your customers, for DOOM insecticides will make good—or we will. The only insecticides that are sold on a "NO RIDDANCE NO PAY" basis.

6— 40c Roach Doom
4— 75c Roach Doom
1—\$1.25 Roach Doom
6— 50c Liquid Doom
10— 75c Liquid Doom
10— 25c Doom Sprayers
6—Mouth Sprayer N/C

Special Offer Price \$ 9.95
Regular Cost ---- 12.66

You Save ----\$ 2.71
Retail for ----\$19.65
Your Profit ----\$ 9.70

DON'T WAIT — ORDER NOW
Counter Card and Display Material Free!

MAIL THIS ORDER TODAY

EDGAR A. MURRAY COMPANY,

2701 Guoin Street, Detroit, Mich.

Please ship special "Doom" combination order, No. One.

Date Wanted -----

Name -----

Address -----

DRUGS

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

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

Drug Treatment For Sciatica.

The salicylates and the iodides are about the only drugs that have any effect in sciatica. The intravenous injection of sodium iodide has been recommended, but the author has not found this method to have any advantage over oral administration. Analgesic drugs are essential in cases of severity, especially to relieve pain at night. Acetylsalicylic acid, phenacetin, and phenazone may all be tried; "diacetylin" is useful, and "allonal" is also serviceable. An effective mixture consists of a cachet containing 5 grains each of acetylsalicylic acid and pyramidon or amidopyrin and one-eighth or one-quarter grain of diacetylmorphine hydrochloride. The use of morphine should be restricted as much as possible, but in bad cases its use for a time is almost imperative.

Jones Penalty Law.

The Jones prohibition penalty law recently enacted by Congress and approved by the President should prove an aid not only to law enforcement, but also to all permittees engaged in the lawful traffic in intoxicating liquors for medicinal and industrial purposes. It should discourage illicit traffic by making it more dangerous for bootlegging. Congress was careful to instruct the courts to differentiate between slight and casual violations and those more serious in imposing penalties. While fixing the maximum punishment at a fine not exceeding \$10,000, or imprisonment not more than five years, or both, Congress preserved the minimum penalty for the first or any subsequent offense provided originally in the law. It is reasonable to presume that even if the Government undertook to obtain convictions for the purpose of applying the maximum penalty imposed by the Jones law juries would not find defendants guilty unless the evidence of serious violations justified it. While "bootleggers" have real cause for fearing the Jones law, lawful permittees, including retail druggists, need have no such fear.

System.

Any prosperous, well managed drug store owes a goodly portion of its success and increase in business to one little element—system. The proprietor has worked out a schedule, to which he had his clerks adhere faithfully, and with the result that his store is always clean, orderly and in tiptop shape in general.

And here is how he probably does it:

Every Monday he cleans and retrimms his window space.

On Tuesday he and his livewire clerks get busy and clean all shelves.

Wednesday is set aside for the thorough cleaning of his refrigerators and fountain. This in addition to daily going over keeps his space in immaculate condition.

On Thursday all display cases and shelves are completely gone over, cleaned and brightened. This makes his display of goods doubly attractive.

Then on Friday and Saturday, the busiest days, the owner and his staff of assistants are entirely at the service of each and every customer, and in a position to render every service possible. No need to stop to arrange products or clean shelf space. If you have followed your system to the letter, such tasks will have been executed and your peace of mind and that of your customers will benefit accordingly.

A Skin Peel.

Pennsylvania desires a formula for making a lotion to peel the skin. It is applied with cotton to the face and in a few days the outer layer of the skin comes off and with it the impurities, discoloration, etc.

We are not acquainted with the composition of such a lotion. We believe that it is better policy for pharmacists to leave such preparations severely alone and avoid any risk of a damage suit. Customers are very apt to apply these preparations too freely and when untoward results appear the druggist promptly hears about it.

London Purple.

London purple is another of the arsenical insecticides. According to Farmer's Bulletin No. 146 on Insecticides and Fungicides, published by the U. S. Department of Agriculture, it is prepared by boiling a purple residue from the dye industry, containing free arsenious acid, with slaked lime. In this way a compound of these two substances, called calcium arsenite, is formed. This on exposure to the air during subsequent boiling is partly converted to a closely allied compound, calcium arsenate. Since the dye residue has accumulated some dirt during the process of manufacture, sand will also be present in all samples of London purple. It will thus be seen that this substance will consist of calcium arsenate, calcium arsenite, a dye residue, and small amounts of sand and moisture. In case not enough lime is added to the dye residue or the boiling is not continued long enough, some of the arsenious acid will be present in the free condition, thus causing the foliage to be scorched.

Woman's Hand-Cleaning Paste.

Ordinary mechanics' hand paste does not suit women's needs or tastes. Here is a formula for something more dainty:

Powdered Castile Soap ---- 4 ozs.
Powdered Orris Root ---- 1 oz.
Starch ---- 90 grs.
Glycerin ---- 12 ozs.
Oil of Orange Flowers ---- 30 drops
Oil of Orange Flowers ---- 30 drops

Make a jelly of the starch and gly-

cerin by heating them together to about 285 degrees in a sand-bath, then add the other ingredients.

Rat Poison.

Barium Carbonate, precipi.---10 parts
Ultramarine Blue ----- 1 part
Wheat Flour ----- 3 parts
Star Anise, powdered ----- 1 part

Make into a paste with molasses and glycerin, divide into balls, dust these with flour and leave them in places frequented by rats.

Rat Catchers' Oil.

Mix the oils of rose geranium, 1; of cubeb, 1; and of copaiba, 6.

Scammony Confection.

Resin of Scammony, powdered ---- 48
Ginger, powdered ----- 24
Oil of Caraway ----- 2
Oil of Clove ----- 1
Syrup ----- 48
Honey ----- 24

Rub the powders with the syrup and honey, add the oils, and mix well.

