

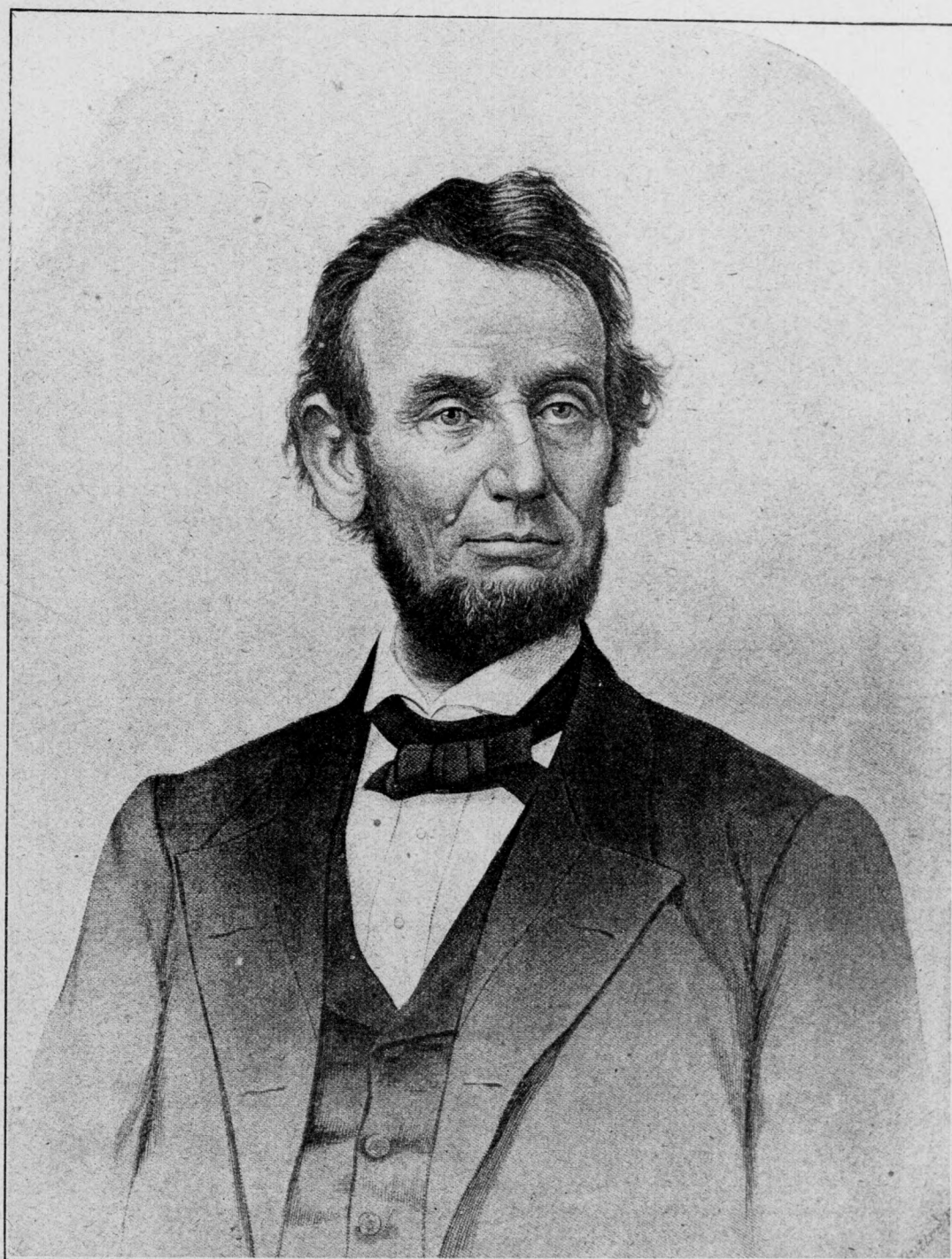
MICHIGAN TRADESMAN

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Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 9, 1921

Number 1951



Born—February 12, 1809. Died—April 15, 1865.

This country, with its institutions, belongs to the people who inhabit it. It must not be conducted for the sole benefit of any class, clique or clan. Any one in authority who caters to a single class, to the detriment of the people as a whole, deserves and is destined for eternal oblivion.—Abraham Lincoln.

The Machine
you will
eventually
Buy



VICTOR ADDING MACHINE

Universally conceded to be
the most useful and valuable
machine ever invented for the
purpose intended.

M. J. Cheesman, State Distributor,
317 Houseman Bldg.
Grand Rapids, Michigan

135.00 ALL MACHINES
FULLY GUARANTEED



Franklin Golden Syrup



is a wholesome deli-
cious cane sugar
syrup. The rare
combination of qual-
ity and flavor give
it an increasing
demand.

In four sizes 1½, 2, 5 and 10.

The Franklin Sugar Refining Company
[PHILADELPHIA]

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered,
Confectioners, Brown, Golden Syrup



There is an Increased Demand for Fleischmann's Yeast

Urged by a large advertising campaign this
demand will grow.

Thousands of people already are eating
FLEISCHMANN'S YEAST as an addition
to their regular diet—as an aid to digestion—
a complexion beautifier—and a laxative.

Telling the interested customer about

Fleischmann's Yeast for Health

means better business and bigger profits to you.

Red Crown

INSTANT
SERVICE

Canned Meats

Pork and Beans
Chili Con Carne
Mince Meat

24 VARIETIES

A Line that is Famous for
Dominating Quality

NATIONALLY
ADVERTISED

Sold Through Wholesale
Grocers Exclusively

Acme Packing Company
CHICAGO, U. S. A.



NONE BETTER
AT ANY PRICE

White House Coffee
1-3-5 LB. PACKAGES ONLY

NOW IS THE TIME

TO SPEED UP
YOUR SALES

OF

"WHITE HOUSE"

PLENTIFUL SUPPLY—SEASON JUST RIGHT

LEE & CADY—Wholesale
Distributors of

Dwinell-Wright Co.'s Products

DETROIT—SAGINAW—KALAMAZOO—BAY CITY

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MICHIGAN TRADESMAN

(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.

Published Weekly by
TRADESMAN COMPANY.
Grand Rapids.

E. A. STOWE, Editor.

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"HONEST ABE."

Abraham Lincoln was a lawyer, a politician, a statesman, an executive, an emancipator of slaves the guiding hand that saved a nation to itself, a martyr.

But as the years go by all these attributes and all of this honor assume their proper secondary positions to the great luminous fact that Abraham Lincoln was of the plain people and that he was honest.

Other men, scores of them, have worn the same titles that were Lincoln's. Statesmen, martyrs, military leaders, welders of nations, emancipators of slaves, presidents, have existed by the score.

But towering above them all in the hearts of his own countrymen, and in the increasing reverence that foreign people hold for his memory, is the example of Abraham Lincoln.

It is so because he is thought of today, as he was lovingly known by his contemporaries, as "Honest Abe."

By the term honesty is not meant the narrow definition that he would not steal.

By that is meant that he was honest with his word—he did not speak with a double tongue or use weasel words—not though he was master politician.

By that is meant that he was honest with his convictions and honest with himself. He did not palter with his conscience or waver from what was right, no matter if it was inexpedient to be honest or meant temporary defeat to be true to principle.

By that is meant that he was honest in his effort to represent the people, so honest that he sometimes represented their best interests at the time when they were most loudly denouncing him.

A dishonest man would have drifted with the public current of opinion. A demagogue would have wrecked the Nation in order to secure the popular applause for the nonce.

Abraham Lincoln was so honest that he sacrificed a seat in the United States Senate to Douglas, ruined his political future and disappointed all of his friends rather than compromise

with what he knew was right in regard to the greatest issue of his day.

It made him President later, but at the time he did not know that it would or have the remotest idea that it would bring him anything but oblivion. He did not care. He was honest.

He was so honest that he could, and did, compromise on all things unessential, on methods, on detail. The dishonest man haggles over quibbles.

He was so honest that he played fair with those whom he knew were secretly plotting against him, and even with those who were openly denouncing him.

He was so honest that neither wealth, nor power, nor influence could sway him one hair's breadth from what he knew was right and his duty.

He was so honest that he wore out his life and finally sacrificed it, in behalf of the common man and the underlying principle of democratic government.

Greater honesty hath no man than this.

That is why Lincoln's name is engraved upon the tablets of a Nation's reverence and memory.

He was simply "Honest Abe."

LINCOLN'S ZEAL FOR ORDER

Upon the supremacy of law and the maintenance of order Lincoln took a firm and inflexible stand. Over and over, with the clarity and force of which he was a consummate master, he declared his purpose to abide by his duty of seeing that others abided by their duty of obedience to the Constitution and the enactments made under it. His First Inaugural Address in particular is studded with such expressions—quiet, with no breath of menace, but with the impressiveness of unshakable determination. One of these is less often quoted than it deserves:

I hold that, in contemplation of universal law and of the Constitution, the Union of these States is perpetual. Perpetuity is implied, if not expressed, in the fundamental law of all National governments. It is safe to assert that no government ever had a provision in its organic law for its own termination. There is a touch of the Lincoln humor in the turn of that last sentence, serious as its thought was at the moment.

But the same Lincoln to whom Constitutions and laws were sacred recognized that they were not the ultimate power in a democratic state. In a speech in Kansas in 1859 he showed the other side of the shield. "We must prevent the revival of the African slave trade," he declared, "because the Constitution does not forbid us, and the general welfare does require the prevention." And he added:

The people—the people—are the rightful masters of both Congresses and courts—not to overthrow the Constitution, but to overthrow the men who pervert it.

The words did not lose their timelessness with the passing of the conditions that called them forth. They speak to us with their original force. What would a man of the temper that they reveal have thought and said of undue panic for the safety of the country and its Government? What would have been his attitude towards an attack on the basis of representative government through suspending legislators first and trying them afterwards? How would he have been affected by assertions in high places that the proper thing to do with some people is to stand them up against a wall? No one can have any doubt of the answer. Lincoln would have labored by tongue and pen and every legal method to combat those who, professing to protect the Constitution, are perverting it. His zeal for order would not have destroyed his faith in liberty.

WOOLS AND WOOLEN GOODS.

While there has been little change in the wool situation so far as demand and prices are concerned, there is less of the pessimism for the future than there was. Perhaps the taking over of the British owned supplies has had something to do with this, but it is certain that there is an inclination to buy wool, if only for keeps, if the prices are not keyed up too high. This has been shown in the results of the auction sale of "free" wools wherever offered. Domestic growers and their consignees are having a problem all their own. It is reasonably certain that they can get no help, by any kind of tariff legislation, in time to aid them with the clip now stored or that which is about to be sheared. It is noteworthy that the low prices obtainable for wool have not been much of a deterrent to those who raise sheep. The decline in the flocks during the last year was only 4.3 per cent. Between 1900 and 1910, the number of sheep decreased over 16 percent., while in the years 1903-4 the decrease was about 20 per cent. In all these years there was a tariff on wool.

So far as the goods market is concerned, there has been pretty good buying of stock goods at the reduced prices and a fair share of trading in men's wear fabrics. Interest is centered in the prospects for fall supplies. A few lines of overcoatings are all that have thus far been shown. In another fortnight more of such fabrics will be opened up. Probably within a month suitings will be shown. How far down the prices will go will depend a great deal on how good the Spring business of the clothiers will be. Retailers, and some wholesalers as well, are doing their best to get rid of the stocks bought or made at higher prices, and are meeting with much success, especially as there is no question of the bargains being offered.

NEW DEPARTMENT NEEDED.

Although the United States is less than a hundred and fifty years old as a Nation, we have made astonishing contributions to the scientific development of the world.

Fifty years ago meteorology and the scientific study of climate and its effects on mankind were almost unknown. To-day all our leading universities teach these subjects and their practical value has been fully realized.

Men such as Professor Charles F. Marvin, the efficient head of our Weather Bureau, are worth millions to the people of the United States. Professor Ellsworth Huntington, of Yale, has applied the lessons of the effect of climate on civilization to factory workers in Connecticut with surprising results.

Why did Greece decline and fall? Malaria. Why the fall of Rome? Endemic diseases as much as anything.

Today our public health service, by its promotion and application of preventive medicine, prevents plagues.

If President Harding were to create a Department of Public Health, headed and staffed by the greatest physicians and scientists in the land, he would do more for posterity than any other chief executive of recent years.

Seven years ago the kaiser was, apparently, at the summit of his power. His name was spoken with misgivings by every lover of world peace, because it was realized that Germany had long been waiting an opportune time to "destroy France, humiliate England and subjugate America," as the kaiser's cousin (Von Goetzen) boasted to Dewey in 1898 the kaiser would do in "about fifteen years." The kaiser overestimated his power. What is the result? Germany has changed from a nation of boasters to the nation of whiners, shirkers or repudiators. The kaiser, broken in mind and body, is a fugitive from justice in a little country he always spoke of with contempt. It is a dangerous thing to have too much power in this world, because the temptation to misuse it is sometimes too great. This observation applies to men and organizations of men in every walk of life.

The Tradesman feels that it owes its readers no apology for the large amount of space devoted this week to the achievements and memory of Abraham Lincoln. He is and always will be our greatest American, because he typifies, more than any other man who ever lived, the remarkable capacity of a heroic soul to rise superior to its surroundings and reach heights of thought and action which command the homage of the civilized world.

The Genesis of Abraham Lincoln's Greatness.

It is very difficult for the man or woman of 1921 to visualize the Middle West of Lincoln's time. Almost entirely a wilderness from Ohio to the Missouri and a complete wilderness to the Rocky Mountains, Chicago and Cairo vied for the supremacy of Illinois. Railroads were very few and wagon roads, as we know them, were unknown. The people, especially of the smaller towns, lived in what would now be considered barbarous conditions.

For a half century two great streams of immigrants had flowed into the territory covered by Illinois and Indiana. One along the shore of Erie, made up for the most part of sons and daughters of the colonists of New England. People imbued with spirit of their English and Scotch-Irish forbears, recognizing no aristocracy but that of character, devotees of the State school and the town meeting, to whom no man was master and no man servant. The other stream from the Virginias and Carolinas was of a differently constituted entity. Following out the traditions of their forebears, Virginia was not a democracy of the New England type. There was a ruling class—an aristocracy of blood and family—not necessarily of brains and brawn. The land was held and the Government administered by owners of large estates. The people who were the workers came, a very large minority, not as free men seeking a better opportunity, but as slaves, condemned to longer or shorter terms of bondage for offenses against the wicked and oppressive laws put on England's statute books by that same "gentle" aristocracy that was transplanted to the Old Dominion.

One stream was of the Commonwealth of Cromwell and the other of the Court of Charles the Second and Elizabeth. Two more antagonistic elements could not be imagined.

It is more than interesting to trace the wanderings of the Lincoln family in America, all the way from Connecticut to Kentucky, through Pennsylvania and Virginia. Coming in contact, through generations of migration, with every element of the conglomerate population of the new countries, they left the impress of their individuality in every community and dotted the pages of colonial history with the names of men who were prominent in every walk of life. In spite of all this, it was left to the wastrel son of this great family to beget the man whose name has gone out to all the peoples of the earth as the epitome of all that is good and great. Somewhere in the mentality of this waif, left homeless and poverty stricken in his childhood, must have lain, subconsciously perhaps, the ideals that made Lincoln what he was. Born, as hundreds, even thousands of his generations were born, in conditions of poverty and ignorance, the inherited bent of mind fostered and strengthened by a mother whose ideals were of the highest, Lincoln spent his childhood in intimate association with the strongest and the weakest, the virtuous and the wicked, under conditions that can hardly be imagined by this generation, almost a century farther

along the road of civilization and development. His school was the forest and field, his classroom the chimney corner, his text books the few worn volumes that he borrowed or bought by days of poorly paid toil from the scanty store of some wanderer from civilization. His fraternity and debating club was the husking bee and the village store. He studied men. He matched wits and strength with pioneers of the wilds, whose struggle with adverse conditions had developed initiative and resourcefulness to the highest degree. He learned men. He had no telegraph in his younger days to bring the happenings of each day to his knowledge. He had no telephone to shorten the time and distance. He had no luxurious railway cars from which he could address his people and flash on from state to state. He had to send his messages by slow and uncertain post. He had to actually meet his companions in conversation.

When he journeyed about the country, he rode horseback over the worst apology for roads that can be imagined and really met his audiences face to face and hand to hand. They were not a blurred mass of faces. They were not the "Deer Peepul," but Tom and Bill and Joe, Betty and Sally and Mary and he knew them all, and, coming as they did from the North and the South, he knew the Nation. Other men there were of his generation who were great, but most of them were biased by their sectional environment. No one of them was so fitted to be the leader of the whole Nation, because none knew so well the two warring elements of the Nation.

Lincoln was a man great in mentality, great in spirituality, great in sympathy, great in simplicity, but greatest of all in love and understanding of his fellowmen. Just a great common man.

Charles T. McCutcheon.

Preliminary Programme For the Kalamazoo Convention.

The following preliminary programme has been proposed for the annual meeting of the Retail Grocers and General Merchants' Association of Michigan to be held in Kalamazoo the last week of this month:

Tuesday, Feb. 22.

9 a. m.—Registration and reception of delegates.

1:15 p. m.—Convention called to order by Harry Hubbard, Kalamazoo, President Grocers Association, Kalamazoo.

Invocation.

Address of Welcome—Mayor.

Response to Mayor's Welcome—President E. W. Jones.

Address of Welcome—Harry Hubbard, President Kalamazoo Association.

Response for State Association—Vice-President—J. Affeldt, Jr., Lansing, Michigan.

Introduction of State President—E. W. Jones, Cass City.

Annual Address—E. W. Jones, Cass City, President.

Appointment of Committees:

1. Rules and order of business.
2. Committee on credentials.
3. Auditing committee.
4. Committee on by-laws
5. Resolutions.
6. Ways and means.
7. Press.

Announcement of Local Entertainment Committee.

Discussion of the suggested Gross Sales Tax led by

Affirmative—C. J. Christensen, Saginaw.

Negative—Herman Hanson, Grand Rapids.

Discussion, the State Constabulary, led by

Affirmative—John A. Lake, Petoskey.

Negative—Leonard Seager, Cadillac.

5:45 p. m.—Adjournment for the day.

6 p. m.—Guests of Local Entertainment Committee.

Wednesday, Feb. 23.

9 a. m.—Convention called to order. Report of Committee on Rules and Order of Business.

Annual Report of Secretary—J. M. Bothwell, Cadillac.

Annual Report of Treasurer—Chas. H. Schmidt, Bay City.

Report of Chairman Board of Directors.

Reports of Secretaries of Local Associations. These reports to be in writing and a copy filed with the State Secretary.

10 a. m.—Commissary Buying Clubs and stores in manufacturing plants and their effect, Paul Gezon, Grand Rapids, and Louis F. Loetz, Sturgis. Reading of proposed changes to By-Laws.

1:30 p. m.—Convention called to order.

Topics of mutual interest will be discussed.

2:30 p. m.—Address, Let's Get Together—Sherman Rogers, industrial reporter on the Outlook Magazine. He is also known as the Lumberjack Orator and is celebrated not so much for the academic language he uses as for the real punch he gets in.

Addresses on salesmanship, store management, efficiency, and other topics will also be given by men who know how.

8 p. m.—Address, "Quit Passing the Buck,"—Sherman Rogers, Lumberjack Orator.

Thursday, Feb. 24.

9 a. m.—Convention called to order. Roll call Committee Chairmen.

Report Auditing Committee.

Final Report of Committees on Credentials.

Adoption of amendment to By-Laws.

Report of Committee on Resolutions.

Discussion on Resolutions as adopted.

Address—John A. Ulmer, Toledo, President National Association of Retail Grocers.

Question Box—Herman Hanson, Grand Rapids.

2 p. m.—Call to order.

Final report of Resolution Committee.

Unfinished business.

Annual election of officers.

Selection of next convention city.

Introduction of new officers.

Adjournment.

Immediately at the close of the meeting the Board of Directors will meet for the transaction of such business as may properly come before them.

All meetings will be held in the Auditorium of the New Hotel Burdick.

Final arrangements are not yet made for certain addresses and a full account of these will be given in these columns next week and we suggest that you preserve this copy, as well as the next issue, in order that you may have a complete programme.

In a Class By Himself.

Frederick C. Beard, grocer at 1504 Wealth street, is in a class by himself. The Tradesman recently sent him a letter of enquiry regarding his turn-over for 1920, receiving the following reply:

Grand Rapids, Feb. 8.—When you and I last talked stock turn-over together with your write up of my past,

you asked me to reach a thirty-eight turn-over in 1920, which you thought I could do. I am pleased to inform you that last year I did better than forty times, so the task you gave me is accomplished. No one can tell what will be done the present year, but I am sure all grocers need coolness and courage in the present emergency.

F. C. Beard.

Mr. Beard started in with a turn-over of about thirteen times a year. He has gained ground every year until now he shows a turnover in excess of forty times per year, thus making what is probably the best record of any retail grocer in the United States. If any grocery anywhere can approach this record, the Tradesman would be pleased to hear from him. It goes without saying that Mr. Beard is a shrewd buyer, that he discounts every bill and that he sells goods at such small margins that he is a competitor to be taken into consideration by his neighbors in trade.

There is another feature about Mr. Beard which is worthy of emulation by his fellows in trade. On Sundays and holidays he saunters forth from his residence looking like a veritable Beau Brummel. No dressier man ever appears on the streets of Grand Rapids, yet everything about him is in good taste.

A wholesale grocer who has done business with him for nearly forty years says the most peculiar feature connected with Mr. Beard's social career is his penchant for handsome ladies. He married the handsomest girl in Big Rapids, about forty-five years ago, and since her death, about fifteen years ago, Mr. Beard has never been seen in the company with any but the most elegant looking ladies in the city. All of which goes to show that the genial grocer of Wealthy street is as good a judge of feminine beauty as he is of turn-over.

The Seven Ages.

1890—Rum.
1900—Rye.
1910—Scotch.
1918—Gin.
1919—2:75 p. c.
1920—Home-brew.
1921—Just memories.

NEXT!

1922—Tobacco.
1925—Near-tobacco.
1930—Rope.
1940—Cornsilk.
1950—Near-cornsilk.
1955—Punk.
1960—Just memories.



We are in the heart of the Onion Set district and have warehouse equipment of the very best type and years of experience in growing, storing and shipping sets. We can supply

Red, Yellow and White Sets

There is good money for you in handling sets and the quality and prices of this year's crop are exceptionally favorable, while a good demand is assured.

Write for our Prices.

VAUGHAN'S SEED STORE
10 W. Randolph St. Chicago.

Ten Reasons Why the Merchant Succeeded

1. He kept up with the times.
 2. He did not try to do everything himself.
 3. He took time for exercise and relaxation.
 4. He maintained efficiency by developing able help.
 5. He did not permit system to run into red tape.
 6. He did not practice cheese-paring economy.
 7. He did the little things worth while.
 8. He developed his capacity for large things by avoiding the pitfalls of detail.
 9. He took frequent inventory of himself and his stock.
 10. He handled only goods of standard quality, which, of course, included a full line of our celebrated Quaker brands.
-

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.

Movement of Merchants.

Hart—Milo Reynolds succeeds A. W. Morris in general trade.

Conway—Morrison & Son succeed James Long in the grocery business.

Frankfort—The State Savings Bank has decreased its capital stock from \$25,000 to \$20,000.

Grand Rapids—The Moon Lake Ice Co. has increased its capital stock from \$30,000 to \$60,000.

Battle Creek—The Merchants Savings Bank has increased its capitalization from \$125,000 to \$250,000.

Holland—John Elander and Albert VerHuis succeed J. F. Schuiling as proprietor of the North Side Grocery.

Detroit—The Lee Supply Co., dealer in builders' supplies, has decreased its capital stock from \$75,000 to \$10,000.

Jackson—The Wagner-White Co., grain and seed dealer, has increased its capital stock from \$60,000 to \$120,000.

Milford—The Farmers State Savings Bank has been incorporated with an authorized capital stock of \$50,000.

Detroit—A. Posselius & Co., dealer in furniture and carpets, has increased its capital stock from \$60,000 to \$160,000.

Lowell—L. P. Thomas, of L. P. Thomas & Co., wholesale produce dealers, died at his home Feb. 3, following a long illness.

Thompsonville—The Thompsonville Co-Operative Association has changed its name to the Thompsonville Farm Bureau Association.

Lansing—E. Chorba has engaged in business at 115½ South Washington avenue, dealing in silks, woolen goods, etc., and tailor work for women.

Conway—Mrs. J. Fonshee has sold her stock of general merchandise to Marion Brown, of Ayr, who will continue the business at the same location.

Lansing—The First Bond & Mortgage Agency, Ltd., has been incorporated with an authorized capital stock of \$10,000, \$1,000 of which has been paid in in cash.

Hamtramck—The American Packing Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$3,000 paid in in cash.

Bronson—W. M. Monroe & Son have sold their grain, produce and fuel stock to the Bronson Co-Operative Association, recently organized, immediate possession being given.

Pontiac—The Rosenthal-Blumrosen Co. has been organized to deal in general merchandise, with an authorized capital stock of \$40,000, \$20,000 of which has been subscribed and paid in in cash.

Detroit—Bolger & Ruter, Inc., has been organized to conduct a general mercantile business, with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in cash.

Detroit—The Women's Wear Corporation has been incorporated with an authorized capital stock of \$15,000, of which amount \$8,000 has been subscribed and paid in, \$4,400 in cash and \$4,400 in property.

Bay City—Broas Galloway & Co. has been incorporated to deal in

clothing, hats, men's furnishings, etc., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Bay City—Broas, Galloway & Co., has been incorporated to deal in clothing, hats, men's furnishings, etc., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Muskegon—Joseph Capuano has sold his jewelry stock and store fixtures to his manager, A. C. Fox and Fred H. Fall, of Amsterdam, New York, and the business will be continued under the style of Fox & Fall Jewelry Shop.

Detroit—The Wm. F. Reuchard Co. has been incorporated to deal in women's wearing apparel, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$10,172.07 in cash and \$9,827.93 in property.

Lansing—The Simon A. Iron Co. has merged its business into a stock company under the style of the Simon Iron & Steel Corporation, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$30,000 in cash and \$20,000 in property.

Jackson—Frank Pierce and Larry Miller have formed a co-partnership under the style of Pierce & Miller and engaged in the wholesale and retail grocery business at 122-126 North Mechanic street, having purchased the grocery stock and store fixtures of E. M. Hart & Co.

Detroit—Margurite Froosh has merged her dry goods, ready-to-wear garments, etc., business into a stock company under the style of Froosh & Co., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$1,600 in cash and \$23,400 in property.

Detroit—William A. Fixel has been appointed general sales manager for A. Krolik & Co., to succeed W. W. Lehman who retires to look after his retail store interests in Pontiac. Mr. Fixel represented the firm on the road for 20 years and is considered one of the best dry goods salesmen in the country.

Detroit—The National Electric Co. has merged its business into a stock company under the style of the National Electric Supply & Fixture Co., with an authorized capital stock of \$50,000, of which amount \$39,000 has been subscribed, \$3,000 paid in in cash and \$25,000 in property.

Marquette—The Leonard Juvenile Shop will discontinue its retail store in the Harlow block and is closing out its stock and store fixtures at special sale. The entire attention of Mrs. George Leonard, proprietor, will be devoted to the wholesale and manufacturing part of the business.

Muskegon Heights—A. S. Krause, dealer in men's furnishing goods, has merged his business into a stock company under the style of the Krause Mercantile Co., to deal in general merchandise with an authorized capital stock of \$25,000, \$14,200 of which has been subscribed and paid in, \$1,775.31 in cash and \$12,424.69 in property.

Lansing—Chauncey B. Leonard, one of Lansing's veteran grocers, who

has for many years been proprietor of his store on the corner of Lenawee and Chestnut streets, has retired from business. Fred L. Weaver, who has been Mr. Leonard's chief clerk for 22 years has taken over the business and will operate it himself. Mr. Leonard intends taking a prolonged and greatly needed rest, after which he will enter some other business. In 1874, at the age of 13 years, Mr. Leonard began to learn the grocery business with John Whitley. Later he was employed at various times at the grocery stores of A. A. Nichols, Carr, Berridge and Bunn, Everett and Longstreet. In 1893 he went into business for himself. Mr. Leonard is well known in the city, and for many years has lived at 227 South Butler boulevard.

Manufacturing Matters.

Jackson—The Corwin Lumber Co. has increased its capital stock from \$50,000 to \$100,000.

Sault Ste. Marie—The Soo Beverage Co. has increased its capital stock from \$60,000 to \$75,000.

Holland—The Bay View Furniture Co. has increased its capital stock from \$30,000 to \$60,000.

Monroe—The River Raisin Paper Co. has increased its capital stock from \$2,550,000 to \$5,080,000.

Detroit—The Detroit Electric Furnace Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Mazer Cigar Manufacturing Co. has increased its capital stock from \$200,000 to \$400,000.

Grand Rapids—The Widdicomb Furniture Co. has decreased its capital stock from \$223,620 to \$220,000.

Detroit—The Clench-Metcalf Co., manufacturer of toilet specialties, has decreased its capital stock from \$25,000 to \$15,000.

Detroit—The Best Baking Co. has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and \$2,000 paid in in cash.

Jackson—The Boland-Chemical Co. has been incorporated with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$17,300 paid in in cash.

Marquette—The Marquette Knitting Mills has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Superior Stove & Stamping Co. has been incorporated with an authorized capital stock of \$1,000, \$500 of which has been subscribed and \$250 paid in in cash.

Detroit—The Chas. Sexaner Roofing Co. has been organized with an authorized capital stock of \$35,000, of which amount \$25,000 has been subscribed and \$9,460 paid in in cash.

Detroit—The Cutter Grinding Works has been incorporated with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and paid in, \$2,500 in cash and \$12,500 in property.

Stambaugh—The Level Road Machine Co. has been incorporated with an authorized capital stock of \$25,000, \$12,900 of which has been subscribed and paid in, \$400 in cash and \$12,500 in property.

Hudson—The Southern Michigan Brass Foundry Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,520 has been subscribed, \$320 paid in in cash and \$1,680 in property.

Owosso—The Owosso Canning Co. is being organized with \$150,000 capital stock. Ground will be broken for the new plant March 1 and it is planned to have it completed and in running order by the first of June.

Detroit—The Odessa Baking Co. has been incorporated to manufacture and sell at wholesale and retail, bread, cakes, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and \$7,000 paid in in cash.

Saginaw—A. F. Bartlett & Co. has merged its foundry, steam engines and machinery business into a stock company under the same style, with an authorized capital stock of \$125,000, all of which has been subscribed and paid in in property.

Wyandotte—The National Magnesite Stucco Co. has been incorporated to deal at wholesale and retail in stucco and other building materials, with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and \$2,500 paid in in cash.

Detroit—The Welt & Sons Paper Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$250,000, of which amount \$125,000 has been subscribed and paid in, \$1,926.68 in cash and \$123,073.32 in property.

Detroit—D. E. Kellogg & Co., manufacturer and dealer in millinery at wholesale, also store fixtures and equipment, has merged its business into a stock company under the style of the D. E. Kellogg Co., with an authorized capital stock of \$100,000, of which amount \$75,000 has been subscribed and paid in, \$23,000 in cash and \$52,000 in property.

Will Dedicate Community Memorial City Hall.

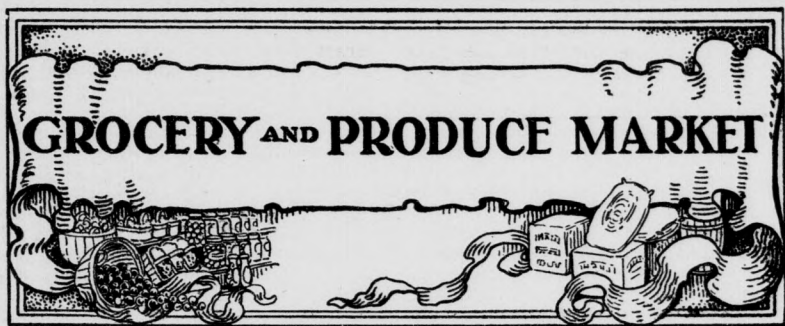
Fremont, Feb. 8—The people of Fremont have the plans about completed to make Feb. 22 and the following three days a time of great social and intellectual activity in the city. It has been arranged to formally dedicate and open for service at that time the Community Memorial City Hall, just completed, at an expense of \$60,000. This is a wonderfully handsome building, of which we are very proud, and we feel that you will desire to see the building and join with us in the ceremonies of and surrounding its dedication.

The best of talent to be found in the Nation has been obtained for the occasion, consisting of speaking by men of much note, band and orchestral music and many other features of attraction. It is the desire of the people of this city to make the occasion one of jollification and reunion of friendships.

While the building is intended as a community center, it was built as a memorial to the soldiers of the locality who went forth in the great world war. They sacrificed for the world's good by going forth at the Nation's need to offer themselves as a sacrifice for the world idea. We have felt that we should sacrifice of our money and property in their honor.

Knowing that you are interested in the city's activities, and especially in this tribute erected to our honored soldiers, we most cordially invite you to join with us in these exercises.

D. D. Alton.



Essential Features of the Grocery Staples.

Sugar has taken another slump, and puts that commodity back where it used to be before war conditions relegated the law of supply and demand to the ash heap. Local authorities rather expect to see granulated go to 6c in New York. Another factor in the market is shown in the decline in bloaters. They had been so high that the price seemed to cut down the sale of these fish. With Lent on and the price lower it is expected demand will go to work on the supply.

It is evident everywhere and in many lines that the public is in a period of inanition in regard to buying. Marvelous bargains are advertised in store windows to stir business up and these bargains are advertised so long and kept so continuously before the public, that it begins to look either as if the public is not buying eagerly or that the merchants are stocked stiff on these goods.

However, the grocer has the bulge on other merchants. He sells something the public must have. The winter has been so light that clothing and coal men have had to do some hustling to get business, but the third of the trio of necessities is still rampant because the inner man signals that he must eat to live and, of course, what the inner man demands is something that the grocery and the grocery departments in general stores carry.

The annual contracts in the oil market seem to have readjusted the price of candles and wax and there is reported a slight advance, presumably this being necessary considering what the oil producers are asking on the basis of the 1921 figures.

Rice is a good commodity to sell in the lenten season and rice shows some declines this week.

Sugar—The unsettled state of the market, accentuated by drastic declines in list prices during the week and persistent though unconfirmed reports of still deeper cuts being privately made to hold trade at competing points, had not been mitigated by the upward trend developed in the market for raws at the week end. Buyers, from jobber to ultimate consumer, seem to have been only the more confirmed in their hand-to-mouth policy by recent events. Refiners are not increasing melting but rather concentrating on decreasing consigned stocks. Should more settled conditions supervene, with prices at low levels, it is realized that consumption in the normal season of largest use of sugar will be stimulated,

while, on the other hand, their effect would naturally be to decrease production. Therefore, it is said, the more foresighted are beginning to give consideration to the future. New York refiners now quote cane granulated at 6.85c. Local jobbers hold granulated this week at 7.80 for cane and 7.70c for beet.

Tea—The market has lost the slight flurry of buying that appeared a week or two ago and is now very quiet and dull. There is some little business doing, but only in a very small way. Buyers have stocks enough to last them for a little while and until they get low there will probably be very small business. Prices are about unchanged, the market being fairly steady.

Coffee—The market has had a very weak time of it. News from Brazil was soft as to practically all grades of Rio and Santos and, in consequence, the future market went off. All grades of Brazil spot coffees are consequently a shade lower than they were a week ago. Milds, on the contrary, are firmer, owing to continued fair demand and comparatively light receipts.

Canned Fruits—Despite the several severe handicaps which beset the distributing trade as regards the sale of the California line the market has made some progress toward a general betterment in market conditions. For one thing, the distributing outlet is expanding as prices at retail are being made to conform more to the public's ideas and purse, and increased sales of peaches and apricots have occurred. With a better outlet the tone of the market has improved and buying is not so conservatively carried on. Efforts are being made to speedily move some of the large export blocks by direct sales to the consumer. The distributing trade apparently is more or less co-operating to increase consumption, which is regarded as the first step toward a permanent improvement in the market. Both peaches and apricots show a steadier tone due to the better outlet. Some Coast buying is now being done but it is naturally slow in expanding. Pineapples are maintained at former prices but the movement is limited. Some s. a. p. contracts are offered for 1921 Hawaiian pack. Apples are steady but inactive, with full standards firmer in the country.

Canned Vegetables—The tomato market betrays an undertone of weakness, expressed in slightly lower prices, particularly on No. 2s. With corn in the 10c class at retail, sales are increasing and to replace stocks grocers are calling upon their distributors for replenishments. In turn they

are buying and the sluggish and more or less stagnant market is improving in the standard grade. In a very large way 75c factory for Southern Maine style prevails, with some holding firm at 77½c to 80c, according to the financial strength of the packer. This is the first real buying interest in corn for some time and some thousand case lots are being confirmed. Extra standards and fancy remain quiet as the retail demand has not so much affected those grades. Peas reflect the same tendency in buying, as standards and near standards are preferred. The South has pretty well cleaned up its goods of that character and what is left is not good enough to satisfy the average buyer, and for that reason is neglected. Strictly fancy are firm and sparingly offered as stocks are light. Poorer packs, approaching fancy, are not wanted at present asking prices. There is more or less peddling demand for the minor vegetables.

Canned Fish—The slowest sellers in the line are to be found in this department. Salmon is weak as an offering, and while in that state it affords but little interest beyond the normal jobbing demand. More talk is heard of pinks and chums, both of which are offered freely on spot and from the Coast on the basis of prices existing during the past few weeks. While neither line is moving freely into consumption there is little demand in the wholesale market, but window displays in the chain stores of pinks at 15c a can ought to increase consumption. Red Alaska is quiet but medium red remains dead. Columbia River packs are in buyers' favor. Maine sardines are more or less neglected by the domestic buyer, and while there is some foreign enquiry it has not led to business. Packers are holding firm because of the prospect of better trading a little later on and because they do not see how they can replace present stocks with cheaper goods of the 1921 pack. Norwegian fish is held at higher prices because of the increased cost of importing. California packs are dull and easy. Tuna fish sells in a small way on spot, with no large lines held here. In a carload way the buyer has to go to the Coast. Shrimp is in limited demand.

Dried Fruits—The prune problem is largely a matter of distribution in which some factors say that price considerations cannot be given their usual attention since it is essential that the market be practically cleaned up of the 1919 and 1920 crops before the next season opens. They advocate washing the slate clean, no matter what difficulties and tribulations are encountered. Raisins show a somewhat better demand in a small way and rule steady. Currants are slow sellers, as jobbing needs are at present the only outlet to be supplied. Peaches are as much neglected as they have been of late, but there are more enquiries coming in from the buying trade. While an increased outlet is in prospect the present movement is sluggish. Pears are not wanted. Apricots resemble peaches as to market conditions and favor the buyer in the standard Southern packs.

Sugar Syrups—The market remains in a depressed condition. No important buying interest is noted and prices are nominal.

Corn Syrup—There is a fair movement on orders for moderate quantities needed for current consumption and prices are maintained.

Nuts—California walnuts are the firmest in the line and the short supplies of fancy and No. 1 in all quarters are now generally appreciated. Increased receipts of Brazil nuts have a tendency toward lower prices which causes conservative buying. Almonds of all types are dull. Shelled nuts are held firm at the figures quoted.

Rice—Fancy head and the same grade in Blue Rose rice are in better shape as a result of a week's more active trading in these and in other lines. Spot stocks have been somewhat reduced, as the average buyer appears on the market more frequently than he did, even though he is still conservative in his purchases. Coupled with advices of a better demand at primary points, the rice situation appears to be more hopeful. To ensure a permanent improvement distributors maintain their prices so as to encourage distribution.

Cheese—The market is steady, with a normal consumptive demand at prices ranging about the same as a week ago. The make is the lightest of the season. Stocks in storage are not as large as they were a year ago, but in the absence of any export of any consequence we are likely to have enough cheese to go around until the new make and do not look for much change from the present prices.

Provisions—The demand for smoked meats is light, prices ranging about the same as a week ago. Pure lard and lard substitutes are unchanged, with a light consumptive demand. Dried beef, barreled pork and canned meats are all in dull trade, with no change in price of any consequence.

Attention, Retail Grocers and General Merchants!

Cass City, Feb. 8—Are you planning on attending the twenty-third annual convention at Kalamazoo, Feb. 22, 23 and 24? If not, change your plans at once, as you cannot afford to miss this great convention. Never in the history of merchandising has it been so necessary for retailers to exchange thoughts and ideas as at the present time when we are passing through a period of unsettled market conditions. We want to secure all of the help possible and this is the place to find it. We have secured some of the very best speakers in the United States to address us on subjects that are of vital importance to each one of us.

As a State organization we extend to you an urgent invitation to be present at this convention. Come, whether you are a member of the State Association or not. A welcome awaits you.

An excellent pure food show will be held in connection with the convention. Don't miss it. We'll be looking for you Feb. 22, 23 and 24 at the Celery City.

E. W. Jones, Pres.

Good Citizenship More Important Than Business Success.*

When asked by the Program Committee for my subject, I hesitated considerably, realizing, as this was a convention of truly business men, gathered for a strictly business purpose, that I would be expected to discuss some of the phases of the business in which we are all interested. However, I believed all the other speakers would confine their remarks to some of the several subjects now engaging our attention, therefore for a change I might be permitted to discuss "Something besides business."

I am aware of the good work that is being done and the close attention that is being given to the program and it reminded me of the old saying, "All work and no play makes Jack a dull boy." However, I would not have you think because I had chosen another subject, that for a time might divert your attention from the consideration of the work at hand, that it was frivolous and unworthy your serious consideration.

The proceedings thus far have successfully and with profit focused our attention upon the primary object of this convention.

The attendance and interest manifested by both dealers and exhibitors evidence a general feeling of satisfaction as to the educational value of this, the best convention this organization has ever held, and to which the splendid addresses thus far given and those that are to follow this have made a most valuable contribution.

The peculiar conditions under which business has been conducted for the past three years and is still being conducted makes doubly necessary these educational conferences and if there ever was a time when business men could sympathize with Moses 'when the light went out' it is now.

I have often thought how helpful such information would have been to me when I began the hardware business, thirty-nine years ago, and to what extent these conferences contributed to the success we have attained and now enjoy.

My friends I use the word "success" advisedly, for it is a matter of record that hardware merchants enjoy the highest commercial rating (according to banks and reporting agencies) of any class of men in the retail trade. This is a record to be justly proud of and evidences willing compliance with every business principle that assures success and although success is a most uncompromising master, yet how willingly we yield to its every demand, what sacrifices we make of pleasure, health, vacation and social intercourse to gain it before our insistent prayers are answered.

Into this monument (for monument it truly is) we build our hopes, joys, pride and religious convictions. To its erection and embellishment we give the best of every faculty we possess. Still it is a perishable creation, needing repairs constantly, which means more time, harder work, additional sacrifice and I ask myself if when carried to excess, as some of us do, if we are not thereby narrowing our vision and failing to see the duties and responsibilities that lie outside. If many of us are not building a one-man monument, a purely selfish and business structure, so that when we have finished our work and passed on, all that can be said in our favor is, "He was a successful business man." However it may be, many of you think that will be honor enough, but, my friends, does it not mean, after all, commercializing some of the finest sentiments in life. Suppose that was the maximum desire of all how narrow life would be, how little color it would have, how dry the wells of love and sympathy would become. Are we living entirely within the four walls of our store or office or partly outside. How much are we contributing to the environment that

creates the moral atmosphere in which we live? How much of self are we giving for public good? Are we living so much to ourselves that we have ceased to function outside? What I mean, my friends, is, "Are we living big enough lives." Are we filling the places we should and as we should in our respective communities or does the maximum of our effort contribute only to a selfish purpose?

As I look upon this splendid gathering of intelligent and active business men, I ask myself to what extent do they exercise an influence for morality, sobriety, clean politics and good government? These are things that demand sacrifice of time, money and pleasure.

We all desire good government in the communities in which we live, but we want it to be spontaneous, natural and without effort or annoyance to us. We all claim to be good citizens and, no doubt, we are, but what is it costing us beyond our taxes. How many are offering themselves for public service, not necessarily neglecting their business or doing these things in place of their business, but as a part of or addition to their business?

I wonder how many of you willingly serve as jurors in your local courts! When notified by the officer that you have been drawn, do you lay down your pen, put on your hat and coat and say, "Yes, sir, that is one of the duties of a good citizen" or do you go with the officer and, knowing the court, begin by offering numerous reasons (some of them true) why you cannot serve and thereby secure your release? If so, is not every other business man drawn entitled to the same consideration? Then the innocence or guilt of the accused or whether he shall or shall not do, or pay a certain sum, instead of being determined by a jury of experienced intelligent men, is passed upon by a lot of professional jurors, a lot of soap-box loafers or lounging tobacco squirts, yet we ridicule the charge of the justice and make fun of the finding of the jury.

How many of you interest yourselves in the selection of your local officers who assess your property and spend your money? How many give the time they should to look up the ability of the candidates for the legislature, the men who appropriate the millions that we don't have but have to get?

I remember so well when Governor Warner was criticised because the total State expense was approximately nine million and in his last term reached ten million; that Mr. Ferris was elected the next time on an economy platform and under him the sun reached eleven million, but now, if all the appropriations asked for be granted and the other expenses are not reduced, it is not ten or eleven million, nor twenty, nor thirty, nor forty, nor fifty, nor sixty, but seventy-two million dollars, when at the same time the State faces a ten million deficit. Do these things need watching? What have we been doing to prevent this condition?

How many of you attend your annual school meeting and assist in the selection of the officers who supervise the school and the expenditure of the money which plays such a large part in the makeup of your tax receipt? Do you go willingly with your neighbor when he calls or do you plead "too busy" or offer some of the many excuses you have found so effective in the past? Do you say, "All right, John, I'll be over in a few minutes, just as soon as I finish this job" and then do not go and did not intend to any of the time?