Furniture Polish.

1. Alcohol ----- 21 ozs.
Gum Shellac ----- 2 ozs.
Linseed Oil ----- 14 ozs.
Gum Benzoin ----- 2 ozs.
Oxalic Acid ----- 1 oz.
White Resin ----- 2 ozs.

Dissolve the gums and acid in the alcohol; let it remain for 24 hours, and then add the oil.

2. Olive Oil ----- 9 parts
Oil Amber, rectified ----- 9 parts
Oil Turpentine ----- 9 parts
Tincture Alkanet ----- 1 part
Mix and keep in a well-stoppered bottle.

Destroying Roaches.

Thymol ----- 2 parts
Salicylic Acid ----- 2 parts
Alcohol ----- 200 parts
Oil of Lemon ----- 1 part

This preparation makes no stain, and is said to kill roaches and vermin immediately.

Wall Paper Cleaner.

Mix 1 lb. each rye and wheat flour, 2 oz. salt, 1 oz. naphtholene and 2 dr. of venetian red or burnt umber. With water make the mixture into a dough and bake partially in an oven. When cold remove the crust and incorporate 2 oz. corn meal.

Colocynth Hair Wash.

Colocynth may be added to a hair wash either in the form of its extract or by macerating colocynth in a formula already in use.

Colocynth ----- 4 ozs.
Glycerin ----- 6 ozs.
Tr. cantharidini ----- 1/2 oz.
Tr. capsici ----- 1 drm.
Eau de Cologne ----- 8 ozs.
Alcohol ----- 20 ozs.
Aq. ----- ad 80 ozs.

Macerate for four days and filter. It can be made more alcoholic if desired.

National Disarmament Not Popular in Italy.

Grandville, April 30—Germany and the allies have failed to come to an agreement on the reparations settlement, and the disagreement is not likely to be healed. Germany and France are to-day as much at enmity as they were when the deposed kaiser

was at the head of the attack of Germany on France fifteen years ago.

Peace advocates in America have little to encourage them in the condition of things as they now stand. One British lord has died from over excitement and the crafty and unscrupulous German manager of the meet has withdrawn from further consideration of the settlement of amounts to be yearly paid over as part reparation for the destruction wrought by brutal and cowardly Germany during four years of warfare.

If anybody has an idea that France, England and Germany can come to a satisfactory settlement of this they are destined to meet with disappointment. The enmity still existing between these countries is even deeper to-day than it was at the outbreak of hostilities in 1914.

The reparations agreement has come to naught. Germany secretly hates France, likewise England as being the Fenchman's helper, and the seeds of another war are already planted in the hearts of those European people who a few years ago were battling to the death for supremacy.

The French payment of the debt she owes the United States was contingent on receiving these German reparations, and now that one hope has fallen to the ground. Indeed, the peace of the world is not looking up just at the present time.

The peace compact engineered by Secretary Kellogg is a mere sop which has no force toward keeping world peace than would be a peanut to a hungry bull.

The infamous German Schacht said that under no circumstances could Germany increase the size of its annuities and withdrew with that understanding. The German ultimatum has fallen like a wet blanket on the hopes of the allies and the end is not yet.

Can anyone doubt that the German people—and there are a lot of them still acknowledging allegiance to the German flag—have registered a silent vow that their late humiliation at the close of the kaiser's war shall be wiped out in blood at some future day?

Nations like individuals do not forget and the German nature is revengeful and vindictive to the last degree. Being forced to eat the bitter fruit of humiliation serves to add to the bitter hatred which dominates a race, and when next the sound of cannon announces the outbreak of another war the Germans will be found leading the front rank against their victorious enemies of a dozen years ago.

There are those who are still optimistic where this matter of German reparations is concerned, but the wise citizen of the world can see how vague is the hope for a change for the better. Germany lies when her representative avows the sheer inability of his country to meet the demands made upon her by her enemies.

What, then, is to be done? Must America forgo her demands on the French because of this failure on the part of Germany? It certainly would not be the part of justice since we have nothing to do with the dealings with Germany. Our demands are wholly outside of this, and we certainly must insist that France keep her agreements with us. Repudiation of these debts by France would set that country down as not only impecunious but of bad faith in refusing to pay an honest debt.

Along with the talk of world disarmament in order to cement future peace comes this from Italy. King Victor Emanuel proclaims the intention of his country to not only keep her present armament, but to increase it from time to time until Italy stands on an equal footing, so far as armament is concerned, with any other nation in the world.

Now how does this jibe with our vaunted Kellogg peace pact?

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

White H. P. Beans
Blueberries
Crushed Pineapple
Bulk Raisins
Red Alaska Salmon

DECLINED

Pinto Beans

AMMONIA

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



APPLE BUTTER

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

AXLE GREASE

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

BAKING POWDERS

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

K. C. Brand

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

BLUING



JENNINGS'

The Original

Condensed

2 oz., 4 dz. cs. 3 00
3 oz., 3 dz. cs. 3 75
Am. Ball, 36-1 oz., cart. 1 00
Quaker, 1 1/2 oz., Non-freeze, dozen 85
Boy Blue, 36s, per cs. 2 70

BEANS and PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans 8 50
Red Kidney Beans 11 00
White Hand P. Beans 11 75
Col. Lima Beans 15 50
Black Eye Beans 14 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 4 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70
Pills Bran, 12s 1 90

Roman Meal, 12-2 lb. 3 35
Cream Wheat, 18 3 90
Cream Barley, 18 3 40
Ralston Food, 18 4 00
Maple Flakes, 24 2 50
Rainbow Corn Fla., 36 2 50
Silver Flake Oats, 18s 1 40
Silver Flake Oats, 12s 2 25
90 lb. Jute Bulk Oats, bag 2 85
Ralston New Oats, 24 2 70
Ralston New Oats, 12 2 70
Shred. Wheat Bis., 36s 3 85
Shred. Wheat Bis., 72s 1 55
Triscuit, 24s 1 70
Wheatena, 18s 3 70