Does the selection of your county road commissioners, the men who sell bonds and spend the hundreds of thousands of your money, awaken any interest in you? The men who tear up a reasonably good road and leave it in an impassable condition for three months, who never do the job just as you would, should their fitness for the position be questioned and should it interest you?

How many meetings of a few friends gathered to discuss the moral conditions of your community do you attend? How about the character of pictures that are thrown on the screen in the movie theater where your son or daughter sit with others, absorbing those ideas that corrupt their morals and damn their future?

Are you acquainting yourself with the conditions under which undesirable foreigners are pouring into this country at the rate of five thousand a day—men and women of vicious tendencies, believing that not only are speech, the press and the schools free, but everything else movable; people with no ideas of government with legal restrictions; people who are trying to undermine our great institutions and destroy our Government? Are you creating public sentiment to sustain your Senator or Congressman in his stand for better regulations?

Are you improving every opportunity to demonstrate your clean-cut Americanism and thereby influence others to join you in popularizing a better public sentiment or does the beaten path you follow lead only from the home to the store, where your personal interests alone engage your attention?

Under an autocracy or monarchy the common people are not asked or expected to give time or service to matters of government, but in a republic individual influence and power are magnified and we control our own affairs (or can if we care to), both local and general. It is our own government and if bad or good expresses our ideals and we must bear the blame or enjoy the honor just to the extent that we lend ourselves to it. If hiding behind the excuse too often given, "too busy," then we have no part in its commendable achievements but cannot escape responsibility for its failures.

What are the financial conditions of our State to-day and to what extent can you attribute it to the indifference of the clean-thinking, capable tax-paying business men who have been unwilling to make the sacrifice necessary to have a hand in the management of State affairs but leave it to the professional politicians who naturally have run it as pleased them best and who as a rule are not successful (for the public) business men?

Have any of you asked your Representative or Senator to place your name on the mailing list, so you would receive a copy of the daily proceedings of the Legislature? Having received it, have read it carefully, expecting if measures detrimental to the public good or aimed at our line of merchandising are up for consideration that you will promptly place this matter before the officers of this Association or take it up with the member direct? In other words, how much do you know about what is taking place in the Legislature or about the State which should interest business men generally. Of what benefit are you to the home community or the public beyond paying your tax money for the other fellow to spend? When I speak of these things I surely include myself, for I am, no doubt, as guilty as you.

My friends, I believe in close attention to business. I glory with you in the success that it brings and have little regard for the shiftless, inattentive, lazy fellow who rarely wins out, but along with our business we must cultivate a broader vision of citizenship and remember that it means more than common honesty. That we work and pay our debts is not enough. That we are respectable law abiding citizens and from the successful conduct of our business contribute freely to every local need, does not fully discharge our obligation.

None of these alone, good though they are in and of themselves, constitute the full measure of American citizenship. Morality in the community, integrity in the individual, justice in our courts and love and

sympathy in the home cannot be bought with money. The price is sacrifice—personal service—and this outside our store or office. Good government, personal safety, a healthy moral sentiment in the community, an efficient public service, only result when good citizens, appreciating their responsibility and having a proper conception of what good citizenship really means, are willing to do and to be all that it demands, not for position, not for power, not for pay, but for love of God and home and country. An honest, sincere devotion to its every need, believing America bought with human life, baptised with human blood, consecrated to the highest human need, is worthy the price paid and worthy the necessary sacrifice to maintain, even though it demand that you and I look up from our business occasionally, broaden our vision, diversify our efforts and decide that in the future we will give to the larger life the same conscientious, unselfish service we do to business.

Two Bright Lights at Kalamazoo Convention.

Sherman Rogers, lumberjack orator and industrial correspondent for the Outlook Magazine, will give two addresses at the coming convention of Retail Grocers and General Merchants Association at Kalamazoo, at 2:30 in the afternoon and again at 8:00 in the evening on Wednesday, Feb. 23.

The subjects selected by Mr. Rogers are "Let's Get Together," and "Quit Passing the Buck," and what this noted orator lacks in academic language, he more than makes up with punch that brings home the message he delivers in a most forceful way.

The officers are pleased to offer these addresses to the retail grocer, meat dealer and general merchants of Michigan, and it is hoped that a crowded house will greet Mr. Rogers and be ready to receive the message he brings.

John A. Ulmer, Toledo, President of the National Association of Retail Grocers, will address the convention on some of the vital conditions in the retail business from a National viewpoint. Being a retailer, Mr. Ulmer is well qualified to talk in an intelligent, positive manner on those things that make or break business.

If you are not willing to learn better methods and more profitable ways from your trade journal, why subscribe for it at all?

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—Some of them demand the highest quality and never question price. With others economy is a big factor, but they want as good as they can get. And you can invariably please both classes by selling VAN DUZER'S.



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Springfield, Mass.
New York City, N. Y.

*Paper read at annual convention Michigan Retail Hardware Association by Hon. C. E. Glasgow, Nashville.

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THE PASSING OF PESSIMISM.

After analyzing any of the developments of the week merchants who are taking a broad view of the dry goods situation leave pessimism behind them and still incline toward the constructive side of the business progress. Surface comment naturally deals most with the events of the moment and included in them are the embarrassments that are now becoming public and which have been foreseen as a part of the clearing away of troubles of last year.

Conservative dry goods merchants constantly emphasize the fact that trade will be influenced a great deal for some time to come by the unsettled or uncertain international financial conditions. For one thing, exports will be hampered and imports will be affected. The effects of this will be felt directly and indirectly on everything from print cloths and sheetings up to the finest silks.

The outstanding fact in the textile industry as a whole is the very drastic price liquidation that took place in mill and wholesale channels. When the retailers finally get down to a basis of value in keeping with that seen in first and second hands there will be reason to anticipate a much fuller movement of goods over the counters to customers. Wherever standard staple merchandise has been fully repriced and featured at retail, it has moved well this year, and the year is still very young. Gingham, wide sheetings, domestics of many kinds, staple silks, and the newer silks not over-priced, many of the standard knit goods, several lines of dress fabrics, and some lines of men's wear, have already begun to move at new prices in a volume that is encouraging to producers. The mills are increasing, not decreasing production to-day.

It is of special significance that in mercantile houses where the best known standard fabrics are handled from the mills, business has been large enough to take care of any accumulations and to provide orders in a volume sufficient to keep large mills occupied into April. The basis of production is not profitable always, but while the decreasing mill dividends tell a story of contraction, the fuller output shows increasing employment, and increasing quantities of merchandise at prices people can afford to pay when they are confronted with a lower purchasing power. The limited opportunities for speculation in merchandising has two effects. One is to bring about a chorus of despairing comments about business in general, the other is to beget a crop of boosters and boomers who overstate and distort the facts of trade as they stand.

In dry goods markets there are some facts of trade that are important as they relate to past experiences under war conditions. Competition for the buyer's favor is being restored, but unfortunately, although quite naturally, the buyer is prone to remember the hard days of a "sellers" market, and slow to put behind him the memories of losses he might have

avoided if he bought less and followed the sellers' blandishments less.

Again, a great many co-operative movements brought about through patriotic war effort, and which degenerated after the armistice into means for standing together to mulct the buying public, are falling of their own weight and are fast going into the discard of war time memories of extortionate profits.

Business seems very hard to many who have been in business only for five or six years. To the men who have spent a part of a generation in trade, or whose experience goes back into the last century, it is very clear that many fads in dry goods merchandising are passing out and they will be replaced by sales that give service and profit, rather than sales created by talk that in the last analysis are frothy and fugitive, so far as sustained profit goes.

February is not usually an active month in business, and this year is not differing from the average of the years. At the same time, in the dry goods trade, conservative merchants have laid a foundation in six weeks that will carry them ahead satisfactorily another six weeks, even if the pessimists of the hour do make the most noise in trying to tune up the trade orchestra for the year.

GRADUALLY IMPROVING.

While no one would pretend to say that general business is already in a satisfactory condition, it has now become evident that the country is slowly but surely emerging from the slump of a few months ago. This appears not only from tangible happenings, such as the gradual resumption of buying, but also from the growing spirit of confidence that marks dealings now as contrasted with the feeling that prevailed before the turn of the year. There is increasing hope of a fair Spring trade, and, beyond that, there is a conviction that excellent business will be had in the Fall. More of a disposition is shown to look beyond the hindrances and embarrassments of the moment to the period, which is not regarded as far distant, when general world conditions will become more stabilized and when the vast resources of this country, as well as its recuperative power, will have the chance of exerting their full influence. There is still a natural hesitancy to contracting far ahead and a reluctance to buy freely until the disposition of the general public is made a little more manifest than it has been. The response to reduction sales all over the country has been quite pronounced. It is taken to show a willingness to buy at a price. If this is borne in mind and acted on, the prospects of a fair Spring business would appear to be quite favorable. But both wholesalers and retailers are moving slowly as yet and are only buying a portion at a time of what they consider their full needs will be. They are awaiting the public's response to the offerings at the new and lower levels.

That there are certain drawbacks to a large volume of immediate business is not open to question. One of these is the lessened purchasing power of a

large portion of the population. This includes the many workers in factories which either shut down or operated on reduced time. In this case the corrective is already at hand in the form of resumption of work, and this will be more marked as the season progresses. A rather more difficult factor is that of the plight of those engaged in various farming operations. They have been hard hit by the dropping in price of what they had to sell and, for a time, were justly wrought up at finding there had been no corresponding fall in the retail prices of what they had to buy. But, if they are given the advantage of the deflation that has occurred in the primary markets, they may find some consolation in the greater purchasing power of the fewer dollars they receive for their produce, and this may tempt them to buy. They have the advantage over the urban population in the comparatively slight cost of their food and shelter, items which form so large a percentage of the expenses of the city dweller. Then, too, their labor and costs for this year's crops will be much smaller than were those for last year, a fact that may tend to make them look on matters in a less pessimistic way. Taking all these things into account, it is likely that most of the drawbacks resulting from the circumstances mentioned will be a thing of the past before the year draws to a close.

LINCOLN—APOSTLE OF UNITY

The great idea from the moment our country secured its independence has been the cementing of our National unity. The great names that shine like stars through the record of our progress are the names of men who found therein their highest inspiration. Washington, Madison, Hamilton—these men stood for the political unity embodied in a stable constitution. The Constitution was adopted. The sovereign commonwealths solemnly dedicated themselves to the preservation and support of the same principles of government. It looked as if the National unity were complete.

Years went by and the problem of National unity presented itself in a new and terrific form. It was no longer a question of acquiescence in the same political principles. It was a question of territorial unity, brought to the front by the long play of conflicting economic and moral forces. Here it was that Lincoln stepped forward as the great protagonist of an undivided union. He was willing to make numerous concessions. The only point on which he refused to budge a hair's breadth was the integrity of the Nation. Not for him the easy readiness of a Greeley to "let our erring sisters depart in peace." On that great essential point he stood like a rock.

A few years after "those perplexed and patient eyes grew still" it looked as if the National unity has been finally secured. Old wounds rankled, but all knew that such bitterness was dying under the healing hand of time. Our political principles were firmly established. No one thought of challenging them. Our territorial unity

was fixed beyond all chance or change. Thenceforth the mere suggestion of disruption was doomed to rank as the utterance of madmen. The Spanish-American war came; and confirmed by that memorable demonstration of the death of all sectional bitterness, the exultant patriot might well ask from what source the Nation's unity might again be imperiled.

To-day Americans of all races and all shades of opinion are confronted with the problem of a new form. The question concerns our spiritual unity. We perceive that here is an issue no less momentous than those which the makers of our Constitution and the preservers of our territorial unity solved. Without spiritual unity there can be no such a thing as a Nation; a constitution is a mere form; a compact territory is a mere incident. A Nation must have a soul; and it must be no bewildered soul, uncertain of itself and its highest purposes. There must be one high point of common agreement to which all citizens can arise, not merely by an intellectual process but by an impulse of faith and feeling.

Our country has such a soul—such a point of whole-hearted, patriotic agreement exists. But it cannot be denied that there are separatistic spiritual influences at work that reck not of the injury that may be done this Nation and its spiritual unity. There are men whose attempts to excite National and racial antagonisms within the bosom of our common country entitle them to be classed as foes of our Nation's highest hopes and noblest aims. They lack the vision which sees that our National record is the history of one process of unification, and that to attempt to thwart the completeness of this last and greatest unification is to prove alien to all the great struggles of the past and traitor to our heroic dead.

The duty of Americans of every extraction, race, or description is absolutely plain. It is to insist that this great and beneficent process shall not be interrupted. It is to assert in every possible way the spiritual unity of the Nation. It is to "highly resolve" that, whatever differences of opinion there may be between fellow citizens, neither in word nor deed will they be guilty of sinning against the great idea for which so many patriots have lived and died.

The commanding position of the Michigan Retail Hardware Association, due to its having the largest membership of any state organization of the kind in the United States, is due largely to the sagacity and energy of Secretary Scott, who has served the Association most acceptably for nineteen years and who will, in all probability, continue to act as Secretary as long as he is able to do so. No more faithful officer ever lived than Arthur J. Scott and no greater tribute can be laid at his door than the numberless achievements the organization has accomplished during the time he has been identified with it in an official capacity.

ABRAHAM LINCOLN.

He Was the Greatest Soul of all the Ages.

Written for the Tradesman.

The American people can never get away from Abraham Lincoln.

Finding in him that which makes for the best type of world manhood, the Nation can never go far wrong with this great man for its guiding star. Lincoln the martyr. Lincoln the statesman. His heart was big for humanity, for foe as well as friend. With charity for all, with malice toward none, he combined in his person all that goes to make up a perfect manhood under the guise of a homely exterior.

When the South, by the hand of a fanatic, slew Lincoln, it silenced the best friend that section had throughout the North. It was, indeed, a sad day for the defeated Southland when the life of Lincoln was snuffed out. Reconstruction would have told a different story had the great heart of Lincoln continued to beat after the downfall of the Confederacy.

The master mind that guides the planets in their courses willed otherwise. Whatever was the purpose, it made many sad conditions which Lincoln living could have ameliorated. Doubtless reconciliation between the sections of our common country would have been hastened had the fanatic hand of Wilkes Booth been stayed.

No human of all time ever approached Lincoln in those attributes which go to make the man. There was no other like him. Our earth has no place for another Lincoln. Raised for a purpose, and nobly achieving that purpose, he left a name as imperishable as the stars.

Heredity in him did not count. The homely boy's inspiration, the alpha and omega of his race, he stands for all time the one great figure in the history of the world. America alone has no pre-emption on his fame. His the greatest soul of all the ages, earth will never see his like again.

When radicals of his own party urged confiscation of property and the scaffold for enemies of the Republic, he counselled forbearance. He was greater than any party, greater than section, a power for good wherever man suffered beneath the heel of tyranny.

Malevolence and hatred assailed him, yet time has vindicated his greatness and confounded his detractors. Although spitefully treated, he held no resentments and was ready to forgive because they, his enemies, knew not what they did.

A politician and a partisan, he was yet the soul of honor and was never known to disparage an enemy. Villified as was no other man of his time, he emerged from all the turmoil of the fray the greatest soul of them all.

No other name in American history bulks so large as does the name of martyred Abraham Lincoln. Of all men born into our world of sin and sorrow this man Lincoln was different and this difference made him what he was and is, the greatest world figure.

Since the dawn of creation down to now there has been none other like this gaunt Illinois rail-splitter, flat-boatman and lawyer. As humble in his birth as was the one born in a manger in the Far East so many centuries ago, Lincoln fills our vision with a splendid glow that can never be dimmed while our earth rolls on its axis and makes its yearly tour around the sun.

With all his greatness Lincoln was a party man. With all his disinterested love for the common people he worked for the good of mankind within the ranks of a party, using that lever to accomplish his ideas for the betterment of mankind. That he was unselfish nobody disputes. That he subordinated his private likes and dislikes to the greater good of the whole people was so often demonstrated as to be known of all men.

His second inaugural address, together with that on the field of Gettys-

burg, stamps him the master of simple yet eloquent speech, the peer of England and America's greatest orators.

This low-born frontiersman, unschooled in the art of letters, cradled in a floorless lob cabin, mounting to the sublime heights of a statesmanship such as the world never dreamed, gives pause to our ideas on the great men of the world, bidding us stand with uncovered heads beneath the towering intelligence that rose unheralded from the soil of a slave state to enter on a career that was to startle the civilized world.

Abraham Lincoln needs no encom-

iums from the pen of the lowly scribe of to-day. His life and acts are writ large on the page of history where they will continue to shine down to the remotest period of futurity.

The bravest are the tenderest. Lincoln had the tender heart of a child. His many manifestations of sympathy while visiting the hospital wards of the army attest the gentleness of his nature. It was the most difficult of duties for him to consent to the death penalty among the many that came before him for decision.

His great soul held no enmity toward one single human, no matter to what depths of infamy the man had

descended in his efforts to defeat the army or destroy the Nation.

Lincoln was ever a merciful judge, as witness the granting of many pardons among those condemned by the military to deserved capital punishment. Go where you will; delve through all the tomes of world story, you will fail to find another like our first martyred President.

He was a man. He was honest. He was the acme of all. Abraham Lincoln should be the one historical character studied in his every angle by the school children of America. In him if there are flaws history fails to record them.

The Occupied Business Man

¶ HOWE, SNOW, CORRIGAN & BERTLES appreciates the significance and realizes the responsibility of the fact that for many years a considerable portion of its clients has been composed of business men.

¶ The business man is keenly aware that the successful prosecution of his business, with its complexity of interests, demands the best of his time and attention. He can but sparingly give time to the proper study of the comparative value of investment.

¶ He logically chooses an investment house that applies, in its field, the same intensive methods of investigation and caution in judgment which have resulted, in his own business, in the accumulation of funds for investment.

¶ In every recommendation or advisory service Howe, Snow, Corrigan & Bertles aims to deserve the confidence of this class of men who are fitted to judge a reliable investment service. The investor, less experienced in business and finance, may with equal security rely upon such an investment house.

Howe, Snow, Corrigan & Bertles

INVESTMENT BANKERS

Grand Rapids, Mich.

Detroit, Mich.

During the reign of the Civil War terror, that submerged every other issue in this country, while great men, statesmen towering high, great military geniuses revealing themselves in unexpected quarters, there was, as one member of Congress of the time expressed it, "but one really great man at Washington and that man was Lincoln."

However gentle of manner, obliging of nature, unselfish of heart, when it came to a show down of authority, of strong leadership, the gaunt man from the prairies of Illinois showed his mettle by taking the reins in his own hands as the master mind of the Nation.

McClellan was at one time his most trusted subordinate. Of him the President expected much. The pomp and verbosity of the General, without winning victories, tried the gentle nature of Lincoln to breaking. "I would willingly hold General McClellan's horse or black his boots if he would only give us victories," said the great man when "Little Mac" paraded the streets of Washington, surrounded by his brilliant staff, making a show of military glory while failing to connect with the enemy in the field.

The pre-eminence of Abraham Lincoln cannot be dimmed. As a master mind of the world he stands at the head.

Henry ford's Vagaries.

Henry ford has been an extraordinarily useful man in the development of low-priced motor transportation, and the building of a great industrial organization that has amply rewarded him financially. In his chosen field he has easily distanced all competitors.

But his ventures have been unfortunate, revealing him as an ignorant man when he strays from his vocation. His ridiculous notion that he could stop the war by sending a shipload of cranks to Europe to advise the warring nations was the first revelation of a lack of sense and judgment in international affairs. Later, as a witness in court his unfamiliarity with historical facts, his astounding lack of knowledge of matters supposed to be known to all intelligent men, shocked the country, which always assumes that great success in one particular line means wide general information.

Next, Mr. ford started a newspaper—a sure sign of mental obliquity when done solely to establish a vehicle for personal opinions and prejudices. This completes the circle of Mr. ford's wanderings off the industrial plant reservation, with its crazy attacks on the Jews. The country wishes Mr. ford would stay at home. But his wealth enables him to "travel" into strange fields and do a lot of mischief. He is not the only offender. We have had professors and others who, after real achievement in their special lines of endeavor, have become enamored of the notion that they knew more about everything than anybody else. Every last one of them has come to grief. Henry ford is in sight of the same unpleasant terminal.

Initiative may cause a man to take chances, but all business abounds in chances and the man who never takes any chances, never gets to the top.

If you are willing to read and study about your business, you have the world at your feet. The best ideas ever evolved are at your service.

What Do Your Salesmen Sell Besides Shoes?

I was in Buffalo last week and I said to my partner up there that I would like to go over to Niagara. He said, "Nobody goes to Niagara at this time of the year. What do you want to go there for?" I said that I thought it would be interesting to see something that had been falling for hundreds of years and was still doing business just the same.

I met after the theater, last week, in Boston, Eddie Cantor. I am afraid this is an old story, but I do want to tell it, even at the risk of touching on a very sacred subject. Mr. Cantor said he was coming out of Chicago with some gentlemen in a smoking car who were salesmen and they were complaining about the business situation. One of them said, "Business is not so very bad with me. Only last week I sold Marshall Field \$200,000." The rest of them were more or less incredulous, whereupon he said, "Well if you don't believe me, I have the cancellation right here in my pocket."

The thing that interests me, and the thing that I want to talk about just for a minute is that very attitude of salesmen, because there are a great many thousand and probably hundreds of thousands of them who are traveling the country these days, and collectively they have a tremendous potential influence upon the economic thinking of the country.

I think it is interesting to remember the part that traveling salesmen played after the Civil War. Those of you who have read the histories of that time remember that for years the press and the pulpit and the politicians of the country thundered their hatred back and forth across the line and made the period of reconstruction and healing a very difficult and long-drawn out period, but all that time the salesmen of the United States were going back and forth and in and out of Northern and Southern states alike, carrying their goods and carrying their stock of good-will, and it was, I believe, and the histories bear it out, very much the influence of commerce, represented by those men who knew no North and knew no South so long as they could find customers, that did a great deal to heal the wounds of the war and to lay the foundation for a sound, permanent understanding and a permanent peace.

I believe that what those men did after the Civil War, our men who travel for us have a very great opportunity to do in these times.

I was reading just last week the life of a very great salesman, a man who it seems to me is worthy of having his life a part of the equipment of every salesman and salesmanager—just sixty years ago next month he left his home there in the Middle West, stood on the platform of a little town and said good-bye to his neighbors and went down to Washington to take on his shoulders the biggest salesman's job in the world. In a few weeks another man will be leaving a similar town in the Middle West and going down to take that job again. I wondered as I read the life of Lincoln for probably the hundredth time, what he would have a right to expect of us as sales-

men and of our salesmen in the way of support, what Mr. Harding, who is our new salesmanager, would have a right to expect in days like these in assuming as he is about to assume, the burdens of the heaviest and greatest job in the world.

It seems to me that Lincoln, if he were here again, would have a right to ask for four very simple things at least. In the first place he would have a right to ask us to have our salesmen help the country to give him and to keep a firm hold on its com-

mon sense. Lincoln is very interesting to remember, it seems to me.

Another thing that Mr. Lincoln would ask us in these days, I am sure, would be a new and broader and bigger tolerance than we have had before. It is perfectly amazing, it seems

Shoe Store and Shoe Repair Supplies

SCHWARTZBERG & GLASER
LEATHER CO.