BROOMS

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

BRUSHES

Scrub
Solid Back, 3 in. 1 60
Solid Back, 1 in. 1 75
Pointed Ends 1 25

Shove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion 2 85

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT

Apples, No. 10 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 15 00
Cherries, No. 2 3 25
Cherries, No. 2 1/2 4 00
Cherries, No. 10 13 00
Peaches, No. 10 Pie 6 50
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. 2 25
Peaches, 10, Cal. 8 50
Pineapple, 1 sl. 1 35
Pineapple, 2 br. sl. 2 25
Pineapple, 2 br. sl. 2 40
Pineapple, 2 1/2, sl. 3 00
Pineapple, 2, cru. 3 60
Pineapple, 10 crushed 11 00
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 15
Salmon, Med. Alaska 2 40
Salmon, Pink Alaska 2 25
Sardines, Im., 1/4, ea. 10 28
Sardines, Im., 1/4, ea. 2 25
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/4s, Curtis, doz. 3 20
Tuna, 1/2 Blue Fin 2 25
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, Corned 2 65
Beef, No. 1, Roast 3 00
Beef, No. 2 1/2, Qua. 1 65
Beef, 3 1/2 oz., Qua. 2 15
Beef, 5 oz., Am Sliced 2 90
Beef, No. 1, B'nut, sl. 4 60
Beefsteak & Onions, s 3 70
Chili Con Car., 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, 1/4 Libby 52
Potted Meat, 1/4 Libby 90
Potted Meat, 1/4 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 05
Fremont, No. 2 1 25
Snider, No. 1 1 10
Snider, No. 2 1 25
Van Camp, small 90
Van Camp, med. 1 15

CANNED VEGETABLES

Asparagus
No. 1, Green tips 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 65
W. Beans, 10 8 00
Green Beans, 2s 1 65
Green Beans, 10s 8 00
L. Beans, 2 gr. 1 35
Lima Beans, 1s, Soaked 1 15
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 45
Corn, No. 2, stan. 1 15
Corn, Ex. stan. No. 2 1 40
Corn, No. 2, Fan. 1 80
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
Peas, No. 2, E. J. 1 35
Peas, No. 2, Sift. 1 85
Peas, No. 2, Ex. Sift. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 60
Pumpkin, No. 10 5 00
Pimentos, 1/4, each 12 14
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 1 75
Sauerkraut, No. 3 1 45
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 35
Spinach, No. 2 1 60
Spinach, No. 3 2 50
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. 3 30
Sniders, 8 oz. 2 30

CHEESE

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

CHEWING GUM

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

CLEANER

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

COCOA



Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Droste's Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastilles, No. 1 12 60
Pastilles, 1/2 lb. 6 00
Pain de Cafe 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastilles 2 15
1 lb. Rose Tin Bon 13 00
Bons 13 00
7 oz. Rose Tin Bon 9 00
Bons 9 00
13 oz. Creme De Cara 13 20
12 oz. Rosaces 10 80
1/2 lb. Rosaces 7 80
1/4 lb. Pastilles 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 37
Liberty 26
Quaker 43
Nedrow 41
Morton House 50
Reno 38
Royal Club 33

McLaughlin's Kept-Fresh



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

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

Hebe, Tall, 4 doz. 4 50
Hebe, Baby, 8 doz. 4 80
Caroline, Tall, 4 doz. 3 40
Caroline, Baby 2 50

EVAPORATED MILK

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

CIGARS

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

Worden Grocer Co. Brands

Airedale 35 00
Havana Sweets 35 00
Hemeter Champion 37 50
Canadian Club 35 00
Rose O Cuba, Slims 37 50
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac 75 00
Webster Astor Foil 75 00
Webster Knickbocker 95 00
Webster Albany Foil 95 00
Bering Apollon 115 00
Bering Palmitas 115 00
Bering Diplomatica 115 00
Bering Delosos 125 00
Bering Favorita 125 00
Bering Albas 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops

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

Lozenges

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

Hard Goods

Lemon Drops 18
O. F. Horehound dps. 13
Anise Squares 13
Peanut Squares 17
Horehound Tablets 18

Cough Drops

Putnam's 1 25
Smith Bros. 1 50

Package Goods

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

Specialties

Pineapple Fudge 19
Italian Bon Bons 17
Banquet Cream Mints 25
Silver King M. Mallow 15
Handy Packages, 12-10c 80

Bar Goods

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

COUPON BOOKS

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

CREAM OF TARTAR

6 lb. boxes 43

DRIED FRUITS

Apples

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

Apricots

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

Citron

10 lb. box 40

Currants

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

Dates

Dromedary, 36s 6 75

Peaches

Evap. Choice 14
Evap. Ex. Fancy, P.P. 16

Peel

Lemon, American 30
Orange, American 30

Raisins

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

California Prunes

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

Hominy

Pearl, 100 lb. sacks 3 50

Macaroni

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

Bulk Goods

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

Pearl Barley

Chester 4 25
Jumbo 7 00
Barley Grits 5 00

Sage

GELATINE

Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 56
Quaker, 3 doz.	2 25

JELLY AND PRESERVES

Pure, 30 lb. pails	3 80
Imitation, 30 lb. pails	1 75
Pure, 6 oz., Asst. doz.	90
Pure Pres., 16 oz., dz	2 40

JELLY GLASSES

8 oz., per doz.	36
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands

Certified	24
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 00
*Blue Seal, 144	4 50
*Reliable, 144	3 60
*Federal, 144	4 75
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 25
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NUTS—Whole

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

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	70
Peanuts, Spanish,	12 1/2
135 lb. bags	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 10
Quart Jars, Plain, doz.	5 50
1 Gal. Glass Jars, 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

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

PEANUT BUTTER



Bel Car-Mo Brand

24 1 lb. Tins	24
8 oz., 2 do. in case	24
15 lb. pails	24
25 lb. pails	24

PETROLEUM PRODUCTS.