57-59 Division Ave. S. Grand Rapids

BRANDAU SHOE CO.

DETROIT, MICHIGAN

Manufacturer
WOMEN'S SANDALS
JULIETS and OXFORDS



Wholesaler
MEN'S DRESS and
SERVICE SHOES

Prices Revised to Rock Bottom

IN STOCK FOR IMMEDIATE DELIVERY

St. No.	Description	Last	Price
475	Womans Glazed Colt Bal. Stitched Im. Tip	Opera	\$3.75
425	" " " Oxf. Stitched Im. Tip	Opera	2.85
450	" " " 1 Strap Sandal	Opera	2.60
452	" " " 2 Strap Sandal	Opera	2.70
68	" " " Plain Toe Bal.	Comfort	3.25
700	" " " Juliet Front Stay	Comfort	2.55
300	" " " Gore Front Oxford	Comfort	2.45
150	" " " Plain Toe Oxford	Comfort	2.65
500	" " " 1 Strap Sandal	Comfort	2.15
501	" " " 1 Strap Sandal Rubber Heel	Comfort	2.25
25	" " " Somfort	Comfort	1.90

Send for Samples or Pamphlet Showing Above Styles.

Co-operation

We consider working with our dealers very important.

In this way it enables you to make a more definite turnover of your stock and helps us to always keep you in new merchandise.

It is the new merchandise that sells.

In our launching this publicity campaign we feel that we are accomplishing a very definite purpose.

To more thoroughly establish the fact that the More Mileage Shoes are the shoes for the people to wear that want service and style combined.

Hirth-Krause
Shoemakers for three Generations
Shoes

Manufacturers of the
MORE MILEAGE SHOE

GRAND RAPIDS

MICHIGAN

to me, to read his life and see how tolerant he was, how tremendously patient he was in waiting for the solution of the kind of problems that could not be solved except by time. He put into the Cabinet, you remember, men, every one of whom regarded him with certain contempt, almost without exception. It seems to me in this time when there are so many conflicting theories and so many people with remedies, and so many people with sorrows and hurts, what we are going to need tremendously in the next few years, and the thing that your salesmen can help to bring about are the facility, the capacity, for seeing the other man's point of view, for regarding very tolerantly indeed anything that comes up in the way of a suggested solution.

I am sure that the third thing that Lincoln would ask, if he were here, and the thing that we need to-day as much as he needed it, is to really take ourselves a new firm hold on our faith in the United States, and to have our salesmen carry that kind of faith with them, in addition to whatever they carry in their sample cases.

Lincoln stopped on his way from Springfield to Washington and made a speech in the Buffalo depot. He said, "Allow me to say that you, as a portion of the great American people, need only to maintain your composure stand up to your sober convictions of right and act in accordance with those sober convictions and the clouds on the horizon will be dispelled, and we shall have a bright and glorious future, and when this generation has passed away, tens of thousands will inhabit this country where only thousands inhabit it now."

You will remember it was just about 60 days after that that Sumpter was fired upon. The war clouds were already thick about the country when he made that speech. It is perfectly simple, it seems to me, to imagine the type of people who looked up at him as he stood there and talked, to imagine that there were two very distinct classes in that audience. There were, undoubtedly, first of all, the wise ones, the men who knew that what he was handing out was very good stuff to hand out to the public but who said that he was simply whistling to keep up courage, "We know the inside facts and we know that things are in a bad way."

Then there were other people who, in spite of the clouds that may have been on the horizon and in spite of the way things looked and in spite of all the inside information that came out about the seriousness of the situation, somehow looked into the face of that big, simple, kindly man and believed that the country was nevertheless and in spite of everything going to pull itself through.

If you will pick up a book written November 26, 1166, or 1266, or 1866—it doesn't make any difference, you will find that half the people who are alive at any single period in the world's history went through life with their tails between their legs, expecting that they would speedily be ruined by what they saw about them in the state.

I talked to some salesmen just the week before Christmas in New York.

That was the week I think when we struck bottom as far as our feelings were concerned in New York City. These fellows burrowed under and found some way to get into the cellar beneath the bottom. They were the most dispirited and flabby bunch of fellows I had ever seen, utterly spoiled by five years of explaining to customers why they couldn't deliver the goods and drawing large bonuses for traveling around and taking orders, or refusing to take orders. The convention ought to have been held in a gymnasium, and I told them so. I said, "You are a fine-looking lot of fellows, but I would a good deal rather have a bunch of salesmen with broken arches and flat feet than nicely manicured finger nails, because you can't get broken arches unless you are pounding the sidewalks, and that is the way we are going to get the business."

It is absurd to have men on our payrolls, traveling around, and going in to say to customers, "Well, I don't suppose you want anything to-day?" and have the customer say, "No, I don't."

"I have just come from Attleboro, and they had the worst week over there they ever had. What is the world coming to?" Such an attitude on the part of salesmen is impossible.

There are salesmen who really are just like this woman that the police arrested here a number of years ago and who attained fame under the name of "Typhoid Mary." Do you remember that she carried germs with her and was a walking hospital for germs, and curiously enough, while she was not sick herself, she made everybody sick that she came into contact with?

And there are the other kinds of salesmen who carry from headquarters and from what you give them (and it is up to you just as much as it is to them, because if you don't give them anything to carry they are not likely to get it themselves)—but who do carry from town to town some really constructive information as a basis for the conversation that goes on between them and their customers across counters or in hotels.

I believe that the thing that those men can do, the service that they can do has really never been fully appreciated by those of us who pay their salaries—that perhaps second only to the press and the pulpit they in their thousands and thousands of daily contacts with the business men of America do have a chance to lay the foundations for solid, constructive economic thinking. They do have a chance to leave men feeling better than when they found them. They do have a chance to ground deep our confidence and faith in the United States, which, in spite of all its ups and downs and its panic so-called, and its periods of inflation and deflation, has come through them all bigger and better than ever, and does somehow manage to go marching on.

Bruce Barton.

Your trade journal tells you how other men have been successful with certain plans; why not write the editor about your good methods and schemes, and so help others.

"The Wonder"

A Boy's American Welt giving

25 to 50% More Wear

Celoid Chrome Soles

And

Celoid Chrome, Sole Leather Stub Proof Tips

Choc. Chrome Ratan Blucher

Whole Goodyear Wingfoot Rubber Heels
Unlined.

A Remarkable Shoe for Every Wear

2½ to 6
\$3.25

12½ to 2
\$3.00

9 to 12
\$2.75

In Stock March 15th

Ask our salesmen to show you this wonderful shoe. It is a business builder in the truest sense of the word.

RINDGE, KALMBACH, LOGIE CO.

GRAND RAPIDS, MICHIGAN

Makers of Good Shoes Since 1864

The BERTSCH shoe is so honestly made and so sensible and practical in design and character that it insures the dealer against loss. IT IS A SELLER, and when sold its qualities so impress the wearer that he will want no other.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.



How To Increase the Hardware Dealer's Profits.*

The very high standing which this Association has enjoyed in the National Association leads me to appreciate fully the honor of this invitation. For many years this Association through its able and aggressive officials has forged ahead until it is looked upon by other associations with admiration, if not envy.

Such leadership in business means power and responsibility, and at this particular time the leaders of this Michigan Association, through the various members should radiate an abounding optimism, based on the well known facts, showing the soundness of American business. It is the sentiment of American financiers, notably Mr. Babson in the East and Mr. Reynolds and Mr. Forgan in the West, that the following facts render our American situation very reassuring:

1. That we now have a flexible banking system, whereby in a financial stringency or adverse industrial condition we may walk down stairs instead of tumble down, as heretofore. The rigid banking system which we had from the civil war period down to the passage of the Federal Reserve act under similar conditions to those obtaining the last few months would have inspired fear instead of confidence, and the result would have been numerous financial collapses, instead of the comparative few failures noted on the records. For this system, as it now stands, we should be devoutly thankful. It rids our business system of fear and every business man should know that through his banker he may build service on the well-known tried and true foundation of industrial honesty, good business management and thrift, without the distracting influence which ruined thousands of good businesses in 1837, in 1857, 1873 and 1893. You may depend upon it, no country in the world to-day enjoys a better, sounder or more reliable banking system than does the United States of America.

2. The Liberty bond coupons which have been cashed within the last sixty days shows that 80 per cent. of the original purchasers of the bonds still hold them, showing a buying power of vast dimensions.

3. This same buying power is vastly greater than ever before because of the fact that the Volstead law has released three billions of dollars annually from the liquor trade to the purchase of shoes, clothes and hardware and other constructive lines, including savings accounts for the comfort and increased happiness of the American business man and his family.

4. The facts show that the people are becoming better educated along economic lines, understanding the causes of success and failure much more clearly and governing themselves accordingly.

5. The American merchant marine at present is carrying 45 per cent. of our overseas trade, whereas formerly only 7 per cent. was so carried. This will keep a vast annual sum in America, working for Americans, which formerly found its way into European hands.

*Address delivered by Capt. John W. Gorbey at annual convention Michigan Retail Hardware Association, Grand Rapids, Feb. 9, 1921.

6. The development of National advertising has rendered possible a more even distribution of goods throughout the year than was formerly possible. At no time in our history has business been slack in every part of our country, so great and varied is our market. National advertising has enabled us to steady the business of the country on a more reliable basis.

7. The records show that the value in dollars of the 1919 farm crop during 1919 was 14 billions, whereas the value in dollars of the 1920 crop in December 1920 was 13 billions, whereas the actual wealth of the country, which must be measured not in dollars but in bushels of wheat and corn and apples and other products of the fields was vastly in excess of the total crop records of 1919.

8. The increase from year to year of mine and farm and factory has given us a National wealth at present of upwards of 250 billions, which places us nearly four times wealthier than any other nation, and is especially assuring when we recall that this wealth is more evenly distributed among the plain people than that of any other country.

9. For some years the Government of our country apparently has not been very favorable to the large business movements instigated by American business genius. The election of a new President of the United States, in which the men and women of Michigan played no small part, leads us to view the future with greater confidence. For four years at least we are justified in believing that the Government at Washington will co-operate, instead of hamper, the movements of legitimate American business.

10. At the beginning of the war we owed European nations approximately 4 billions of dollars. At the end of the war the debt of European nations to ourselves was nearly 10 billion dollars, showing that we have passed from a debtor to a creditor nation, and that for some years to come the European nations will be paying us off in valuable goods or gold, as we prefer.

11. Of special interest to every hardware dealer in Michigan, the facts show that this State is far behind in building—both commercial, manufacturing, housing, both farm and city. Every house in its building needs the hardware dealer and his goods, and it is conservatively estimated that this Nation is behind in its building program to the extent of one million homes, to say nothing of the industrial building program which is also delayed, although not to such a great extent as is the shortage in homes.

In view of these facts, is there any possible reason for pessimism? Europe, it is true, is still unsettled, but throughout history one thing of striking interest is the rapidity with which nations have recovered from war. Even this does not lead us to believe that it can slow up America.

How, then, can the hardware dealer of Michigan increase his profits the coming year? First of all, he can do so by being the center of aggressive and enthusiastic optimism—by selling good times to everyone he meets; in short, by being a "peptimist," which a leading trade paper says is an optimist in action.

SHAKING DOWN AND SETTLING UP



ESTABLISHED 1853

will be two of the foremost activities in business circles this year.

Is Your Banking Connection

one which will give the fullest co-operation you may require?

All our facilities are at your disposal so far as good banking practice will permit.

OUR DEPARTMENTS

Foreign Department
Bond Department

Commercial Department
Collection Department

Safety Deposit Dept.
Savings Department

THE OLD NATIONAL BANK



Monroe at Pearl

Grand Rapids, Mich.

Regularly Examined by United States Government Examiners

Income Tax Time

You will soon begin to think about making your income tax return for the past year.

Rulings made by the income tax unit during the past year may vitally affect the amount of tax you are called upon to pay.

Our booklet which includes all rulings and decisions to December 31, 1920, may be had for the asking.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

Second, by studying his community needs, and having the goods on hand when they are wanted. Each community has its individual wants and no two are exactly alike. That is one reason why chain stores will not be so successful as many think. The local store manager must study his community and adapt his store to its needs. For example, a lumberman's community, requires that the store manager study the needs of the lumberman. His axes will be especially adapted to the needs of the chopper. In a fruit growing community the hardware dealer will study the needs of the orchardist, becoming a specialist in that particular line of hardware. For the city dweller the hardware dealer will especially study the needs of the city housewife, such as labor saving devices. Lawn mowers and small tools for the husband, ornamental fencing for his yard and paint for his garage. No hardware dealer must expect to increase his profits the next year without study and salesmanship of a high order.

The best definition of salesmanship is service, and if the officers of the Michigan Association have not yet adopted a course of salesmanship to be given under the auspices of the Association, they should do so at once. We suggest that in cities like Detroit, Flint, Grand Rapids and other leading centers, classes may be taught by competent teachers of salesmanship, which very greatly increase the effectiveness of your clerks in your stores, to say nothing of the good the merchants themselves may get from such a course. There is a science of salesmanship of which you and your clerks cannot afford to be ignorant of for a minute. Almost every lost sale could be avoided through a knowledge of salesmanship, and the number of other sales which might be made through up-to-date salesmanship would increase your profits more than any other improvements which you can install. The outlying stores may be reached through a correspondence course conducted from the office of the Association. The entire teaching line may be conducted with slight expense, which could very easily be borne by those taking the course, so that the expense of the Association would be little or nothing at all.

It is certainly not necessary to call the Michigan hardware dealers attention to the study of the automobile needs in his community. There is a great need of better service to tourists especially in the smaller towns. The garage men are not meeting this need. The hardware dealer will find it very much to his profit and advantage to cater more to the auto tourist. For example, how many reliable signs do you find on the roads. Think what an opportunity there is for the local hardware dealer not only to render a service to the travelers, but to attract attention to his store, by a sign, based on reliable measurements on the roads leading to your town!

Another suggestion which would be valuable to the tourist and which would result in much greater business to the dealer is that many small towns are reached by the tourist without the name of the town being known to him. If the name of the town were placed at the corporation limits on an attractive sign, with the name of the hardware dealer below, it would not only be good advertising for the town but would lead, in my judgment, to good business in accessories, not to mention other lines not only from

new customers but from old as well.

There is one point in particular that must be insisted upon. Make these signs absolutely reliable in the distance given and publish the fact in the papers, if necessary to what expense you have gone in making these road signs tell the truth. They will reason that if you tell the truth about this, you must be telling the truth about other things which you handle.

Upon no member of your community will the telling of the plain truth make a deeper or more lasting impression than upon the youth. It will be money in your till in increased amount to make an especial appeal to young life. Stand in with the boys and the girls. Cultivate them from the cradle and they will stay with you and swear by you to the grave.

Hardware dealers who sell American made toys tell me that they are very profitable where a substantial line is handled. When the boys and girls get a little older they remember that your store is the headquarters for athletic equipment, baseballs, bats, tennis nets, rackets, golf clubs, croquet sets; in fact, whatever may be the vogue, and if there is not a vogue start one. Cultivate the captain of the baseball team or the local football team. A hardware dealer in Oakland, Calif., has been very successful in having the local athletic director on his selling staff. A dealer in Los Angeles has made a lot of money handling bicycles. The advantage of this line of trade is that, once you win the genuine confidence and friendship of a young man or woman, he or she is the best booster in the world for your store and this method of advertising far surpasses any and all others in effectiveness.

Having the goods on hand, the necessary proposition is to let your clientele know that you have them. In order to do this properly, direct advertising is best. You should have a farmer list of prospects, an auto owner list, a housewife list, a baseball list, a golf, tennis, croquet, carpenter and contractor list, and so on corresponding to the needs of your community, and once a month at least every one on the list should get a letter from you, giving some item of interest about new goods received in his line or telling of the pleasure and profit which one of his neighbors has had in the purchase of a mowing machine, tractor or other item which you handle and which may appeal to him.

In these days of congested freight it will be well for the farmer to specify at this time of the year what he will need by way of farm fencing or lawn fencing, or garden tools or farm tools during the coming summer so as to have these on hand when needed. The same applies to the other lists in which you can use your constructive imagination to supply the requirements. These should be supplemented vigorously by newspaper copy and by the front window, whose possibilities as a developer of trade for you are almost endless. Remember in preparing your front window display that its value to you as an advertising medium depends on the ingenuity displayed, on the frequency of the change, on the seasonableness and on your ability to place in the window something which will get the people of the town to talking favorably about you, not in a sensational way, but in a way that will lead people from afar to come to see and stay to buy your goods.

Finally, identify yourself with constructive movements, be known as a

Do You See What is Happening?

Every day men are being plucked out of life unceremoniously. No matter how far ahead your chance may be, it is never too soon to be adequately prepared.

We are taking care of "Nest Egg" funds for the living, in great number, under Trust Agreements. We also have on deposit without charge, many Wills.

This Trust Company is here to be utilized. Why not make full use of it? Your interests and those of your family will be perfectly safeguarded.

Oldest Trust Company in Michigan

Resources \$3,000,000.

THE
MICHIGAN TRUST
COMPANY
Grand Rapids, Michigan

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK

ASSOCIATED



CAMPAU SQUARE

The convenient banks for out of town people. Located at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district. On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institutions must be the ultimate choice of out of town bankers and individuals.

Combined Capital and Surplus	\$ 1,724,300.00
Combined Total Deposits	10,168,700.00
Combined Total Resources	13,157,100.00

GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED

STOCKS AND BONDS—PRIVATE WIRES TO THE LEADING MARKETS

HILLIKER, PERKINS, EVERETT & GEISTERT
BELL M. 290. - SECOND FLOOR MICHIGAN TRUST BLDG. CITY 4304

STOCKS

BONDS



GRAND RAPIDS, MICH.

booster, day and night, year in and year out, for your town. Just now you could probably be of great benefit to your town by making it easier for the home builder to obtain a new home. This can be done through the co-operation of your local capitalist, your banker, local factory, if one there be, and Chamber of Commerce, of which of course, you are a leading member, and to do this would be to the ample profit of the hardware dealer, not to mention the lumber dealer and the house builder himself. Remember that as you become a positive force in your community all of this must lead to increased profits, greater business and, consequently, wider influence, and when you have amassed your fortune, do not forget that the richest possession you will have is the good will of your community. Upon this factor in prosperity you cannot place a dollar valuation, although it is sometimes tried. It is beyond all computation. It can only be compared to the morale of the soldier. In promoting your prosperity, good will, confidence and service are your greatest allies. They will go far to enable you to achieve the victory of life—a victory not alone of money making but of happiness in the assurance that you have been an important factor in the development and progress of your community.

Automobile Outlook From Experienced Sales Manager.

Written for the Tradesman.

You can look for from forty to seventy-five failures among the passenger car makers during the next twelve months. These fellows could never have survived until now but for the war business. They may not go into bankruptcy or receiverships, as most of them will sell out to junk buyers, same as King has, for what they can get. The purchasers will lay low until buyers are evident, then they will begin to put out cars made from material that cost them 10 to 25 per cent. of the original cost, at a price that going concerns cannot meet, and they will find buyers to absorb these bankrupt stocks at the expense of the good makers. While these orphans go by, the legitimate makers will be making just that many less cars.

If Henry should make the move I expect he will, there will be some hard sledding for a number of those who have been after his scalp ever since I can remember. If he wants to, he can build a six along the lines he has been building fours, for the old war price of his four, give his agents a little better discount, that will enable them to absorb some of the "trading expense" and get a volume of business at old profits, besides supplying the only real new buyers—except those who are increasing population—that exist in this country, where every fourteenth person owns an auto. The old ford owners would all be possible buyers of the new six and the sacrifice on the old fords would put them in the market at such a low price that many now unable to pay even \$500 would become owners at \$150 to \$250. Ford would profit two ways: first, on his new car; secondly, on his parts for rebuilding and repairing the traded in fours. This business in itself would make a profit on his capitalization.

If I stood in his boots to-day I wouldn't waste a week in getting under way, while the public was absorbing my surplus of \$500 fours which

are not turning in a new dollar for an old one. This is not a move that Willys, Nash or Maxwell want.

The auto and truck game has been over done. It is getting just what is coming to it. It will not stay dead long. When the solid makers cease to reach for the other fellow's trade and try to drive every one else out of the game, as Durant and John Willys have been doing, and they content themselves with supplying their own agents and trade with a better and better vehicle each year at no advance in retail price, then—and then only—will they get onto a proper basis. Too many of them, Durant in particular, have dallied with Wall street. If they get right down to business and make good cars at stable prices, they can pay decent dividends on unwatered assets that will warrant conservatives in financing them. There is no need of big slumps, except, perhaps, in times of unlooked for depression that affects all industries. The best makers can easily calculate from now on very close to the possible buyers on the whole, and forecasting from their own conditions and regular trade can come within 5 to 10 per cent. of the sales a year in advance. If they discount the possibilities that 5 or 10 per cent. and stay on the safe side, their own market will always remain firm and their franchise always in demand.

The Reo has the right policy. So has the Marmon, the Winton, Dodge Bros. and some others. Too many volume crazy fellows have caused a premature saturation of the market. There is a point where volume ceases to reduce cost of production in proportion to the risk of even a slight over supply. To balance production with demand is the problem. It is never solved by the volume crazy producer. Sooner or later he runs up against the over production snag, and more often than not goes broke. There never was and never will be a time when production does not over take demand. It is a natural law, that even my friend Henry has failed to change. Nor could he change it if he sold a good car for a dollar each.

It will take a year or two for the automobile industry to find its true level. In the meantime, if I had an old car I'd trade it in on this slump. If I had no car and money enough to buy a second-hand crock, I'd wait six months and buy it on what will be a "second-hand slump" or buy a new "orphan" at about the same price. By the time I had used this purchase to its profitable limit, it is my opinion that prices will more nearly represent real values. And I'm certain one will be more sure of a product backed by more solid concerns than now.

J. Elmer Pratt,

Round and Round.

"Paw," asked little Clarence Callipers, who has an inquiring mind, "what do congressmen go to Washington for?"

"To make speeches for the Congressional Record, my son," replied his sage sire.

"What is the Congressional Record, Paw?"

"A publication which exists for the sole purpose of printing congressmen's speeches."

Fenton Davis & Boyle

MICHIGAN TRUST BUILDING
Telephones Main 5139
Citizens 4212

Chicago

GRAND RAPIDS

Detroit

OUR POLICY

is free from "jokers" and technical phrases.

Live Agents Wanted.

MICHIGAN AUTOMOBILE INSURANCE CO.

Grand Rapids, Mich.

A Stock Company.

Bank Fixtures For Sale

Complete set of banking fixtures, finished in golden oak, with beveled plate glass and bronze grill; three pay windows, and equipment for officers' quarters. Sufficient Tennessee Pink Marble for base of fixtures and around lobby. Bargain if taken at once.

THOMPSON SAVINGS BANK,
Hudson, Michigan.

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

Capital - - - \$500,000
Surplus and Profit - \$850,000

Resources

13 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings

Tax Service Essentials

SOMETHING more than ordinary equipment is necessary to render adequate and complete tax service.

To install accounting systems with an eye to tax matters

—to interpret daily transactions in relation to tax liability

—to insure complete consideration of every possible issue

—to give to such issues the correct interpretations

—and finally to prepare and file on time the actual tax return

—all call for a service especially organized and equipped.

We believe we have such a service.

Seidman & Seidman

Accountants and Tax Consultants
GRAND RAPIDS
SAVINGS BANK BLDG.
NEW YORK WASHINGTON
NEWARK

Fourth National Bank

Grand Rapids, Mich.

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$600,000

WM. H. ANDERSON, President

J. CLINTON BISHOP, Cashier
HARRY C. LUNDBERG, Ass't Cashier

LAVANT Z. CALKIN, Vice President

ALVA T. EDISON, Ass't Cashier

MEN OF MARK.

Wm. E. Robb, Founder of Prosperous Insurance Company.

William E. Robb was born about forty-five years ago on a farm about twelve miles North of Howell, near what is known as Deerfield Center. While a boy he worked on the farm in the summer and attended the district school in the winter. He graduated from the Fenton Normal School and taught school for two terms. Then he matriculated in the Law Department of the University of Michigan and spent his vacations writing cyclone insurance for the State Mutual Cyclone Insurance Company. This company had been organized four years previous to the time Mr. Robb started to write and had only about 500 members. The first summer he wrote he secured about 1,000 new members. The company then began to grow rapidly and it was quite largely through Mr. Robb's ability as an organizer that the company got its start. In 1903 Mr. Robb located in Howell in the practice of law, was elected Circuit Court Commissioner in 1906, Prosecuting Attorney for Livingston county in 1908 and re-elected in 1910. In the fall of 1914 Mr. Robb conceived the idea of a mutual association of automobile owners for protection against the usual hazards and risks consequent to the ownership of a motor vehicle. Automobile insurance at that time was comparatively unknown except in the larger cities, because of the high prevailing rates of the stock companies. It was just at a time when medium priced automobiles were first becoming so popular and when the Citizens' Mutual Automobile Insurance Company was organized with a rate of only 25c per horsepower, the idea almost immediately became very popular and the company has had a splendid and healthy growth. No more remarkable record has ever been made by a mutual insurance man than Mr. Robb has made in this matter.

Mr. Robb, outside of his work as Secretary-Treasurer of the Citizens' Mutual Automobile Insurance Company and attorney, took a very active interest in the other institutions in the city of Howell. When William P. Van Winkle, President of the First State Savings Bank of Howell, died from injuries received in an unfortunate automobile accident late last

summer, Mr. Robb was first elected to fill the vacancy on the Board of Directors and was recently elected President.



Personally, Mr. Robb is one of the most companionable of men. He stands high in his community and is well liked by his associates and employees. His energy is unbounded and his methods are so clean that no one has ever laid any charge of unfairness at his door.

Contains Grand Articles.

Bridgman, Feb. 3—We want to congratulate you on the wonderful paper you publish. We think it contains some of the grandest articles we have ever read for making better merchants morally as well in a business way, and your editorials in regard to union labor are fine. We believe in any organization that will make better men and women, but we do not believe in organizations conducted along the infamous lines of the labor unions. We have never had any experience with union labor in our little village and trust we may not have. We have been a subscriber of your excellent paper for nineteen years and we assure you it is a welcome visitor every week. While we are very busy, we always take time to read it and we would like to have the opportunity of meeting you and grasping your hand and if we should be in Grand Rapids any time we certainly will call on you. Chauncey & Baldwin.

Efficiency is but complete use of one's time and talent; employ your time and your talent will develop itself.

The Grand Rapids Merchants Mutual Fire Insurance Co.

STRICTLY MUTUAL

Operated for benefit of members only.

Endorsed by The Michigan Retail Dry Goods Association.

Issues policies in amounts up to \$15,000.

Associated with several million dollar companies.

Offices: 319-320 Houseman Bldg. Grand Rapids, Michigan

Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

We Represent the Following Companies, Allowing Dividends as Indicated:

Minnesota Hardware Mutual...	65%	Michigan Shoe Dealers Mutual...	30%
Wisconsin Hardware Mutual...	60%	Illinois Hardware Underwriters...	60%
Minnesota Implement Mutual...	50%	Druggists Indemnity Exchange...	36%
The Finnish Mutual Fire Ins. Co. 50%			

REMEMBER WE HANDLE THE BEST COMPANIES IN THE MUTUAL FIELD.

These Companies are known for their financial strength, fair settlements, and prompt payment of losses. They always give you a square deal.

WE CAN NOW SAVE ANY MERCHANT 50% ON HIS INSURANCE COST.

C. N. BRISTOL, Manager

A. T. MONSON, Secretary

J. D. SUTHERLAND, Fieldman

FREMONT.

MICHIGAN

Confidence and Good Will

are the two great assets on which we have placed no figures. The confidence and good will, however, has been the one cause of building the company to its present size and financial strength.

The officers of the company, through a policy of real service and economy of operation have made possible the excellent financial statement published in the Tradesman of Feb. 2.

Safety, service and economy is our bid for your patronage.

As we have never failed to show our policy holders a saving of less than 25 per cent. annually, you had better let this good company serve you the coming year at a saving of 30 per cent.

Submit to us your insurance problems. They will be solved in your best interest.

Michigan Shoe Dealers Mutual Fire Insurance Company

Main Office: FREMONT, MICHIGAN

ALBERT MURRAY Pres.

GEORGE BODE, Sec'y

INSURANCE IN FORCE \$85,000,000.00

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

MERCHANTS LIFE INSURANCE COMPANY

Offices: 4th floor Michigan Trust Bldg.—Grand Rapids, Michigan
GREEN & MORRISON—Michigan State Agents

Preferred Risks! Small Losses! Efficient Management!

enables us to declare a

30% Dividend For Year 1921

100% Protection and 30% Dividend, both for same money you are paying to a stock company for a policy that may be haggled over in case of loss.

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

WM. N. SENF, Sec'y

LINKED WITH LINCOLN.

Canadian Sentiment in Harmony With Great Emancipator.

Written for the Tradesman.

There lies close at hand as I write this a faded copy of a weekly newspaper published in a Canadian town in the days when Lincoln had almost saved the Union. It is the Western Weekly Reformer, published at Chatham, Canada West (as Ontario was then known) and this particular issue bears date November 17, 1864.

Within the previous three weeks, Abraham Lincoln had just been re-elected for his second term. His opponent was General George Brinton McClellan, popularly known as "Little Mac"—a great organizer, but, if posterity has judged him right, a very unlucky commander in the field. "Little Mac" was popular with his soldiers in spite of his early disasters; and there was a time, after he had been relieved of his command, when a popular song, "Give Us Back Our Old Commander," caught up by the Northern troops, seemed to threaten widespread mutiny.

In this tattered, yellowed old paper there is a brief editorial comment on the outcome of the presidential election—or rather, a fairly lengthy comment, abbreviated for posterity by the fact that a corner of the editorial page has been frayed or torn so as to make the aged print illegible. In the broken opening paragraphs the phrase "armed rebellion" indicates pretty clearly where the bygone editor's sympathies lay in the great struggle. And the editorial proceeds:

In 1860, Lincoln had, in the states which have voted at both elections, 161 electoral votes against 47; now he has 213 to 31. Then he was in a popular minority of 133,704; now he has a popular majority of nearly 400,000, making a difference of upwards of half a million votes more for him at this election than the last! Then the Democrats carried eight of the above states; now only three. Could anything show more clearly the resolution of the American people to maintain the integrity of the Union and to abolish slavery, these being the two great questions at issue?

There is another paragraph. I feel as though I should apologize for quoting it to American readers, for, like the serpent, it has a sting—perhaps an unintentional one—in its tail. The concluding words seem to have represented a typical British attitude toward America, in the light of what was to Britishers the anomaly of a free republic maintaining an institution such as slavery. The editorial proceeds:

It is announced, doubtless upon authority, that President Lincoln is preparing his message and that the chief point in it will be a recommendation to abolish slavery in the United States everywhere and forever. Maryland has set the example of the only true way of doing this, namely, "Immediate, absolute, uncompensated emancipation." Should this measure be accomplished, and the election returns indicate that the required two-thirds majority will be obtained for it in Congress, it will be worth all the war has cost, and American freedom will no longer be the scoff of the world.

But throughout that old paper there rings the insistent, resounding note of championship of and sympathy with Lincoln and the North. That feeling was dominant throughout Canada; and the attitude then taken has never

been abandoned. There has grown in course of years a recognition of the fine chivalry of the typical Southern gentleman, of the sincere devotion and tremendous sacrifice of the Southerners for the cause of the Confederacy, of the brilliant and masterly generalship of Lee, and of the high courage of the brave men who fought under the Stars and Bars. But all this growing Canadian recognition of what was best and finest in the championship of the lost cause has not dimmed for one moment or lessened in the least the historic sympathy of Canadians for Lincoln and the North, or their deep and sincere conviction that the maintenance of the Union was for the good, not merely of America, but of all mankind.

This same town of Chatham where that bygone weekly, now faded and yellow, was published more than half a century ago, had what modern people would term a "close up" of the slavery question. For Chatham was in the years before the war one of the Canadian terminals of the famous "underground railroad." In the surrounding country the white friends of the runaway slaves, and the leaders among the slaves, themselves, were planning a great future for the emancipated negroes. There was a time when Chatham itself was perhaps one-third colored, and when the negro vote was a powerful factor in municipal and other elections. Indeed little more than twenty-five years ago, although the colored population had dwindled sadly, a negro still sat in the town council.

Outside Chatham, in the 50's, town-sites long since forgotten except by the antiquarian were laid out for the incoming population of runaway blacks. On the shores of Lake Erie, not far from the present Rondeau Harbor, was the town plat of Shrewsbury, some of whose deserted buildings can still be seen, while here and there a lingering descendant of early slave population still lives and tills his few acres. A little nearer Chatham is the hamlet of North Buxton, where there is still a substantial settlement of colored folks, many of whom are very successful farmers, and one of whom for years occupied a seat in the township council, his real abilities winning him substantial support from his white neighbors. Some distance North of Chatham a town of "New Kentucky" was once laid out, and its site, with streets that were never built up, is still shown on old maps.

A great figure in those days was Reverend William King, "the friend of the slave," whose tomb is to be seen in Maple Leaf Cemetery at Chatham. A white man, he devoted his life to the colored people, helped them to freedom, helped them to establish themselves; and it was he who laid out the site of Buxton, previously mentioned, the one surviving colored settlement of any importance in the district.

Another, and a more widely known historic figure, is also associated with Chatham in the days before the Civil War. There stands almost in the heart of the present city, just East of the Canadian Pacific Railroad station,

a brick house, painted red, whose present occupant is the keeper of the C. P. R. watch tower. Originally, before the railroad went through, this house was a palatial four-tenement building. When the C. P. R. was constructed some thirty years ago, the house was reduced to a two-tenement building to make way for the railroad. Now it is used as a single residence. In this old brick house, when it was new and magnificent, John Brown—Osawatomie Brown—is reputed, in the year 1858, to have laid the plans for his raid on Harper's Ferry.

Just what transpired at that long-distant conference between the fiery emancipator and his colored followers in Chatham has been long since forgotten, but it is a historic certainty that a very important meeting was held there. The house was owned by Eli Holton, a prominent man among the escaped slaves. Holton was present, so was Isaac Holden, another leader of his race, both big, upstanding men of more than ordinary mental capacity. E. C. Cooper, a man named Harris, and several others met Brown and, it is presumed, discussed the plans for the rising of the slaves—a rising that ended in a fiasco, and the hanging of John Brown and several of his fellow-raiders.

The North—the thinking and reasoning element still dominant in the North—saw at once the folly of the attempt. Abraham Lincoln himself publicly deprecated it, in his Cooper Institute speech of February 27, 1860:

John Brown's effort was peculiar. It was not a slave insurrection. It was an attempt by white men to get up a revolt among slaves, in which the slaves refused to participate. In fact, it was so absurd that the slaves, with all their ignorance, saw plainly enough it could not succeed. That affair, in its philosophy, corresponds with the many attempts related in history, at the assassination of kings and emperors. An enthusiast broods over the oppression of a people until he fancies himself commissioned by Heaven to liberate them. He ventures the attempt, which ends in little else than his own execution. Orsini's attempt on Louis Napoleon and John Brown's attempt at Harper's Ferry were, in their philosophy, precisely the same.

Within little more than a year of that sane and moderate utterance, Lincoln was President, and girding his loins for his great work of saving the Union in the fast-approaching struggle. And it is doubtful if anything did so much to precipitate the struggle as that ill-planned, hopeless raid of a few enthusiasts, the initial idea of which was hatched in that brick tenement in Chatham.

Canada has another link with Lincoln. Upwards of 100,000 young Canadians, it is claimed, were soldiers in the Union forces. To the young men of that day, the great struggle represented for some a chance to seek adventure, for others a duty to humanity. Many of these young Canadians found unknown graves in the battlefields of the Civil War. Many of them who survived later became American citizens, and some lived to see their grandsons march away in the olive-drab of the A. E. F. Quite a few returned to Canada after the great struggle; and here and there are

still a few gray, bent old men who wore the Union blue in Lincoln's day, lingering pensioners of the Great Republic he died to save.

The sons of those gray veterans in their young manhood saw the North and the South march shoulder to shoulder for the liberation of Cuba; their grandsons saw the Union, one and indivisible, marching shoulder to shoulder with Britain to safeguard the liberties of the world.

Victor Lauriston.

Remarkable Local Tribute to Lincoln.

Grand Rapids enjoys the reputation of having paid one of the finest tributes to Lincoln of any city in the country. It was in the form of an editorial in the old Grand Rapids Eagle, dashed off on the spur of the moment by Louis J. Bates, who was then editorial writer on that newspaper. Mr. Bates was subsequently editorial writer on the Detroit Post and spent some years at Petoskey where he edited a weekly newspaper. He subsequently went West, where he died a few years ago. His memorial of the Great Emancipator is given a prominent position in the Lincoln department of the Congressional Library at Washington. It is as follows:

The wine of life is spilled; the royal cup of fine gold is broken. Domestic faction, with horrible instruction, has taught the Nation the utter malignity of secession. Treason has done its worst and on our noblest. The bloody dagger's point has touched the Nation's soul, with poison in its wound, to carry grief, horror and consternation through all our veins; and, as the numbness of the shock wears off and healing begins, it will wake a fever of fury whose end and effect none can foretell.

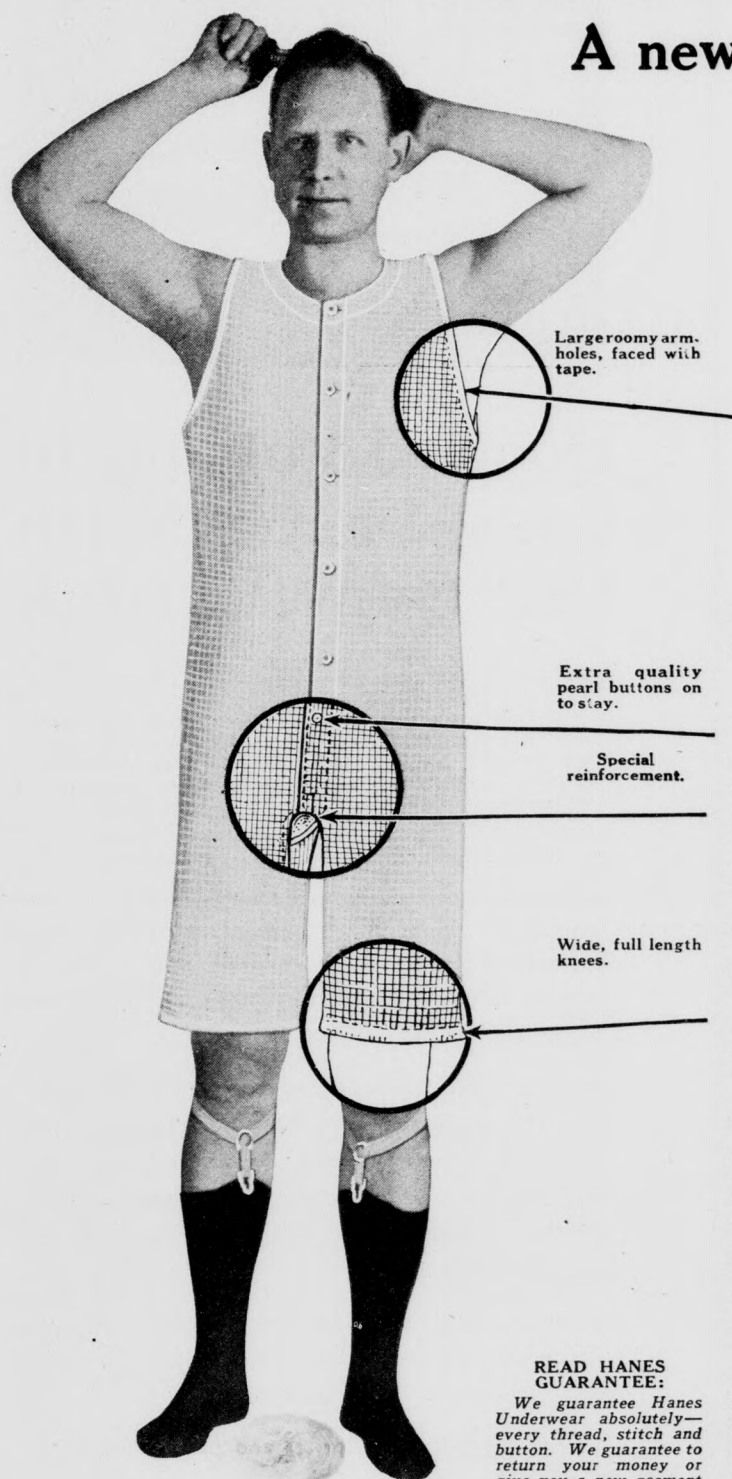
The times are dark again. Sudden and disastrous eclipse has rushed upon the morning of peace and returning fraternity, but a moment since without a cloud upon its glory or a chill in its breath of balm.

All is again uncertainty; state policy and chance, government and faction, law and anarchy, freedom and slavery, battle and truce, revenge and mercy, order and chaos jostle each other in the dark and no man can now see whither the majestic ship of state (whose cable has been cut in the night by an assassin's knife) is drifting; whether out of this event shall come evil or good to the Nation and the world; whether we shall again moor in the haven of peace and union or have but opened the harbor to be mocked with our last glimpse of National brotherhood.

The President is dead—the greatest, purest, kindest soul Heaven and man ever conspired to crown with public honors—the safest, surest, truest friend, leader and reflex of the people. Great beyond the times, he was at once the grandest hero of history and the kindest and commonest of the ordinary crowd of men. His last act was a benediction. Rather than disappoint the populace, who expected his presence at the theater, he went to his death, although both himself and his wife were ill; thus falling a sacrifice in this little, this homely, this common and natural act, which his death has gilded with immortality. He was of the common people; he died, in a sense, for the common people. He was the pattern of the common people and the ripe fruit of American democracy; at the same time the unchallenged peer of history and the certain master and top of living greatness. Heaven's evident and commissioned instrument, he was crowned with success and with immortality in the same week.

Here's a big message from Hanes!

A new Hanes Athletic Union Suit made to outlast them all!



Full Cut ATHLETIC UNION SUITS

Hanes trademark this spring goes on a new Hanes line—Athletic Union Suits made the Hanes way from standard pajama check 72 x 80.

Hanes Athletic Union Suits are offered to the trade as the best example of common-sense, fair-priced summer underwear we have ever seen! In points of being full cut, care in making, reinforcements, accurate sizes and quality of pearl buttons sewed on to stay, we tell you Hanes Athletic Union Suits *exceed in value any similar garment anywhere near the price.* Read these features:

FULL CUT all over to allow free sway of arms, legs and body.

ACCURATE SIZES that will stand any tape test. If your customer buys size 40—he gets size 40!

ARMHOLES taped, instead of turned under, to add strength, durability and comfort. This gives a flat surface which prevents the armhole curling.

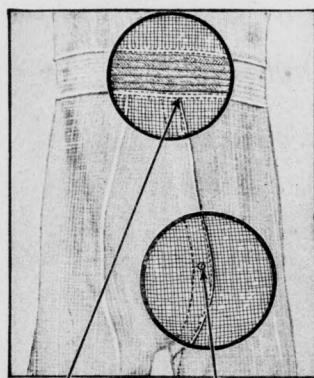
NECK reinforced with nainsook. Hanes Athletic Union Suits are also made up with taped neck and with "V" shaped neck.

CLOSED CROTCH that stays closed. Crotch lap button sewed on four thicknesses of material instead of two assuring longer service.

WEBBING BELT—guaranteed 2-thread elastic webbing (instead of single thread) which gives more strength and more elasticity. Specially sewed to garment to prevent ripping where the greatest strain comes.

REINFORCEMENTS at every strain point, guaranteeing against seam rips.

PEARL BUTTONS of best quality throughout and sewed on to stay.



Guaranteed 2-thread elastic webbing—specially sewed to prevent ripping.

Crotch lap button sewed on 4 thicknesses of material instead of two.

The "Hanes" Labels Each Hanes garment bears a Hanes label, a duplicate of the trade mark printed here, either in red, blue or yellow. The Hanes blue label on Men's Shirts and Drawers means 10-lb. weight; the blue label on Men's Double Carded Union Suits (new weight) means 13-lb. weight; the blue label appears on Boys' Double Carded Union Suits. The yellow label on Men's combed yarn, silk trimmed Union Suits means the new 10-lb. weight. The red label appears on the new full cut Athletic Union Suits. The red label on Men's Shirts and Drawers means 11-lb. weight; the red label on Men's Double Carded Union Suits means 16-lb. weight.

To be sold for
\$1.00 per Union Suit

Send your jobber word you want to see these new Hanes Athletic Union Suits. If he hasn't stocked them yet, he can get them for you.

P. H. HANES KNITTING CO., Winston-Salem, N. C.

New York Office
366 Broadway

Agents for Export
Amory, Browne & Co., 62 Worth St., New York

You'll want to sell Hanes Winter Weight Underwear next fall!

NOT SO POOR AS PAINTED

Sidelights on Home Life of Lincoln Family.

Within the past few months some one has commented on the fact that the poverty of the Lincoln household has been greatly exaggerated, that Andrew Jackson, Andrew Johnson and another President endured lives of far greater poverty than did Abraham Lincoln.

Dr. Graham, the Lincoln authority, bears evidence that the descriptions of squalor and wretchedness of the Lincoln home have been overdrawn and declares emphatically that "it is all nonsense about Tom Lincoln keeping his wife in an open shed in the winter. The Lincolns had a cow and a calf, milk and butter, home-woven kiverlids, big and little pots, a loom and a wheel. Tom Lincoln was a man and took care of his wife."

Everybody in the neighborhood remembered the marriage of Thomas Lincoln and Nancy Hanks, the parents of Abraham Lincoln, which was celebrated in the boisterous style of 100 years ago and was followed by an infare given by the bride's guardian. According to Dr. Graham, only girls with money had guardians appointed by the court. So we know Nancy Hanks was a woman of some importance.