From Tank Wagon.	
Red Crown Gasoline	11
Red Crown Ethyl	14
Solite Gasoline	14

In Iron Barrels

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

ISO-VIS MOTOR OILS

In Iron Barrels

Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels

Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "P"	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



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

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

Dill Pickles

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

Dill Pickles Bulk

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

PIPES

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

Battle Axe, per doz.	2 65
Torpedo, per doz.	2 25
Blue Ribbon, per doz.	4 25

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef

Top Steers & Heif.	24
Good Strs & H'f. 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, Cert., Skinned	
16-18 lb.	@ 27 1/2
Ham, dried beef	
Knuckles	@ 44
California Hams	@ 17 1/2
Picnic Boiled	
Hams	20 @ 25
Boiled Hams	@ 42
Minced Hams	@ 21
Bacon 4/6 Cert.	24 @ 32

Beef

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

Liver

Beef	17
Calf	55
Pork	10

RICE

Fancy Blue Rose	05 1/4
Fancy Head	07

ROLLED OATS

Silver Flake, 12 New	
Process	2 25
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, China	3 80
Nedrow, 12s, China	3 25
Sacks, 90 lb. Jute	3 10

RUSKS

Dutch Tea Rusk Co.	
Brand.	
36 rolls, per case	4 25
18 rolls, per case	2 25
12 rolls, per case	1 70
12 cartons, per case	1 50
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 1/4

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

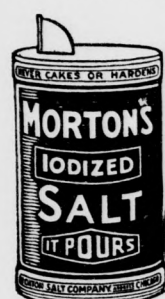
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 85
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

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 Naptha, 100 box	5 50
Flake White, 10 box	4 20
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 bo	4 90
Octagon, 134	5 00
Pumice, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



30 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Brillo	85
Chimaine, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24, Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	3 85
oz.	4 00
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, Cochin	@ 26
Mace, Penang	1 39
Mixed, No. 1	@ 32
Mixed, 5c pkgs., doz.	@ 45
Nutmegs, 70 @ 90	@ 59
Nutmegs, 105-1 10	@ 59
Pepper, Black	@ 46

Pure Ground in Bulk

Allspice, Jamaica	@ 35
Cloves, Zanzibar	@ 46

OLD TIME TRAVELING MEN.

(Continued from page 16)

waiting to welcome us on the Farther Shore. Mr. Caro then said: "Suppose, then, we begin with the days when your hair and mine was black and brown and let us get to the days now, when your hair, if you have any left, is as white as mine. Let us go back to the day when the chain store was just a rumor; when we used to make two towns a day; when we could ride in the cupola of the freight trains; when the chair car was just coming into vogue; when the cross road store was a real department store, where the customer could buy his needs from sugar to silk and when each customer had his favorite drummer and each drummer had his sure-fire customer; the day when we paid \$2 a day for board and room or fifty cents for the same meal, served by the same girl at the same table for which our farmer friends paid a quarter.

Mr. Caro then told of several amusing incidents implicating several of the old traveling men present. The writer has heard Leo Caro talk and act as toastmaster on a great many occasions. All the way from a speech made before the Knights Templars down to an informal talk in one of the smaller rooms of the old Morton House, and they have always been an inspiration.

The toastmaster then called upon several of the Old Timers to give three minute talks on by-gone days. The following responded:

Cornelius Broene, who has been with P. Steketee & Sons a great many years.

N. Wilbur, now the postmaster of Belding, who used to be a traveler.

George Abbott, who has sold oil ever since Hector was a pup.

Dick Warner, Jr., who knows nothing but salt.

Erastus Shattuck (86 years old), who used to run a tailor shop on Campau Square when the writer was a kid.

Fred Dodge, who now conducts a store at Comstock Park.

Walter S. Lawton, another of these Old Timers, who never will grow old.

Manley Jones, who must be at least 100 years old with jet black hair (and lots of it).

Wm. W. Tanner, one of the reception committee.

The meeting was then turned back to Mr. McKay as chairman, who asked that the audience stand in silence for a moment in respect to the following old traveling men who have passed to their Great Reward since the last meeting: John M. Fell, John R. Price, Wm. W. McKean, Charles H. Bass, Cornelius Crawford, E. G. Curtis, Peter H. Fox, William S. Canfield.

Mr. McKay has compiled an album of photographs of Old Time traveling men which he had at the meeting and which proved very interesting.

Almost every speaker during this most enjoyable meeting expressed the regret that E. A. Stowe, editor of the Michigan Tradesman, was not present; also every one spoke in terms of highest commendation for the friendship and help accorded the traveling men by Mr. Stowe in his paper, both in the

past and at the present time. The remark was made several times that Mr. Stowe and his paper had done more to further the interests of the traveling men and the houses they represented than any other one influence.

The meeting came to a close at 10:30 with the assurance that the fourth annual re-union would be held at the Hotel Rowe the last Saturday in April, 1930.

Roy H. Randall.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 16—In the matter of Chester Rhodes and Cury L. Shaffer, individually and as copartners doing business under the name of Benton Harbor Tire Co., Bankrupt No. 3750. The first meeting of creditors has been called for May 3.

In the matter of Jay McDonald and John DeHorn, individually and as copartners doing business under the firm name and style of Auto Brake Service Co., Bankrupt No. 3752. The first meeting has been called for May 3.

In the matter of Frank Harwick, Bankrupt No. 3747. The funds have been received and the first meeting of creditors has been called for May 3.

In the matter of Henry E. Peterson, Bankrupt No. 3756. The funds have been received and the first meeting of creditors has been called for May 3.

In the matter of John Fortuin, Bankrupt No. 3741. The first meeting of creditors has been called for May 3.

In the matter of Matos Harootonian, Bankrupt No. 3757. The funds have been received and the first meeting of creditors has been called for May 3.

In the matter of Albert Thornton, Bankrupt No. 3746. The funds have been received and the first meeting of creditors has been called for May 3.

In the matter of William M. Hansen, Jr., Bankrupt No. 3528, the trustee has filed his final report and account, and a final meeting of creditors has been held. The trustee's final report and account was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends. 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 as a case without assets, in due course.

April 16. We have to-day received the schedules, reference and adjudication in the matter of Cornelius M. Bremer, also known as Casey Bremer, Bankrupt No. 3758. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a salesman. The schedules show assets of \$240 of which the full amount is claimed as exempt, with liabilities of \$3,439.70. 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 13. We have to-day received the schedules, reference and adjudication in the matter of Percy L. Henry, Bankrupt No. 3759. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Lacey, and his occupation is that of a laborer. The schedules show assets of \$160 of which \$100 is claimed as exempt, with liabilities of \$1,090. 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:

Petoskey Grocery Co., Petoskey \$750.00
W. J. Nolan, Grand Rapids ----- 340.00

April 15. We have to-day received the schedules, reference and adjudication in the matter of Max M. Edie, Bankrupt No. 3760. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of none with liabilities of \$1,683.38. 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 13. We have to-day received the schedules in the matter of John Fortuin, Bankrupt No. 3741. The matter was referred to Charles B. Blair as referee in bankruptcy, on an involuntary petition. The schedule shows assets of \$1,891.75 of which \$500 is claimed as exempt, with liabilities of \$4,738.64. The first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Peter Van Eversdyck, Grand Rapids \$ 30.00
John Ghysels, Grand Rapids ----- 711.00
Industrial Mtge. & Inv. Co., G. R. 190.00
Citizens Co., Grand Rapids ----- 285.44
Becker Bros., Grand Rapids ----- 744.50
Otsego Wax Paper Co., Otsego -- 286.94
Malone Oil Co., Cleveland ----- 35.02
Unger Commercial Co., Cleveland -- 33.00
G. B. Lewis, Watertown, Wis. 23.76
A. E. McGraw, Grand Rapids ---- 71.70

Many Big Investors Started Small

Many wealthy men point to the first \$1,000 they saved as the real corner stone of their success. Many fortunes have been founded on a single bond.

The investor just taking his first step is able to buy the same safe, productive bonds as the man with millions to invest. He can buy \$100, \$500 or \$1,000 bonds, paying for them either in a lump sum or on monthly payments, as he prefers.

Once started, he finds a fascination in the growth of his funds—in the steady income from his coupons—in the ever-

increasing momentum obtainable through compound interest. He becomes the big investor of to-morrow.

If you wish to start buying bonds or to increase your present holdings, we will be glad to help you choose investment that will give the maximum return consistent with safety. Every possible facility for making sound investments is at your service. Phone or write us for a representative to call or, if convenient, stop in at our office. Our representative will be glad to discuss bonds with you at any time.

HOWE SNOW & CO.

Incorporated

60 MONROE AVE., GRAND RAPIDS

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

PHILADELPHIA

MINNEAPOLIS



Naming The Michigan Trust Company as Executor of your Estate is actually a measure of economy, not one of expense. Its fee is limited by law and is no more than that allowed to an individual.

The MICHIGAN TRUST Co.
GRAND RAPIDS

C. H. Acton Motor Sales, Grand R.	11.00
Grimes & Madigon, Grand Rapids	77.99
Wagener Bros., Grand Rapids	45.75
H. VandenBrick, Grand Rapids	37.58
Dutch Boy Co., Holland	24.00
Acme Welding Co., Grand Rapids	62.00
Hart-Nash Auto Co., Grand Rapids	66.80
C. Goudzwaard, Grand Rapids	206.00
W. G. Augst, Grand Rapids	350.00
March Wells Motor Co., Grand R.	45.00
G. R. Awning Co., Grand Rapids	38.00
Rademaker-Dooce Co., Grand Rap.	125.00
Gas Co., Grand Rapids	40.00
Woodka Bros., Grand Rapids	6.37
Wybenga-Veenboer, Grand Rapids	34.52
Consumers Power Co., Grand Rap.	22.43
Stocking Ave. Garage, Grand Rap.	4.75
Ryskamp Bros., Grand Rapids	352.68
Mary J. Field Ins. Co., Grand Rap.	49.00
Burroughs Adding Mach. Co., G.R.	2.50
Comstock Tire Co., Grand Rapids	60.65
Wilcox-Kuennen Co., Grand Rap.	19.97
Mich. Bell Tel. Co., Grand Rapids	7.58
Martin DeVoogd, Grand Rapids	50.00
Peter Penning, Grand Rapids	11.50
Alpine Ave. Garage, Grand Rapids	60.00
David Dood, Grand Rapids	300.00
City Transfer Co., Grand Rapids	21.56
Red Star Yeast Co., Grand Rapids	50.00

In the matter of Holland Chair Co., Bankrupt No. 3368, the trustee has filed his final report and account, and a final meeting of creditors was held Feb. 11. The trustee was present in person and represented by attorneys Robinson & Parsons. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, the entire balance of preferred taxes and a final dividend of labor claims of 50 per cent. The labor claims have heretofore received a further 50 per cent. dividend. An order was also issued for the payment of the balance of funds on hand to general creditors in a first and final dividend of 1.1 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court as a completed case, in due course.