"I saw Nancy Hanks," said Dr. Graham, "on her wedding day, a fresh-looking girl near twenty. We had bear meat, venison, wild turkey and ducks; eggs, wild and tame; maple sugar, syrup in big gourds, peach-and-honey, a sheep that the two families barbecued whole over coals of wood and a race for the whisky bottle."

After this description of luxurious food and drinks we who live in these days will not feel disposed to pity the poor Lincolns! The young couple settled down in a log cabin, to be sure, but as their neighbors lived in similar cabins, they did not lose prestige by this manner of living.

Little is known of Thomas Lincoln, but there is proof that his credit was good, for the descendants of two of the early shopkeepers still remember seeing on their grandfather's account books standing items charged to T. Lincoln, and among them was no less than a pair of "silk suspenders." Thomas Lincoln not only enjoyed credit but he was sufficiently respected to be appointed road surveyor or supervisor. Indeed all of the documents discovered show him to have had a much better position than he has been credited with. Into this comfortable environment Abraham Lincoln was born.

When little Abraham was four years old the Lincolns moved from one farm to another and Abraham began to go to school. The schools in the West at that time were usually accidental, depending upon the coming of some poor but ambitious young man who was willing to teach a few terms while he looked for an opening to something better, the chief qualifications for teaching being enough strength to keep the "big boys" in order. This led to a great variety of teachers. Many of the itinerant ones were Catholics, stroll-

ing Irishmen from the colony in Tennessee or French priests from Kaskaskia. It was said from the first that Abraham was an unusually bright boy at school and made splendid progress. Tradition has it that the boy's mother also had something to do with his progress; that at her knee he learned all Bible lore, fairy tales and country legends.

At the age of seven he "moved on" again, the family going this time from Kentucky to Indiana, traveling by horseback and wagon through forests so dense that the road had to be hewed out as they went. What a delight and wonder this marvelous journey must have been to the child!

On arriving at the new farm an axe was put into the boy's hands and he was set to work to aid in clearing a field for corn. Here, indeed, the family lived in primitive fashion, little Abraham sleeping on a heap of leaves in the corner of the loft, to which he mounted by means of pegs driven into the wall. If their house was rude and plain, their food was not, however, at least to people of this time. It seems almost wicked to quote their bill of fare in these days of high cost of living; for of game there was plenty—deer, bear pheasants, wild turkeys, ducks, birds of all kinds. There were fish in the streams and wild fruits of many kinds in the woods in the summer. Corn-dodger was the every-day bread.

The year before Nancy Hanks Lincoln died and for many months after, the pioneer home was a forlorn place, but again the fates were kind to Abraham Lincoln. His new mother Sally, brought energy, thrift and gentleness, and things unfamiliar to the little Abraham—"one fine bureau, one table, one set of chairs, one large clothes chest, cooking utensils, knives, forks, bedding and other articles."

Abraham was ten years old when his new mother came, and he was already an important member of the family. He was remarkably strong for his years, as a result of good food wholesome living conditions and a naturally strong frame. He knew all the trades of the settler, from the rudiments of carpentry and cabinet making to the tending of a baby—it was not an age of specialists when Abraham Lincoln was young. And of all the varied tasks that came his way none was more to his liking than going to the mill. Each man waited his turn to have his grist ground, and this waiting gave Abraham opportunities for talk, story telling and games, the things he liked best of all. The man who knew how to work knew also how to play.

At home the rude household overflowed with life. There were Abraham and his sister, a stepbrother and two stepsisters, and a cousin of Nancy Hanks Lincoln. Dennis Hanks, like Abraham's father, was a famous story teller, and the Lincolns spent many a cosy evening about their cabin fire repeating the stories they knew. Country sports Abraham enjoyed to the full. He went swimming in the evenings, fished, wrestled, jumped, ran races at the noon rests. He was present at every country horse race and fox chase. The sports he preferred were those which brought men



Doubled Volume In Less Space With the Same Stock

"Our fruit and vegetable business has doubled in volume and we are mighty glad we purchased the two display fixtures. Our great economy is the floor space. But the best asset is the advertising it has given us. The words of everybody: 'How much better your stock looks.'"

Albert J. Jehle,
Buffalo, N. Y.

Hundreds of first class grocers who have written us like this can't be mistaken when they say the Dayton Display Fixture has doubled their volume!

Display and advertising are wonderful merchandising forces. Successful firms pay thousands of dollars extra a year in rent to get a location where people will see the displays in their windows. They spend thousands more for "pictured displays" in the newspapers and magazines. And it pays.

Perforated metal bins of the Dayton Display Fixture keep goods clean and prevent decay. Floor space and time are saved. Turnover is faster.

Write for Literature, prices and payment plan.

The Dayton Display Fixture Co.
DAYTON, OHIO

Dayton
Display Fixture

together, the spelling schoool, the husking bee, the "raising," where he was "the life of the party"—by his wit, his good nature, his stories, his practical jokes, and last but by no means least his politeness. There are many tales of how he "went to see the girls and took them to meeting and to spelling school, how he brought in the biggest back-log, and how he made the brightest fire."

With all his hard work he was getting an education, and it is safe to say that he read more than the average boy of to-day. He once said that he had read every book he ever heard of in a circuit of fifty miles. In this habit of reading he had little encouragement from his father, but his stepmother did all she could for him.

Ida Tarbell in her wonderful life of Lincoln says:

"The only unbroken outside influence which directed and stimulated him in these ambitions was that coming first from his mother, then from his stepmother. These two women, both of them of unusual earnestness and sweetness of spirit, were one or the other of them at his side throughout his youth and young manhood. The ideal they held before him was the simple ideal of the early American, that if a boy is upright and industrious he may aspire to any place in the gift of the country."

I have heard it said that a floor manager or department head ought to be somewhat pompous. I don't believe it. I believe the friendly attitude always does more to help the business.

BLUFF AND BLUSTER.

Pay No More Attention To Peerless Threats.

A Northern Michigan merchant recently received the following letter from Peerless Talking Machine Co., which he sent on to the Tradesman for advice in the premises:

Chicago, Jan. 28—We have your letter of recent date, advising that matters were somewhat misrepresented by our agent with reference to the two Peerless Cabinet Talking Machines which you ordered from us September 24, 1920.

You do not advise, however, in what manner matters were misrepresented and we are at a loss to know on what you base your claim of misrepresentation.

We hold your contract dated September 24, 1920, bearing your signature, copy of which we enclose herewith, and cannot see where there could be any misrepresentations, as the terms on which these machines were ordered are clearly set forth in the contract, part of which we quote herewith:

"I hereby acknowledge the receipt of the delivery to me of two Sample Cabinet Peerless Talking Machines, from the Peerless Talking Machine Co., for which I agree to pay to Peerless Talking Machine Co. or order, at Chicago, Ill., the sum of Three Hundred Fifteen Dollars on demand.

"And to secure the payment of said amount I hereby authorize irrevocably, any attorney of any court of record to appear for me in such court or in any court of justice of the peace in term time or vacation in any of the states or territories, at any time hereafter, and confess a judgment without process, in favor of the holder of this instrument for such amount as may appear to be unpaid thereon, together with costs and \$25 attorney's fees, and to waive and re-

lease all errors which may intervene in any such proceedings, and consent to immediate execution upon such judgment, hereby ratifying and confirming all that my said attorney may do by virtue hereof."

This contract is in writing under seal, and certificate of agency mailed to you September 27, 1920, and on October 13 following, the two machines were shipped you according to contract.

These machines are your property and we shall expect you to pay for them according to your agreement. We have no further interest in these two machines and should you decide to ship them back to us we will not accept them and they will remain in the hands of the express company at your risk and expense and we will proceed to enforce collection of payment of your account, starting suit, if necessary, through local attorney in Benzonian.

You will observe that your contract provides that in the event that it is necessary to start suit to enforce payment of this account there will be charged you, in addition to court costs, \$25 attorney's fees.

This contract has been tried out in the courts of Michigan and while we do not go to court except as a last resort, we are prepared to do so, knowing as we do our rights under your contract. We suggest that, in order to save yourselves additional expense in this matter you confer with your attorney and be properly advised in this matter.

Peerless Talking Machine Co.

By J. C. Howard.

The Tradesman replied to its correspondent as follows:

Grand Rapids, Feb. 4—I would advise you to write the Peerless Talking Machine Co. as follows:

I am perfectly willing to try conclusions with you on your so-called order or note in any court of competent jurisdiction in this State.

I do not believe any jury in even

justice court will give you a verdict on an order that hears evidence of crookedness on its face; certainly any circuit court judge will throw you out of court, basing his action on two decisions of the Michigan Supreme Court, in which such so-called notes as yours are held invalid.

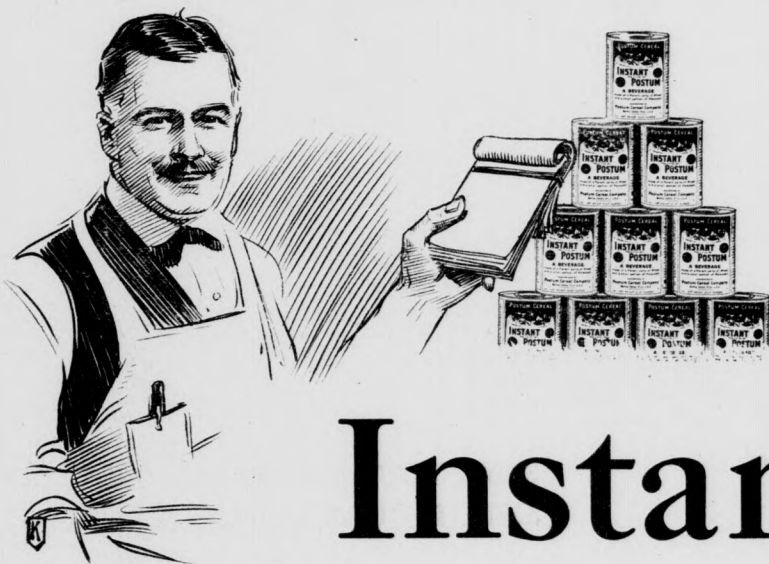
You cannot start proceedings too quickly to suit me, because I have your measure and will undertake to see that you furnish security for costs which will be ample to meet my expenses in the matter. Your threat regarding the \$25 attorney fee is a joke which no one but a fool or a knave would indulge in. I advise you to consult an attorney before making any such cracks at any Michigan merchant who has the opinion of one of the best attorneys in the State that your entire propaganda is fraudulent on its face and that your documents are not in accord with the laws of Michigan, the decisions of our highest courts or common every day honesty.

You need have no fear that I will undertake to re-ship your junk to you. It is here, subject to your order, whenever you return me the document I signed under fraudulent representations and send me draft for \$5 to cover the cost of packing and shipping. You have done this in several cases. You can do the same by me—or you can sue the account on my assurance that you will have the pleasure of going way around the ring to the court of last resort if your money and nerve hold out that long.

I think this sort of a letter will result in your receiving a draft for \$5, the same as they sent to E. A. Webb, the Casnovia druggist.

I do not think they dare sue you, but if they do write me at once and I will tell you how to defend the case. Do not bother to retain an attorney until suit is actually started. Pay no attention to threats or bluffs, because you have right on your side and your legal position is unassailable.

E. A. Stowe



The Grocer Who Features

Instant Postum

supplies a need to his trade which is sure to make for him a continuous and good profit.

Many former coffee drinkers now drink Postum for reasons of health or economy. This trade is worth building up.

Sale guaranteed, profit sure, demand increasing. Keep well stocked with Postum.

"There's a Reason"

Made by Postum Cereal Co., Inc., Battle Creek, Mich.

THE MAGNET THAT WAR DEPARTMENT CANNED

A vital principle of sound merchandising is to attract customers to your store!

Merchants all over the country are realizing the potency of War Department Canned Corned Beef and Corned Beef Hash as a magnetic attraction; not only to the department in which these wholesome, *guaranteed pure* meats are sold, but also to *other* departments of their establishment.

Are you a delinquent? Have you allowed this big attraction to remain dormant? Wake up! Get out of your lethargy and order *at once*; if you haven't already done so!

The women folks everywhere are *demanding* these nourishing meats. They *know* they can save money buying them; they know *you* can make a legitimate profit by doing so, and are asking for names.

WHAT IS THE ANSWER?



D-18

SEND YOUR ORDERS TO NEAREST
DEPOT QUARTERMASTERS AT:—

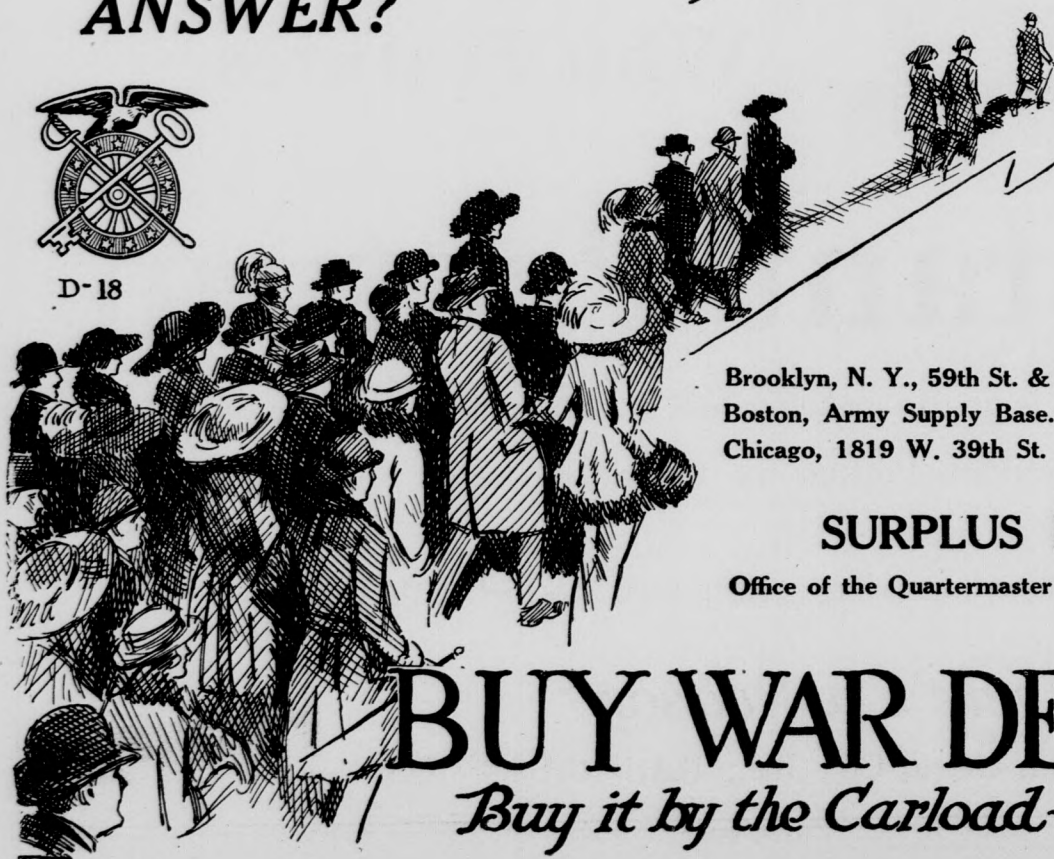
Brooklyn, N. Y., 59th St. & First Ave.
Boston, Army Supply Base.
Chicago, 1819 W. 39th St.

San Antonio, Texas.
Atlanta, Ga., Trans. Bldg.
San Francisco, Calif.

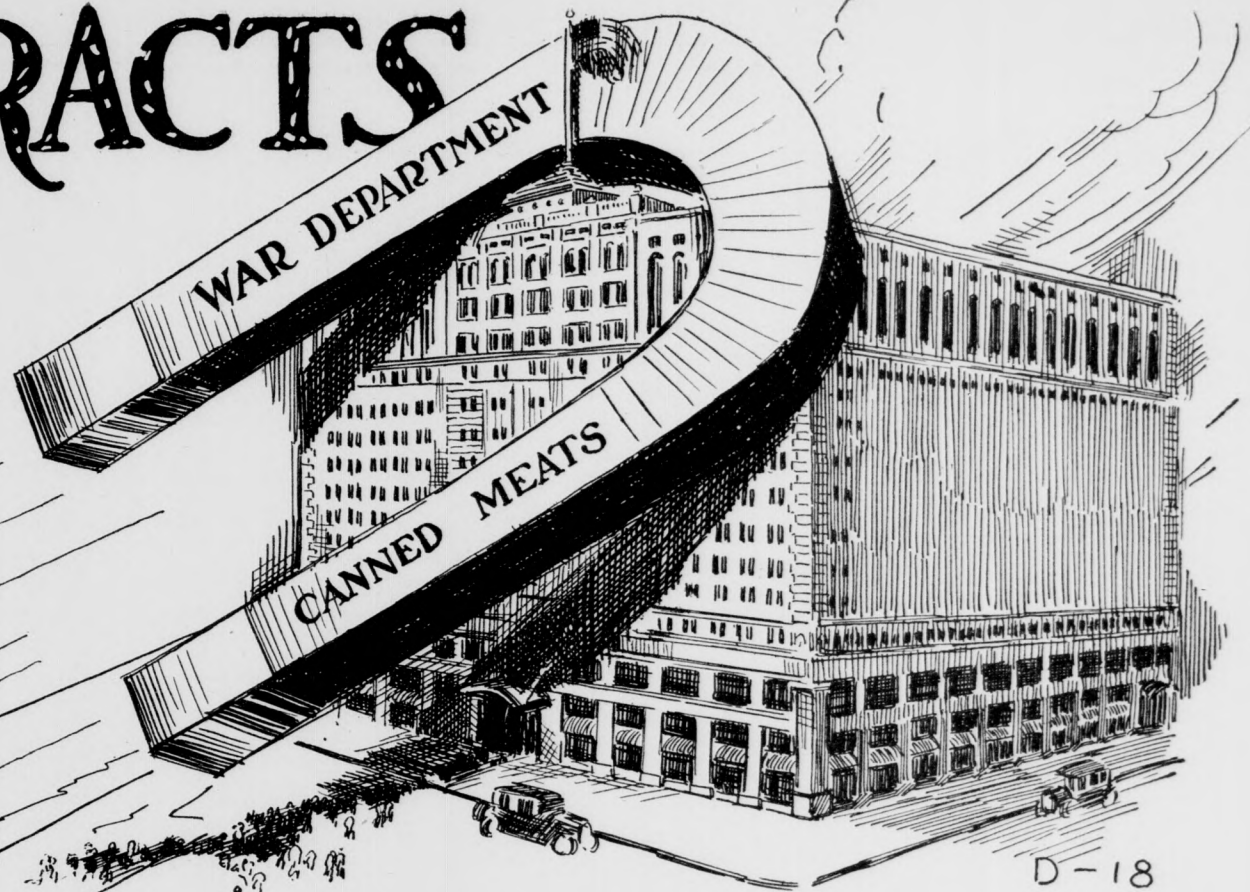
SURPLUS PROPERTY BRANCH

Office of the Quartermaster General, Munitions Building, Washington, D. C.

BUY WAR DEPARTMENT
Buy it by the Carload—Freight prepaid



ATTRACTS MEATS



FROM COAST TO COAST

more than fifty million people are reading in their local papers of these great sales of War Department canned meats. They are taking every advantage of this unusual opportunity, offered by Uncle Sam, to lower their living costs, and will patronize the dealer handling War Department canned meats. Merchants will do wisely to direct this enormous demand to their stores. There is not only a legitimate profit in the sale of these meats, there is also the possibility of making sales throughout your store.

Note the New Wholesale Prices.

Minimum Order Accepted \$250

These prices are subject to the discounts named in this advertisement.

CORNED BEEF

No. 1 cans.....	15c. per can	1 lb. cans.....	18c. per can
No. 2 cans.....	27c. per can	6 lb. cans.....	\$1.00 per can

CORNED BEEF HASH

1 lb. cans.....	15c. per can	2 lb. cans.....	30c. per can
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TABLE OF DISCOUNTS:

\$ 250.00 to \$1,000	Net
1,001.00 to 2,500	5%
2,501.00 to 4,000	10%
4,001.00 and over	20%

If value of full carload (shipped at Government expense) is less than \$4,001 then 20% discount will be allowed on the value of the carload.

CUMULATIVE PURCHASES COUNT

To stimulate purchases of carload lots and to promote sales in large quantities, further discounts as follows are authorized to customers ordering or re-ordering in carload lots.

When purchases reach \$ 50,001	24% net to prevail
When purchases reach 100,001	28% net to prevail
When purchases reach 500,001	32% net to prevail
When purchases reach 1,000,001 and over	35% net to prevail

The foregoing means that the total purchase by a customer in carload lots from time to time will be taken into consideration and the proper discount applied on the sum of all the purchases, including the first carload lot.

CREDIT SALES

Depot Quartermasters are authorized to sell surplus canned meats for cash, bankers acceptance, or on not to exceed ninety (90) days straight credit in the commercial sense. Credit will be extended only to those individuals, firms or charitable organizations which can establish a satisfactory credit rating (Dun's, Bradstreet's or Banks), or municipalities having a bona fide purchasing organization. The credit risk in each case is left to the decision of the Depot Quartermaster.

FREIGHT PREPAID

Shipments of not less than carload lots will be made at Government expense to any point in the United States outside a radius of 20 miles of the point of storage from which shipment is made. The Government will not be liable for any demurrage or switching charges that may accrue after goods are loaded for shipment. Prices quoted are in all cases f. o. b. storage point, with freight prepaid, as above specified on carload lots.

Samples on Request

The Depot Quartermaster in your district will on receipt of price of samples wanted and postage costs, be glad to send same to prospective purchasers in their respective zones.

Guaranteed Condition

The Government guarantees to deliver all meats in perfect condition. The most rigid inspection will be made of each shipment before it leaves point of storage, thus insuring full protection to all purchasers.

CANNED MEATS

Buy it by the Carload-Freight prepaid



ANNUAL ADDRESS.

By President Lee Before Michigan Hardware Dealers.

As a hardware Association, we have come up through another year and what a year it has been, yes, one of the finest years we have ever had. Really now, can you think of a better one? A wonderful year it was, with 366 days in it, each day had twenty-four hours, each hour sixty minutes and each minute sixty golden seconds. I am sure we would like to recall them all in order that we might grasp with a firmer grip the opportunities that were borne to us upon the bosom of those fleeting moments. Do you say, let us not dwell upon the past? Why hurry away from it? It is the only time we have ever known and we have just decided that it was the best time we have ever seen.

If our success and failures of the past year will help us in the days and years to come, then they have been profitable servants indeed.

We know the past; we must have confidence for the future.

Our past experience will be a good guide for our future action, and because of that experience we will be like seasoned mariners who will not fear to sail the unknown seas of industrial, commercial, political and social turmoil which are stretching out before us now.

I would not draw a gloomy picture for you. In fact, I could not if I would. I believe I am optimistic even to a fault and I am sure that out of this chaos of unrest there will come brighter and better days than those which are just behind us. So let us be thankful for to-day and its opportunities for service and co-operation.