In the matter of H. & J. Togery Shop, Bankrupt No. 3440, the trustee has filed his final report and account, and a final meeting of creditors was held Feb. 25. There were no appearances. The final report and account of the trustee was approved and allowed. Claims were allowed. An order was made for the payment of the balance of expenses of administration and for the payment of the balance of funds to the preferred tax claim filed and allowed. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and that case will be closed and returned to the district court in due course.

April 16. We have to-day received the schedules, reference and adjudication in the matter of Henry D. Anderson, Bankrupt No. 3761. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Whitehall, and his occupation is that of a laborer. The schedule shows assets of \$186 of which the full amount is claimed as exempt, with liabilities of \$7,567. 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:

Margaret Stickney, Missoula, Mont. \$7,567.00

April 16. We have to-day received the schedules, reference and adjudication in the matter of Afendulis George, Bankrupt No. 3762. 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 \$350 of which \$250 is claimed as exempt, with liabilities of \$8,296.54. 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 18. We have to-day received the schedules, reference and adjudication in the matter of Ray Cook, Bankrupt No. 3763. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedule shows assets of \$375 of which the full amount is claimed as exempt, with liabilities of \$1,172.70. 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 18. We have to-day received the schedules, reference and adjudication in the matter of William Bastiaanse, Bankrupt No. 3764. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of none with liabilities of \$391. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of Walter E. Morris, Bankrupt No. 3354, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held March 11. The bankrupt was not present but represented by attorneys Diekema, Kollen & Ten Cate. The trustee was present in person. Claims were proved and allowed. The trustee's final report

and account was approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a supplemental first dividend of 5 per cent. and for the declaration and payment of a final dividend of 14.4 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, as a completed case, in due course.

April 18. On this day was held the first meeting of creditors in the matter of William C. Truman, Bankrupt No. 3702. The bankrupt was present and represented by attorneys Hilding, Hilding & Tubbs. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of James Emanuel, Bankrupt No. 3725. The bankrupt was present in person and represented by attorney R. L. Newnam. 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 Floyd E. Parker, individually and trading as South End Grocery, Bankrupt No. 3448. The final meeting of creditors has been called to be held May 6. The trustee's final report and account will be approved and allowed at such meeting. There will be no dividends for creditors of this estate.

In the matter of John L. Dukavas, Bankrupt No. 3422. The final meeting of creditors has been called for May 6. The trustee's final report and account will be allowed at such meeting. There will be no dividends for creditors of this estate.

In the matter of Lloyd E. McKee, doing business as the Berrien Nursery & Supply Co., Bankrupt 3372. The final meeting of creditors has been called for May 6. The trustee's final report and account will be approved at such meeting. There will be no dividends for creditors of this estate.

On this day also was held the first meeting of creditors in the matter of Wallace A. Stanley, Bankrupt No. 3734. The bankrupt was not present, but represented by attorneys Hilding, Hilding & Tubbs. One creditor was present in person. The meeting then adjourned to April 19, at which time the bankrupt was present in person and represented by attorneys Hilding, Hilding & Tubbs. The bankrupt was sworn and examined without a reporter. One creditor was present. One claim was proved and allowed. C. W. Moore was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

In the matter of Pain Publishing Corporation, Bankrupt No. 2782. A supplemental final meeting of creditors has been called to be held May 7. The trustee's supplemental final report and account will be approved and allowed. There may be a first and final dividend for creditors of this estate.

Late Week Advertising by Independent Grocers Foolish.

(Continued from page 20)

"cash trade" which is mainly an illusion.

Commenting on unfortunate results of overlapping trades, H. T. Parson, head of the great Woolworth business, says:

"In my opinion, if the tobacco and drug chains had adhered to the lines they originally started out to sell, they would have met with continued success. When tobacco chains, however, went into other lines and added accessories carried in drug stores, and drug stores cut prices of cigarets and stocked groceries, and grocery chains offered cigarets on a strongly competitive price basis, the present outcome was clearly indicated.

"Invasion of one field by a chain in another brings about retaliatory competitive action. One chain cannot cut into the business of another without expecting it to fight back.

"Carefully conceived plans based on tested principles of merchandising in a well-chosen field are far more apt to be profitable than hit or miss expansion of lines or price limits."

That last paragraph of Mr. Parson's statement should be printed in gold letters; for in it are found the basic principles of sound business. Let the grocer read, digest and act on that theory, which has proved so strikingly successful in one of the biggest merchandising enterprises in the whole world and stick to his own knitting along those lines.

Petersburg can set the pace and pioneer the lines with profit.

Paul Findlay.

You'll know it
by the
Rich Amber Color
and
Double Flavor
LIGHT HOUSE COFFEE
NATIONAL GROCER CO.

The Toast Supreme!
For
Breakfast Luncheon Dinner
100 WAYS TO SERVE
DUTCH TEA RUSK
DUTCH TEA RUSK CO.
HOLLAND MICHIGAN

The principal recreation of some people consists of changing other people's minds.

Money talks, but poverty doesn't have to. It can make itself understood without opening its mouth.

To be just as enthusiastic about success of others as you are about your own.

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.