I want you to hear a little optimistic poem written by my old friend and school mate, Douglas Malloch, entitled To-day:

Sure this world is full of trouble—
I ain't said it ain't,
I've had enough an' double,
Reason for complaint.
Rain and storm have come to fret me,
Skies were often gray;
Thorns an' brambles have beset me
On the road—but say,
Ain't it fine to-day?

What's the use of always weepin'
Makin' trouble last?
What's the use of always keepin'
Thinkin' of the past?
Each must have his tribulation,
Water with his wine.
Life ain't no celebration,
Trouble? I've had mine—
But to-day is fine.

It's to-day that I am livin',
Not a month ago,
Havin' losin' takin', givin',
As time wills it so.
Yesterday a cloud of sorrow
Fell across the way;
It may rain to-morrow,
It may rain—but say,
Ain't it fine to-day?

There has been chaos before, but out of chaos order has finally come.

Let us think back ages ago when this old earth upon which we live was one great mass of chaos and disorder, and then the Great God breathed the breath of order upon it, and out of disorder came great beauty a world carpeted with grass, pillared with beautiful trees, buttressed with mighty mountains, bathed in sunshine by day, starlighted at night. He looked upon his work and called it good.

I say we know the past, we must now have confidence for the future, for the same Great God is to-day breathing the breath of order into the very fiber of our manhood. We, in turn, are responding and we can see signs of a greater spirit of cooperation than ever before.

There has been wobbling and wobbling by those who said let us have no more wobbling and wobbling, but for all we are wobbling and wobbling ahead. Slowly but surely we are approaching the time when that great spirit of service and co-operation will be so deeply planted in the minds of men that we will be glad to do the things which are for the greatest good of the greatest number. We will

then draw our lines straight and hew straight to the line.

May I call your attention to a little incident in Russian history? The Czar of Russia wanted to build a railroad from St. Petersburg to Moscow, so he sent our men to survey the route and after a time they returned and reported that the road could not be built. The mountains were too high, the lakes were too wide, the rivers were too deep. It could not be done.

The Czar said, "Bring me the map." The map was produced, the Czar took a ruler and laid one end on Moscow, the other end on St. Petersburg and drew a straight line between the two cities and said, "Build the road there," and the road was built, and to-day that road is said to be the straightest road in all the world.

The impossible was not accomplished by just an imperial command, but it was done by co-operation.

Good co-operation will put across a very poor proposition and the best proposition ever thought of will be killed by poor co-operation.

So it is that co-operation or lack of co-operation makes for the weal or woe of men and nations.

Even a mole hill like article 10 becomes a mountain through lack of co-operation.

Co-operation builds business and communities, and if we think our community is bounded by the city or village limits of the place in which we live and do business, then we are not community builders in the larger sense.

Business is not all dollars. Even if it were, the larger our community, the larger our business would naturally be. So let us then not build at home alone, but let us by every legitimate plan and opportunity make our community life as large as the Universe.

Great stores do not thrive in countries where nature's garb makes a full dress suit or where natives live in banana trees and their board bill is paid for a year in advance.

We hear much about America for Americans. Now let us suppose this saying would mysteriously and suddenly become a law and likewise enforced. Many of our great inland communities would lose a large portion of their population and some of our seaport towns would become places where only fishermen dry their nets.

Let us then say American principles for all the world, but let only those come to us who, with a true spirit of Americanism, will co-operate in building up our community life.

If we are good business mariners and hope eventually to bring our craft safely into that port called success, we will do well to co-operate with those who are charting and mapping a course through the shoals and breakers of this trying period.

It is when we co-operate the most that we are rendering the greatest service, for service and co-operation go hand in hand.

I was impressed some time ago as I picked up a package containing a very staple piece of merchandise and on that package I saw these words, "Not the name of a thing, but the mark of a service."

I stood one day before a life sized statue of a very young man. As I looked I thought how natural it probably was of him. His hair seemed to be waving in the wind. The blush of youth seemed to be upon those fair cheeks. He must have been a father's joy and a mother's pride. As I stood in silence, it seemed as though I could almost hear him say, "I only regret that the service I can render is so small. I have only one life to give to give to my country," and as I looked at the base upon which that statue stood I not only read the name of Nathan Hale, but also saw in that name the mark of a real service.

Do people as they look at your store simply see the sign, "John Brown's Hardware," or do they realize that back of that sign there is

real service, not simply the name of a thing.

Are you, as you conduct your store, just making dollars or are you rendering a real service to your community and to those who patronize you? If because of high prices and the possibility of lower ones, we neglect to replenish our stock and are constantly saying to our customers, "We do not have it to-day," we are neither making dollars or rendering a service.

None of us believe that this is a time for speculation, but we can speculate by under buying just as well as over buying. The money lost by losing a sale because we were out of what the customer wanted is exactly the same kind of money we would lose if the stock we had on hand declined in price.

I believe the time to do a thing is when it needs to be done and if we need merchandise in order to maintain the high standard of our service, we should buy it now.

If our customer's house needed paint and he wanted to delay the purchase until the price came down, would we not try to convince him that the damage done to his property by waiting would be far greater than what he would save if he delayed the needed protection until the price suited him?

Use this same argument on yourself and if you need merchandise do not lose profits by putting off buying until the price suits you.

Prices will probably come down; in fact, they are sure to come down and we should welcome the declines if they come as gradually as they went up. We will probably have to take some losses on the go down. We took some profit on the go up. "Each must have his tribulation, water with his wine."

Now, I think we may well ask what about future trade conditions? That is a hard question and one man's guess is just as good as another's. I do not pretend to know, but let me venture a statement or two and you take them for what they are worth.

Supply and demand always have, and probably always will, regulate prices and panics.

A few months ago the buying public got the idea that it would be fashionable to cease making purchases, and as soon as buying stopped, manufacturing also ceased and we had an army of unemployed, which made matters still worse.

Manufacturing ceased with the world's shelves practically empty, or else we were misinformed regarding the real situation of production, but we will proceed on the assumption that the information was correct and that there was no great surplus in the hands of either the manufacturer, jobbers or retailers. This being true, when the demand comes again, there will be no surplus stocks to draw from, and the demand will probably equal or may even exceed the supply.

In the face of such conditions, how can we expect prices to drop to any great extent?

If the demand equals the supply, prices cannot decline.

If the demand exceeds the supply, prices will probably advance again.

If the supply exceeds the demand, then we may expect prices to decline in proportion to the over production.

We are all aware that there has been some declines and the question is whether or not these reductions are because of lower costs of raw material from which the goods are made or are these prices just trade stimulants and weather breeders?

Should we welcome a reduction in prices? In a great many cases, yes, and production should be encouraged and any group of men, be they capital or labor, who maliciously, or by an uninterested attitude, retard production in order that high prices may be maintained should be likened unto that gang into whose hands the traveler fell as he journeyed from Jerusalem to Jericho.

How long will present conditions last?

They will last just as long as the buyers' strike continues.

Remember, now, buyers ceased to buy and makers ceased to make.

The men who produced the wherewithall to make purchases were thrown out of employment because the buyers ceased to buy and the makers ceased to make. And the makers will not make until the buyer buys, and how can the buyer buy if he has not the wherewithall to make the purchase?

We have all heard the story and seen the picture of the dog chasing his tail. This is a case of the tail chasing the dog.

The man or men or women, for that matter, who can buy and ought to buy, and do not buy, are contributing to the delay of the return of the good old times. People who have goods to sell and are not making legitimate price adjustments are hindering the advancement of prosperity, but prosperity is on its way again and the merchant who ceases to buy will be clamoring for goods and saying to his customers, "we do not have it to-day."

We have been doing business for the past three or four years on a seller's market. That is to say, we did not have to put forth much effort to dispose of our goods at a profit, and during this easy buying, easy selling, rushing period perhaps we have been neglectful of our salesmanship. Knowing, or thinking, if this customer does not buy there will be another one along in a few moments who will, and so I say perhaps we have not been as diligent in trying to make each prospect a sale as we were a few years ago when customers gave more thought and consideration to their purchases.

Now I apprehend we are approaching a time of the keenest competition and we should train ourselves and our salesmen until we have reached the very highest degree of selling efficiency.

Buying, of course, should not be neglected, but buying is only the skeleton or framework of your business body.

Selling is the meat, blood and sinew without which your business would stand as a gaunt specter of despair, picturing the tragedy of a business unproportion.

The old saying that goods well bought are half sold is just as true to-day as it was when it was first spoken, but why trust to luck and poorly trained salesmen for the other half.

A store well stocked and a stock well kept will be a good atmosphere in which to train salesmen to do their best, but if a merchant shows an uninterested attitude regarding the keeping up of his stock, his sales people will also show an uninterested attitude and will not take much interest in selling the things he happens to have.

Now, I think all of us have come to the convention to get ideas and to give ideas and to buy such merchandise as we can use to an advantage.

Our enthusiasm should be tempered with a conservative optimism.

Last year 248 dealers placed with exhibitors 2,396 orders, and as far back as the records go the amount of orders placed at the convention have shown a steady increase. By way of comparison, at the convention held in 1912 only 405 orders were given to salesmen.

This shows the popularity of our institution and speaks well for the co-operation between officer and member, both associate and active.

Our state association is now the largest hardware association in the United States, having a membership of over 1,500 and not one delinquent member.

Generals do not win battles.

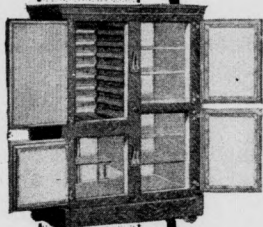
Presidents do not build up hardware associations, but a live wire Secretary and a co-operating mem-

McCRAY

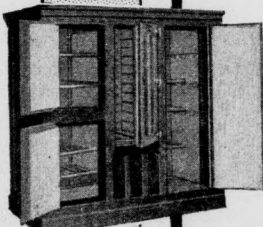
REFRIGERATORS FOR ALL PURPOSES



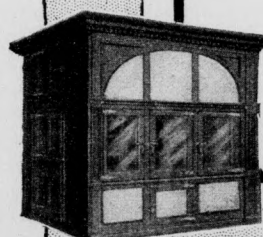
Sanitary Grocery and Market—McCray Equipped.



FOR RESIDENCES



FOR HOTELS.



FOR MEAT MARKETS

IN considering a refrigerator there is just one thought you have in mind: "What will it do for me?" A McCray Refrigerator will save you money—*absolutely save you money*. The McCray is built to cut out the waste due to spoilage. You know that this waste accounts for one of the biggest losses in your business and, as thousands of McCray users will gladly tell you, McCray Refrigerators and Coolers cut spoilage waste to the absolute minimum.

Remember—the McCray principle of construction has been developed on the basis that the grocery and meat business depends upon efficient refrigeration. The patented McCray system assures this: giving positive cold, dry air circulation throughout the storage chambers. McCray walls are constructed of materials that have the greatest heat repelling qualities. The McCray display features insure constant and effective showing of goods.

You can make your refrigerator or cooler pay for itself. Our special payment plan enables any grocer or butcher to secure any McCray Refrigerator or Cooler and pay for it while it is in use.

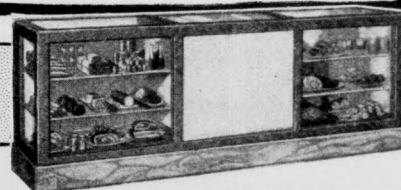
SEND FOR CATALOG—No. 71 for Grocery Stores and Delicatessen Stores. No. 63 for Meat Markets. No. 52 for Hotels and Restaurants. No. 95 for Residences. No. 74 for Florists.

McCRAY REFRIGERATOR CO.

3144 Lake Street, Kendallville, Indiana

Salesrooms in Principal Cities

Detroit Salesroom, 36 East Elizabeth St.



FOR DELICATESSEN STORES

bership is what has placed Michigan in a very enviable position.

The office of President of the Hardware Association is an honorary position and I am grateful and deeply appreciative of the honor and have tried to do my best in doing the little duties that came to me through the year.

The real burden of the Association falls upon Mr. Scott. While I know you all appreciate him, you will have to be President for a year in order to realize his true worth to our organization. As I retire from office at the close of this convention, I bespeak for the incoming President and your instaying Secretary your most hearty support in the year to come.

Perhaps before closing I ought to speak briefly about some of the Association activities during the past year.

In the first place we revised our by-laws and changed the dues for associate members from \$2 to \$5 per year. This advance in dues made it possible for us to give them all the privileges of an active member, except admittance to our closed meetings and voting. Probably the most attractive feature for them is the insurance feature. If there are single men who do not care for this there are still enough advantages gained to more than offset the extra amount charged. This change was not made in order for us to make a profit, for we do not. It was made so we could do more for the travelers who have done so much for us.

This year we also introduced group meetings into our State and in every case they were a success. We will hear more about group meetings before the convention closes and before another year rolls around you will all know more about their popularity. If your town is selected as a group center and you are selected as chairman for the group, do not make any excuses, but take the job and do your best. You will like it.

There is a service our Association ought to give to the members, but at the present time and with our present annual dues it cannot be done. The service of a competent field man would be a great help to our members and would strengthen our Association. This should come up at our question box session and thoroughly discussed. Our annual dues for active members should be \$10 per year, instead of \$5, and then the right man could be found and put to work.

The auditing of your freight bills is another important thing which is probably being overlooked and is a service which the Hardware Association ought to give.

In my judgment a department of this kind ought to be opened up in the National office and if we want it bad enough, and some of the other State Associations will join with us in requesting such a service, I am sure the National office will make it possible for such a service to be given to our membership.

When this convention closes we will be standing on the threshold of the anniversary of the birth of Abraham Lincoln.

It is only right—yes, it is our duty—to occasionally bow at memory's shrine and shed a sympathizing tear at the tombs of our great men and over the graves of our fallen heroes who had an optimism that looked far beyond the turmoil of their time, who co-operated even unto death and rendered a service that leaves you and me everlastingly indebted to them.

In the spirit that they had, let us look up and not down. If we look down, we see only a very few feet of earth. If we look up and out, we will see unmeasurable space—and opportunities for service that are almost beyond our power of comprehension.

Let us be thankful that we live in a land and among a people who are favored of God and whose heritage is peace.

The Pullman authorities seem contented with their present berths—they have refused a cut in wages.

VOTING FOR LINCOLN.

Only Two Votes Cast Against the Great Emancipator.

Written for the Tradesman.

I never saw Abraham Lincoln. As a soldier of the Army of the Cumberland, I have only a boy's memory of the great Chief and Commander whom I trusted and under whom I served.

When Abraham Lincoln was renominated for President on a pledge to continue the war to a complete victory, his opponent, George B. McClellan, was pledged to bring about a complete surrender to the South and to disband the armies of the Union. The seceding states were to go their way and every confederate soldier who was true to his state earnestly believed every soldier of the Union would slink away to his Northern home like a whipped dog, and no longer would there be a United States.

My regiment at its organization numbered more than one thousand men. Two years of campaigns and battles had reduced it to about three hundred present for duty when it took its place in the army and marched away from Chattanooga—"The campaign of one hundred battles in one hundred days." While the strife of the battles echoed in the mountains and valleys the two great political parties of the North were holding their National conventions.

In the three months that followed the nominations, there was no time when the two contending armies were out of touch. Long lines of men in gray waving the stars and bars of the confederacy were met by lines of equally brave men with the stars and stripes. The air was full of the din of battle, the valleys and hillsides strewn with dead and wounded, and yet there was a touch of comradeship that lingered in the blood of these men. It may be that they could not forget that they were all Americans. Nobody could tell just how it came about, but all those bitter days when the sun went down, by common consent the firing ceased. With the supper of hardtack, bacon and coffee out of the way and the coming of the stars, the brigade bands and the scores of glee clubs, banished the thoughts of battle hours. Then the Johnnie came out of his skirmish pit or to the top of his breastworks, filled his cob pipe and set up a cheer for McClellan. If he had a song it was a bit doggeral aimed at Abe Lincoln. He always met his match from the Union lines, where cheers and songs for Father Abraham filled the air down sixty miles of battle line. On one such evening when the lines were close up, taps had sounded and the tired yank was about to wrap his blanket about his body for a sleep on the ground, there came a belated call in plaintive tone: "Say, Yanks, if we-uns had you-uns music and you-uns flag, we-uns would lick hell out of you-uns at sun-up." They had neither the music, the flag nor Father Abraham. Therefore, they did not lick hell out of us at sun-up.

As the summer went by, Atlanta fell to Sherman's army. Then that wonderful leader of men, the Confederate cavalryman, General Forrest, with an

army of horsemen, succeeded in cutting off the supplies from our armies in Georgia. Some of the regiments that had fought a hundred battles in a hundred days were rushed West again. It was a long road and a long story that leads through Alabama and to the banks of the Mississippi; days, weeks and months of scant food, worn-out clothing and nearly every night some comrade was left under the stars in his last bivouac. Finally, ragged and nearly barefoot, our regiment made camp one night in the foothills of the Cumberland, near the Georgia state line. The day had been one to give the most cheerful man the blues. Cold East winds with splashes of rain, the trees dripping with water. Corn from the fields of poverty-stricken mountain side farms, for the confederates had foraged the country for two years, was almost our only food. Into the midst of this gloom came a courier with information that there would be a commission from Michigan in Rome, Georgia, the next day to receive the votes of all Michigan soldiers in that district. Orders went out to company commanders to march at 5 o'clock next morning. Rain was still dripping from the trees as we hit the trail for a thirty-five mile hike over a road little better than a mountain trail. But after a few miles we were out of the beaten track of the forager—one lone regiment in an unexplored country, with no one to dispute the way.

How good those primitive homes with smoke curling out of the mud and stone chimneys did look to us! The roadsides were lined with walnut trees, the woods red with ripe persimmons and wild grapes were hanging in clusters on the vines at every brookside. Women and children came out for their first sight of a yankee soldier. From one mother in homespun dress came the greeting, "I didn't know there was so many of God's creeters in all the world."

Who can interpret the thoughts of our boys that day as they doggedly tramped mile after mile in rain-soaked clothing, blistered feet and with heavy loads of cartridges, for everyone carried ammunition for a battle? That march was not for pay, for they had not met up with a paymaster in six months and didn't care if they ever did again. The destiny of the American continent seemed in the keeping of that struggling line, every man doing his best to keep the faith. They were going to vote, many for the first time. Not half of them were twenty-one years old, but all could vote.

It had been the rule all that summer to march sixty minutes and rest ten. If a bedraggled tramp took a tumble in one of the many water courses, he squared himself with a "We are coming, Father Abraham." At times it would seem that Old Man Gloom was in command of the regiment. Then above the splash of many feet, the growls and muttered curses, some inspired voice would break loose and "John Brown's Body" went marching on. Before the first line of the grand old song was in the air a hundred voices joined in and if there was a sign of letting up, some choir leader would yell, "Sing, damn you, sing." At one ten minute rest along to-

wards night, some fellow started, "Molly, put the kettle on and we'll all have tea" and every man took up the tune and so the miles were shortened.

At 8 o'clock that night, in the outskirts of the little city of Rome, they cast their votes. In single file, with muskets at a trail, they passed in front of two wall tents. On a table in the first one were two piles of printed ballots, one reading "Abraham Lincoln" and the other "George B. McClellan." The ballot selected was dropped into a cracker box in the second tent. And the purpose of the thirty-five mile tramp was fulfilled.

Camp was made for the night in a bit of woods near by. Dozens of fires were soon blazing and pup tents were springing up in the shadows. Then the bugler sounded the assembly and announced the result of the vote. Two hundred and eleven for Lincoln and two for McClellan! The fate of the Nation had been decided. Men danced, cried, hugged and kissed each other. Some of them had a few drops of applejack in their canteens saved for a battle field emergency and felt the time had come to use it. After a bit of this canteen enthusiasm some put fresh cartridges in their guns and went about hunting for the two traitors who had disgraced the regiment. Not until Christmas day did they get the official news that Lincoln had been elected. Many of the men who voted that night were then sleeping under the leaves in Georgia, and others had finished their "march to the sea."

Twenty years after the war ended, one of these soldiers confessed to his Captain that because he was lonely, homesick and longed to see his mother, he had voted for McClellan, because he thought McClellan's election would end the war.

I am wondering how many people in the great gatherings in Lincoln's memory give a thought to the men of the army and the memories they may be treasuring of Lincoln and of those civil war days!

Charles E. Belknap.

Lincoln on Law and Order.

Let every American, every lover of liberty, every well wisher to his posterity, swear by the blood of the Revolution never to violate in the least particular the laws of the country and never to tolerate their violation.*** Let every man remember that to violate the law is to trample on the blood of his own father, and to tear the charter of his own and his children's liberty.

Let reverence for the laws be breathed by every American mother to the lisping babe that prattles on her lap; let it be taught in schools, in seminaries and in colleges; let it be written in primers, spelling books and in almanacs; let it be preached from the pulpit, proclaimed in legislative halls, and enforced in courts of justice. And, in short, let it become the political religion of the Nation, and let the old and the young, the rich and the poor, the grave and the gay of all sexes and tongues and colors and conditions sacrifice unceasingly upon its altars.

Abraham Lincoln.



The accepted Collar Styles of 300 years ago, as illustrated by the Master Craftsman—Rembrandt.

Fashionable Soft Collar Models of Today are

SLIDEWELL and Beaux Arts SLIDEWELL *HALL*

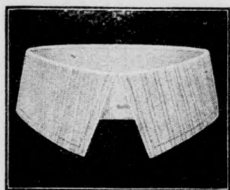
Made by Troy's Master Craftsmen

These illustrations show the sixteen EXCLUSIVE MODELS upon which these lines are built.

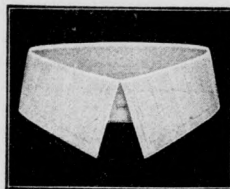
They feature extensively many new LOW models that are proving so popular. Each collar shown is made in different fabrics and grades to retail from 25 cents to 50 cents.

The Salesmen of some 400 Leading Wholesalers who furnish SLIDEWELL IMMEDIATE DELIVERY SERVICE are now showing these models for Spring Delivery.