RESORT STORE—At Long Lake, near Ionia. Price \$4,000. Terms, or will trade. Geo. T. Bennett, Box 76, Rockford, Mich. 84

GENERAL MERCHANDISE STOCK AND FIXTURES for sale. 3/4 mile from hard road on oiled road. Doing good business. Price \$3,700. Owner, C. D. Sharp, Bruce, Ill. 85

For Sale—A cash grocery store and meat market, doing a thriving business in a town near Grand Rapids. The owner wishes to retire. Address Geo. H. Morrison, Fruitport, Mich. 86

FOR SALE—General store, stock and dwelling. Will invoice about \$17,000. Good condition. Good farming, dairy and poultry section. Main store in town. Electric lights, high school, bank, flour mill, brick church, garage and other business. Owner wants to retire. Will bear investigation. Box 144, Ottwell, Indiana. 87

FOR SALE—AUTO SERVICE SHOP FULLY EQUIPPED BLACKSMITH AND AGRICULTURE WOODWORKING SHOP. ELECTRICITY AND GAS POWER. INCLUDES A GOOD SEVEN-ROOM HOUSE WITH ONE AND ONE-HALF ACRES GROUND, with garden space. In rich farm cash and credit territory. Little competition. Wish to retire. Sell for cash, \$5,000. Liberal discount. Write Auto Service Shop, Freeburg, Minn. 88

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

Hardware For Sale—Write Community Hardware, Freeport, Mich. 81

For Sale or Exchange—Store building. Good location for meat market. None here. E. Haner, Eagle, Mich. 82

For Sale—HARDWARE stock, fixtures, and tools, located in good town. Good, going business, established location. John D. Lawson, Milan, Mich. 32

Want to negotiate for a hardware business in Western town five or ten thousand population. Address H. J. Fueler, Glenside, Penna. 70

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

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.

Neisner Brothers have added another "Five to a Dollar" to their chain of stores. The newest addition is on Woodward avenue at Grand boulevard.

Fred Morris, formerly of the National Paper Co., following the liquidation of that business owned by himself and father, has joined the sales organization of the Strauss Brothers Investment Co. Mr. Morris has formed a wide acquaintance in Detroit and environs through his business connections and participation in amateur theatricals. He has received many favorable comments from dramatic critics on local newspapers for his ability as a thespian. His wide acquaintance, winning personality and reputation for sterling integrity, presages a bright future for Mr. Morris in his new field of endeavor.

George Fulwell—and who of the old time travelers did not know the name and the man—former manager of the Hotel Normandie, passed away in Cleveland Sunday, according to a news dispatch. For twenty-five years he was at the head of the Normandie until the old hotel was closed, preparatory to being torn down to make room for the addition to the First National Bank building. George Fulwell, an Englishman by birth and training, carried something of the English idea of service and management into the conduct of the Normandie. Even to the last, when the Normandie had dropped back in size to a minor hotel, many of the travelers and wealthy parons still were its guests. Mr. Fulwell, at the time of his death, was running the Colonial Hotel in Cleveland. He was 67 years old.

Al Feinberg, well known to the trade in the Middle West, where he represented the Empire Carpet Co. for a number of years, has been appointed sales manager of the C. A. Finsterwald Co., exclusive wholesale floor coverings distributors, Congress and Bates streets. According to C. A. Finsterwald, president of the company, the growth of the business in Detroit and surrounding territory has necessitated the re-organization and expansion of the sales force. Mr. Feinberg, who assumed his new duties on April 15, brings a wealth of experience, including executive and sales work which will aid materially in the development plans of the Finsterwald organization.

George D. Wilcox, for several years advertising manager for the Regal Motor Car Co. and the Detroit Lubricator Co., has been appointed advertising manager of the Federal Motor Truck Co. Besides his advertising experience, Mr. Wilcox has had executive experience as head of a manufacturing business in California for four years.

The Republic Radio Corporation has moved from 523-525 Jefferson avenue, East, into newly remodeled quarters in the Burnham, Stoepel & Co. building at Jefferson and Beaubien. The firm is wholesale distributor of radios and also represents manufacturers of golf equipment. According to A. H. Zimmerman, president, the new home gives the corporation much needed room and

improved facilities for increasing the shipping service to the trade.

Because of the growing severity of punishment for prohibition law violations many of the gentry engaged in that unlawful business are turning their attention to crime that carries less punishment risk—such as murder and hold-ups.

Harry A. McDonald, president of the Arctic Dairy Products Co., has been elected a director of the National Dairy Products Corporation, New York. His new directorship places him on the board of the largest holding corporation of ice cream and milk companies in the country. Mr. McDonald's rise has been a rapid one, having begun with the company he now leads as sales manager in 1923. The Arctic Dairy Products Co. merged with the National Dairy Products Corporation last fall.

Robert M. Parks, for the past two years with the Chrysler Corporation, has been appointed director of advertising of the Plymouth Motor Corporation. For ten years previous to his association with the Chrysler Corporation, Mr. Parks was engaged in advertising and personal sales work.

The Canadian National Railways and the Grand Trunk Railway system has opened a new city ticket office and travel bureau in the Hotel Statler building.

According to W. A. Hamlin & Co., brokers at 845 Penobscot building, the Johnson Paint & Varnish Co. will open a chain store system, comprising twenty-five stores, in Detroit in the near future. The Hamlin organization will handle the offering of shares of the paint company.

Eugene W. Lewis, president of the Industrial Morris Plan Bank of Detroit, according to latest reports, is recovering from a severe illness in his winter home at St. Simon's Island, Ga.

Thomas J. Flattery has been appointed sales manager of the Highland Chevrolet Co., 12897 Woodward avenue and will have complete charge of all the company's merchandising activities. Mr. Flattery at one time was head of a hat company bearing his own name, located on Washington boulevard. Before engaging in business for himself he was well known as one of the most enterprising members of the sales force of Dickerson & Co, men's hatters on Woodward avenue.

E. C. Daum, advertising manager for the General Motors Export Co., returned a few days ago from a trip to Cuba, Jamaica, Costa Rica, Panama and Colombia.

Walter J. Stegmeyer has been appointed assistant manager of the mortgage department of the Fidelity Trust Co. Mr. Stegmeyer has been with the Fidelity Trust Co. for six years.

Invitations have been extended to the public to attend the opening of the new offices of the Fidelity Trust Co. in the Fidelity Trust building, Congress streets, on May 7.

E. S. Pfent, of the Pfent Motor Sales, located at 10960 Gratiot avenue, have been appointed distributors for the Olds Motor Works. Both men are pioneers in automotive merchan-

dising. Mr. Pfent recently completed a modern new structure to house his business and Mr. Weinman has just completed remodeling and redecorating his sales and service rooms.

J. J. Marten, a lumberman identified with Detroit's early growth, died Wednesday, April 24, at his home, 1441 Webb avenue, following a short illness. Mr. Marten was born in Roseville, Michigan, in 1861 and while still a youth became a railroad telegrapher. Prior to his retirement from active business he was in the sash, door and interior trim milling business. Mr. Marten was always active in civic affairs covering the portion of the city in which his home is located. He is survived by his wife.

A five-story building is in the course of construction on Jefferson avenue, East, near Brush street, for the Shuler Carpet Co., located at 171 East Jefferson avenue. This will make the third in a series of expansion projects made necessary by the growth of the company during the last few years. The building will be completed according to present plans and ready for occupancy by July 1.

Seymour R. Haworth, general sales manager of the Republic Automobile Insurance Co., died suddenly when he suffered a heart attack at his home at 2253 Field avenue Sunday. Mr. Haworth has been associated with the Republic Automobile Insurance Co. for twenty years. Before entering the insurance business he was sales representative for the American Electric Heater Co and previously had been employed by the Solvay Process Co. He was born in Detroit, June 30, 1876. He leaves his wife, two daughters, Dorothy M. and Jane R., and one sister Miss Edith Haworth, of New York, and a brother William, of Detroit.

A canvass of the automobile manufacturing plants during the last week indicates that the total production of 1,154,857 cars during the first quarter of the year will be exceeded during the second quarter. Production in April is running considerably higher than March, when a total of 595,000 was made. It is estimated that the figure for the present month will be considerably higher. Every plant in the Detroit area is working full time and several are on an overtime basis in order to turn out cars to fill the demand. Ford, it is reported, made 8,150 cars in one day last week. Chevrolet's sixteen plants are busy places; Essex, De Soto, Oakland and Pontiac, Oldsmobile and many others are said to be receiving large orders for cars.

Several sales managers of the larger companies report that, without a doubt, April, May and June will be large buying months in the United States. One sales manager said that, after a study of car buying during the last three years, he was convinced that the Christmas savings funds fostered by banks all over the country had been a great factor in the purchase of automobiles. He contended that many of those who saved their money in these funds had it transferred to a regular savings account at the end of the year and then,

during the spring or summer months, bought automobiles.

One of the features of the sales is the fact that the Southwest, particularly Texas, New Mexico, Arizona and Southern California, are buying an enormous number of cars, especially in the low-priced class.

Another factor in the sales of new cars is the fact that the country is not flooded with used automobiles. Dealers in the Detroit district are not having any great trouble disposing of used units. More and more used car dealers are having their merchandise repainted, are installing new tires and placing the mechanical units in first-class condition before they attempt to sell the cars. This has resulted in more profitable sales. James M. Golding.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 30—C. W. Hurd, the Flint druggist, was in the city to-day, accompanied by his son and partner, Howard Hurd. Charles Hurd covered Eastern Michigan many years ago for the Hazeltine & Perkins Drug Co., retiring about twenty years ago to engage in business for himself. He and his associates have succeeded beyond their fondest expectations.

Arthur H. Steere, general dealer at McBrides, made a flying trip to the Grand Rapids market Monday. Mr. Steere engaged in business at Entrican about twenty-five years ago. Twelve years ago he sold the Entrican store to his brother-in-law, H. W. Smith, and re-engaged in business at McBrides. He recently purchased the Entrican stock, where he conducts the store under the management of Roy Hunt.

Harvey A. Gish blew in last Saturday from Ashland, Ohio, starting out again Tuesday for the Canadian Northwest. His first stop will be Winnipeg, where a new car awaits him. He put in six months in the Canadian Northwest last summer and put in the fall months in Montana, Washington and Oregon. The winter was spent in Florida. Harvey has seen about every state in the Nation, except Texas and California, which he hopes to glimpse next year.

Walter W. Graham succeeds Milo Whims as city salesman for Edson, Moore & Co. Milo has espoused the real estate business, having formed a co-partnership under the style of the Whims-Pellenger Co. to market the Cascadia residence properties. Mr. Graham was with Burnham, Stoepel & Co. for several years up to two years ago.

J. F. Bratten, the Shepherd lumber dealer, and Charles E. Freeman, the Shepherd grocer, who have been guests at the Burleson Sanitarium for the past three weeks, left for home to-day.

The Schulze Baking Co. invites all grocers in Grand Rapids and vicinity to be at the Knights of Pythias hall at 8 o'clock next Tuesday evening to witness a film presentation of a modern grocery store. This will be the first time the film has ever been shown in Grand Rapids.

The Schust Co. has removed from its old headquarters on Michigan street to its own warehouse at the corner of Jefferson avenue and Cottage Grove avenue.

To be so strong that nothing can disturb your peace of mind.

To make all your friends feel that there is something in them.

To look on the sunny side of everything and make your optimism come true.

To think of the best, to work only for the best and to expect only the best.

SPRING DAYS

are Business Stimulators

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

Fire Insurance

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

It is better to be safe first than sorry afterwards.

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

MUTUAL Insurance

is Better Protection at Lower Cost

An investigation will prove it



You can sell Semdac Liquid Gloss and sell it profitably!



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

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

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

Write today for our dealer proposition

STANDARD OIL COMPANY (Indiana)

General Offices: 910 S. Michigan Avenue

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Indianapolis
South Bend
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IOWA
Davenport
Des Moines
Mason City
Sioux City

S. DAKOTA
Huron
MICHIGAN
Detroit
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N. DAKOTA
Fargo
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