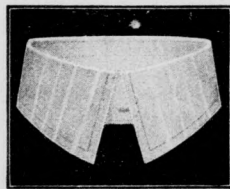
HALL, HARTWELL & CO., Troy, N. Y.
Makers of HALLMARK SHIRTS and HALLMARK ATHLETIC UNDERWEAR



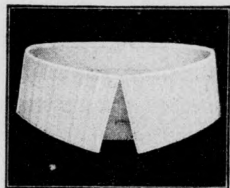
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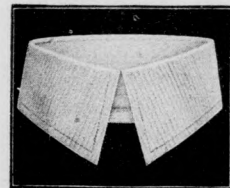
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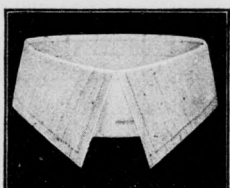
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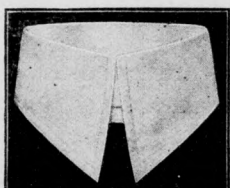
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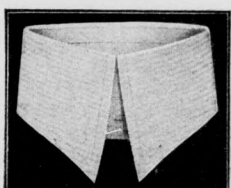
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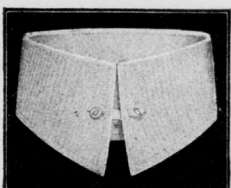
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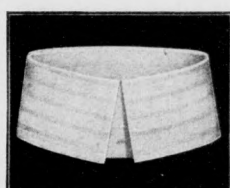
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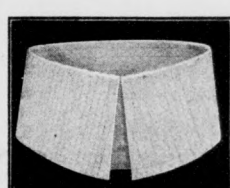
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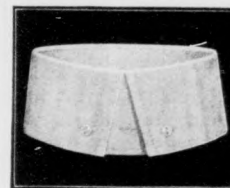
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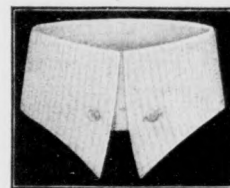
IRVING



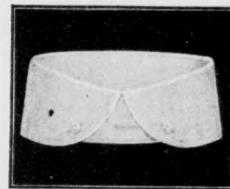
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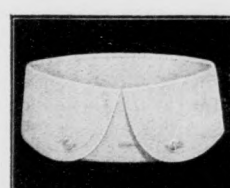
BARTLETT



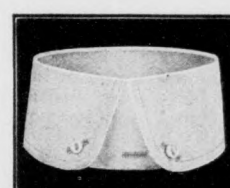
ROMNEY



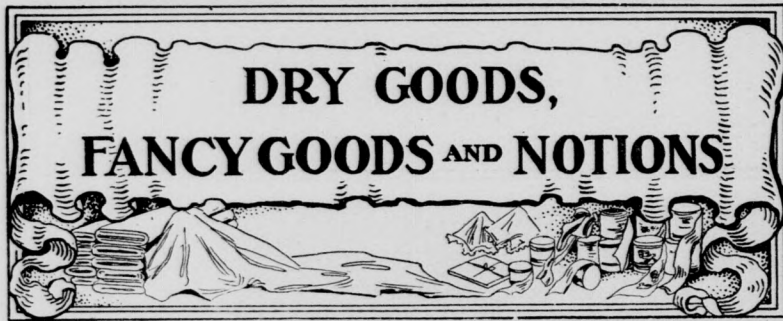
WADSWORTH



MERWIN



UNDERWOOD



Michigan Retail Dry Goods Association.
 President—J. W. Knapp, Lansing.
 First Vice-President—J. C. Toeller,
 Battle Creek.
 Second Vice-President—J. B. Sperry,
 Port Huron.
 Secretary - Treasurer — W. O. Jones,
 Kalamazoo.

First Series of Group Meetings Very Successful.

Lansing, Feb. 7.—So many of our members attended the group meetings during the last two weeks of January that it hardly seems necessary to give a very detailed report of what happened at those meetings, as those who did not attend will learn, by conferring with their neighbors, regarding the benefits derived. As stated in a former bulletin, we were obliged to abandon the Traverse City meeting.

Each of the six meetings were attended by from thirty-five to forty-five active and aggressive members of the Association. Some of our directors attended two or three of the meetings each. Our President, Mr. Knapp, took an active part in four of the meetings and Mr. Toeller in three of them. Mr. Cutler, Mr. Sperry and Mr. Mihlethaler were present at two meetings.

The address given by Mr. Knapp was sound and very helpful, prepared with a good deal of labor and thought, and was appreciated by many of the members who were present. Mr. Mills, who attended two of the meetings and appeared on the program, had just returned from New York and Washington filled with up-to-date ideas regarding prices and legislation. His part of the program was instructive and thoroughly enjoyed.

Miss Florence M. Crowe, of Battle Creek, who attended three of the meetings, contributed very substantially to the program. At Jackson an evening meeting was held that she might meet fifty or sixty of the sales ladies from the Jackson stores. There are three or four Prince graduates in this State whose services could be secured for stores in some of our larger cities. It is my opinion and advice that the merchants in the larger towns should invite one of these ladies to spend a day or two in their town addressing meetings of sales people.

The address on the Menace of Cancellation by J. H. Grant, of Battle Creek, at Jackson was very much appreciated. A. L. Davenport, of Burnham, Stoepl Co., Detroit, attended four of the meetings and was supplied with a splendid lot of material for a very instructive lecture. The Association owes Mr. Davenport a vote of thanks and a real gratitude for his services in this respect.

In the near future an announcement will be made of the group meetings which will be held in May. A decision was reached in most districts where the next meeting would be held but in one or two cases the decision was left to the President and Manager of the Association.

The semi-annual convention will be held at Detroit March 16 and 17 at the Board of Commerce rooms, corner Wayne and Lafayette. The program is nearly completed and will be finished immediately after our President, Mr. Knapp, returns from the National convention in New York next week. Our Michigan convention is going to be a record breaker and no one of our members can afford to stay away.

As our members are aware, the Michigan Legislature is in session. The Governor, Lieutenant Governor and Speaker of the House of Representatives are able men and are working harmoniously together. There seems to be a disposition on the part of all concerned to enact conservative legislation, look after the State institutions, close up the business and adjourn. So far as I can observe by a careful perusal of the Journal, little if any freak legislation has been proposed or presented for consideration.

A resolution of the Legislature empowers each Senator and Representative of the House to have mailed to certain of their friends copies of the Senate and House Journals. I wish that every member of our organization would write to his Senator or Representative and request that your name be placed on the mailing list for copies of the Journal. I also further request that when you receive them, read carefully the titles of the bills that are introduced. When you observe that a bill has been introduced that refers to some subject in which the retailers' interests are involved, write at once to your member asking him to send you a copy of the bill, calling his attention to it by the original number and the file number.

After you have read the bill through carefully and you find that it contains provisions that are beneficial to the retailers—or, on the contrary, provisions that are detrimental to the retailers—please notify me at once and I will give prompt attention to the question which you raise and will interview the members of the committee to which the bill is referred.

This is a very important matter and I urge it upon you in all earnestness. You will be benefitted by keeping track of what is going on in the Legislature. Incidentally, you will learn some things that you have heretofore been unfamiliar with, and at the same time place me and the officers of the Association in a position to be of service to you. Jason E. Hammond, Manager Michigan Retail Dry Goods Association.

The Spirit of America.

St. Paul, Minn., Feb. 5.—This country is founded on the belief that civil and religious liberty, freedom of press and of schools are absolutely essential to our form of government.

Regardless of race, color, creed or birthplace, those of our people who thus believe are Americans; those who do not thus believe, are not and cannot be Americans.

While welcoming developments in our principles we will not tolerate underhanded attempts to change them. "American" stands for certain beliefs. These lost, the very meaning of "American" is destroyed.

For those who have not the spirit of freedom in their own souls, will not grant it to others.

This is "The Spirit of America." You must live it. J. W. Hamilton.

A Definition of Business.

Legitimate trade consists in selling goods at the lowest profitable price to people who want such goods and can afford to pay for them with reasonable promptness. Any departure from either end of this starts trouble.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 8.—W. J. Bell, the veteran photographer of the Soo, has announced his intention of retiring from business. He has been engaged in the photograph business for the past 37 years and has been very successful. He has also been interested in various other enterprises in the up-building of the city. Mr. Bell has not yet stated what his plans for the future are, but he expects to go into some other business which will require the greater part of his time.

Alf. Richards, the well-known ice king, has completed the filling of his various ice houses and from all accounts there will be no ice famine to fear next summer.

R. W. Cowan, of Cowan & Hunt, left last week on a purchasing trip to New York. Mr. Cowan is optimistic for the future and is figuring on an unusually large year in the dry goods and shoe department and will be ready for the spring rush.

The many friends of W. E. Tapert, formerly of Bay City, will regret to learn of his passing away last Tuesday at the home of his son, W. G. Tapert, of this city with whom he had made his home for the past two years. The deceased was 78 years of age. He spent fifty years of his life in the meat business at Bay City prior to retiring. Mr. Tapert, one of the early pioneers of Bay City, was a successful merchant and a highly respected citizen. The bereaved family have the sympathy of a large circle of friends throughout the State. Interment was made in Bay City on Thursday, Feb. 3.

Caliguri & Porcaro have opened a grocery and meat market in the building formerly occupied by the Moher Meat & Provision Co., at the corner of Portage avenue and Sova street, which has been closed for several months. The new proprietors come highly recommended and will, undoubtedly, make a success of the new venture. William G. Tapert.

Interall
 REG. U.S. PATENT OFFICE
 "The Economy Garment"



Michigan Motor Garment Co.
 Greenville, Mich.
 6 Factories—9 Branches

We are manufacturers of
Trimmed & Untrimmed HATS
 for Ladies, Misses and Children,
 especially adapted to the general
 store trade. Trial order solicited.

CORL-KNOTT COMPANY,
 Corner Commerce Ave. and
 Island St.
 Grand Rapids, Mich.

We are caught up again on those

**Men's Fine Corded Madras
 Dress Shirts**

@
\$13.50 per dozen

About 60 dozen only for this week. Handsome assortment of patterns.
 Act quick. Don't lose out.

Daniel T. Patton & Company

GRAND RAPIDS
 59-63 Market Ave. North

The Men's Furnishing Goods House of Michigan

Curtain Materials

Now is the opportune time to buy Curtain Materials at unusually low prices—ranging from 7½c to 65c yard.

These are numbers of unusual merit. Large sales result from the use of these items as leaders.

Write for samples.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

We Should Aim To Keep Prices Down.

How far from normal conditions are may be inferred from the numerous appeals which are being made to the public to "buy now." These are the recognition of the fact that this selfsame public has not yet begun to buy on the scale to which it has been accustomed. A few weeks ago producers and wholesalers were complaining that retailers were stopping the flow of goods to consumers by holding up prices. Since then prices in the primary markets have been further reduced on many articles with a view to forcing the hands of the retailers. The latter have recently been responding to the pressure with a little more alacrity, and in some instances have offered staples as a leader at prices below those obtaining at wholesale. Where this has been the case there has been a positive stimulation of buying, particularly in certain classes of fabrics and in such made-up articles as shirts, overcoats, coats and suits, furs and shoes. A strong effort is being made to clean up shelves before the regular Spring trade sets in, and this has by no means been helped by the comparative mildness of the weather. The earliness of Easter this year may afford an opportunity to get a good Spring business before the time for a distinctive Summer one, and enable merchants to offset against any losses they may sustain on sacrifices of Winter goods.

There is still too much of a disposition manifested, both in the primary markets and elsewhere, simply to use lower prices as a means of trying out, as it were, and to increase them at the first sign of renewed buying. In this course there is danger under the present conditions. Most persons, for one reason or another, are not in a position to indulge in buying what they do not need, and quite a number are inclined to do without many things which they used to get. Reduction in the prices of commodities which large classes had to sell and lowering of the wage scales of many workers have made it necessary for thousands to watch every penny of expenditure. They are in no mood to buy anything unless it be at a bargain price, nor are they disposed to buy anything at all except it be urgently needed. Manifestly under such circumstances, it will be impossible to push them very far, and they are apt to resent any attempt at raising prices which have been once reduced to a point to make them attractive. What may happen later in the year, when things get more settled and there has been a readjustment of all values instead of a few as at present, is another matter. But, for the Spring season, it would seem the part of good policy to keep prices down as low as possible. Buyers for the big department stores are acting on this theory, and shy quickly at intimations of price advances. They are also continuing to buy sparingly, not feeling quite confident of the inclination of the public to respond to offerings. But they are prepared to return to the market quickly if occasion warrants.

Appreciated Tradesman Promptness.
Lansing, Feb. 8—We certainly ap-

preciate the thorough manner with which you went after information concerning the American Grocers Society. We presented your letters before our Association at their last meeting and the members present were much pleased to get this information, as a number of them had been interviewed by their first solicitor.

They sent another solicitor here to try and close up a few prospects. We immediately called our President and he notified all members to be on their guard.

We have outlined their arguments to the Securities Commission, as requested by you.

We again thank you for your prompt work in this matter.

Montague & Manning.

Petoskey Participates In Two Notable Events.

Petoskey, Feb. 8—February peculiarly embraces memorial events derived from three distinct epochs—St. Valentine's Day, memorializing universal love and good cheer; Washington's birthday, standing ever on the world's calendar as marking the advent of history's most celebrated personal exemplar of National independence; and Lincoln's birthday, the anniversary of the coming of the world's greatest exponent of racial political equality. Thus Love, Freedom and Equity are especially commemorated in this one month.

Abraham Lincoln alive to-day and exerting his great mental powers; translating into action his marvelous constructive thinking ability would strike direct and driving blows in this reconstruction period. A message to-day coming with his deep logic and quaint humor would go far toward directing unrest to the goal of equilibrium. More than ever in this period do thinking men come to a better realization of the need and the value of great philosophical and unselfish leaders, and so long as America stands and the English language is spoken our beloved martyr to a cause—Lincoln—will be considered as the greatest of these.

Two remarkable community events marked the latter part of January in Petoskey. On the 28th every township in Emmet county was represented here at a banquet, marking the annual get-together of good roads enthusiasts. One hundred and seventy-five representative men sat at a real feast for the inner man, after which Frank F. Rogers, Michigan State Highway Commissioner, delivered an address at once educational and entertaining. The outcome of this fine fellowship gathering is a better understanding of the State's road building program and possibilities and a concert of county action for further improvements.

On January 31st over 400 sportsmen, representing every community in Northern Michigan, gathered here for a banquet, and the splendid success of the occasion convinced attendants that it will be an annual event. State game wardens were on the speakers' list and the comradeship and good will expressed would indicate staunch support of these officers by the men whose honest sport they strive to protect.

J. Frank Quinn.

Treasured It.

"You ought to be cured of your deafness."

"Hey?"

"You ought to be cured of your deafness."

"Beg pardon!"

"I say you"—

"Better write it down, I guess."

He does.

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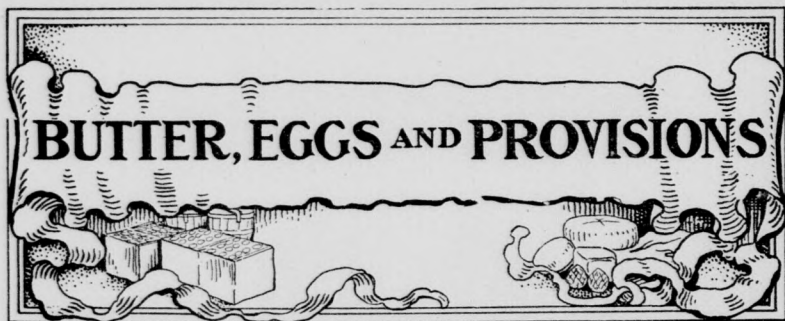
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Secretary and Treasurer—Dr. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Growth and Development of the Avocado Industry.

El Cajon, Calif., Feb. 2—Recent interests in avocado culture as a commercial possibility is due, no doubt, to present high prices of fruit in the local (California) markets; the wonderful crop possibility, as indicated by a few pioneer parent trees, bearing under exceptional conditions, from 1,000 to 3,000 fruits, some of which have said to have retailed at from \$1 up, for fruits weighing a pound or more; and to the advertising of real estate promoters and the nurserymen, all of whom are commercially interested and more or less inclined to exaggerate. The press, too, with its desire for the strange and little known news, have industrially circulated sensational stories of the great possibilities of avocado growing as a new California industry. Much of this interest is genuine, but some is mere curiosity. The more conservative investigators, however, believe the avocado orchard can be developed and brought into prolific bearing, as cheaply as oranges; that frost resisting varieties of medium size, good shipping and keeping qualities, will be developed, and a yield so great as to make the avocado orchard a good paying investment. Great production, on a commercial scale, will mean prices within the reach of the masses and the industry will cease to be a local one. Thus giving California an industry of National importance, which, however, can never be a California monopoly, for reasons I shall later point out.

There are several good reasons for the high prices of avocado nursery trees. They are difficult to propagate. Seed is scarce and expensive—5c each. Few good varieties have been obtained from seedlings, after years of nursing and care for definite results, only to be discarded as unfit for commercial planting. Bud wood from known and tested varieties is scarce and prices high (from \$5 to \$15 per hundred) for the desirable kinds, with the grower who has a seedling orchard, bidding against the nurseryman for it. The chance that a variety acceptable, and perhaps popular to-day will be discarded on account of some defect in fruit or tree before the nursery stock can be profitably marketed, greatly increases the cost of growing the acceptable varieties. Standardization of a few old tested sorts, will overcome this waste, 50 out of about 85 named varieties which California has originated in the last twenty-five years have for one reason or another been discarded as undesirable for commercial purposes. All the above adds tremendously to the nursery cost and curtails production.

A fair retail price for medium sized (6 to 10 ounce) thin skinned Mexican type fruits is hard to estimate, but I think 50c a pound or \$3 per dozen a fair price as a food luxury; but as a food for its food value half that sum seems about right under present meat, butter and egg prices. Yet I doubt if any grower in San

Diego county, with an orchard of ten or more trees, ten or more years old, can show 2 per cent. net profit on the flat cost of his investment from the net returns on his crop, even if it sold at \$1 per pound.

The thick skinned or hard shell Guatemalan types, are of no greater value per pound as food, but will command a higher price because of their long keeping, superior shipping qualities, coupled with the fact that most of them fruit in the early spring and summer and at a time desired by high class hotels and exclusive clubs; then, again, they are not sufficiently hardy to be prolific bearing, except in favored localities or where they can be protected from the slightest frosts, occurring at the blooming and fruit-setting stage, as in the extreme South of Florida, Cuba and the West Indies, these higher production costs, and desirable features would make a higher price fair to all concerned.

Of course, the season has a great deal to do with the price of avocados, as well as all other commodities. October to January is the season for Mexican varieties, and as some of the other types of fruit at this time, the market is likely to be well supplied, notwithstanding the extra demand for the holiday trade, and the prices, therefore, lower. Later types command higher prices. The present planting tendency is to develop orchards of varieties that will fruit every month in the year. This tendency is very likely to be realized within the next generation of planters and continuous producing orchards result, thus leveling the season and stabilizing the prices.

Since the organization, in May, 1915, of the California huacate Association (later changed in name to California Avocado Association to harmonize with the Government's adoption of the Americanized name for the Spanish), the aims and objects of the society have been multitudinous. The main object being that of collecting reliable information on the culture, care, harvesting, marketing and serving the fruit; to secure the most reliable information on different types and varieties of each type, their hardiness, shipping and keeping qualities, productivity, scientific food value, etc., with a view to encouraging propagation of only the best, making this information available for its members at no cost to them and to the general public at a slight charge to partially cover cost of printing. It has also become evident that some protection must be given its members from unreliable or unscrupulous nursery men who might sell undesirable planting stock to uninformed orchardists. To this end it has been trying with considerable success to eliminate all undesirable varieties and standardize the well known and fully tested kinds that are suitable for commercial purposes, thus protecting not only its grower-members, but the nursery men and the general market. Its semi-annual exhibits of fruit, with information relative to types, how to prepare and serve the fruit, etc., are of great value in properly promoting a new and important industry; the appointment of a committee to study and classify all present varieties, to report on their merits as to their value for home growing or for commercial orchards, and also to pass upon the merits of new seedlings which



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will appear for some time to come. The ultimate object is similar to that of the California Citrus Growers Association—protection of its members and final consumers.

Although Hawaii is well located climatically, its soil conditions good for growing the avocado and a local demand existing, little or no attention has been given to its commercial development, during the last ten years, due, no doubt, in part to the action of the California State Quarantine Department, which issued an order in 1911, prohibiting the importation of all Hawaiian fruit, except bananas and pineapples, thus cutting off Hawaii's only outside market of any value and practically confining its commercial possibilities, to a local market, already over supplied from its innumerable wild and prolific bearing garden and dooryard trees, planted a generation or more ago, almost everywhere throughout the Island. The quarantine order issued at this early stage of California's interest in the commercial possibilities of this fruit seemed to have stimulated its propagation in Southern California, and may have saved for California an important industry.

With the exception of California, Florida seems to be the only State which is giving the avocado any commercial consideration, and even in that State only in sections located well below the so-called "frost line." The area of the limestone district in the extreme South of Florida on the East coast is limited. Conditions on the West coast, as far North as Sarasota—practically the limit for tropical fruit growing—are quite favorable, but here again the territory is limited that is conducive to the propagation of the tender West Indian types favored by Florida growers. The latest reports gives Florida credit for over 200 acres of commercial orchards, with as much more under bearing age (eight years) to commercial plantings. Most tropical countries seem to be contented with the product as it comes from native trees, either wild or from plantings made generations ago. In Rome there is a tree presumed to have been imported by the famous French gardener, Valadier, who designed the Pincio Garden more than 100 years ago. This tree is about forty feet in height and several feet in diameter at its ground line. The variety seems to be a strange one, but is supposed to have come from Mexico and is probably a seedling. For its size and age it is not a prolific bearer, having but a hundred fruits the year it was reported to the United States Department of Agriculture. It is not strange that so little attention is given the growing of the avocado in the countries of the tropics where it would seem to be most successful; the fruit being a common staple of food, available to all classes for almost nothing (from a cent or two each down to a hundred for a quarter, as in South African ports) no one is likely to regard them of any great commercial value. However, there are a few exceptions; Chile has been giving the fruit some attention, in a large way, but its high price (the highest of any Chilean fruit) makes it attractive to the grower. Some parts of Argentina have become interested in late years, but here, too, the high price seems to be the attraction—\$3 to \$3.50 per dozen, Argentine paper. In Paraguay the prices are high, often selling for as much as a peso (44c gold) each in the markets along the Platte River, but here the fruit is one of importance already and the demand large. Cuba, although splendidly located for commercial purposes, and with trees

growing on every plantation, and in out of the way places, has paid no attention to the rapidly growing market to the North. A few small plantings of the Florida varieties, Trapp and Pollock, have been made recently. Here, also, local prices are very low—3c to 5c each for native seedling fruits of good quality. Lack of interest in Cuba may be due to a serious trouble in the difficulty in pollination, due to blooms occurring in the rainy season, which causes loss of crops. Then, too, the wood is brittle and the winds play havoc with the trees. The varieties are of the South American or West Indian type. To the native Cuban the avocado is to him what the potato is to the North American—a staple food. The West Indies will never be a competitor of Florida, as the natives are not commercially inclined, and the islands are no "White Man's Country."

In Florida, the shipping varieties are limited to two, the Trapp and the Pollock, with 95 per cent. of the State's 200 bearing acres producing the former. Both varieties are of Florida origin, from West Indian seedlings, obtained from Cuba. The fruit is hard shelled, and of good size, (12 to 24 ounces.)

Porto Rica is well situated, climatically and commercially, for the successful growing of the popular hard shelled Guatemalan types. Its marketing opportunities are equal to those of Florida, with a ready-made under-supplied and rapidly-growing market along the Eastern coast of the United States. A few American settlers have recently introduced and planted considerable acreage to the Florida varieties. Land at low prices, labor plentiful and cheap, no irrigation costs and little fertilization expense all tend to make Porto Rica an attractive proposition for avocado growing. This island may become Florida's only competitor in the growing of this fruit and its marketing in the Eastern States, tributary to Porto Rica, and Florida.

In Mexico the avocado—aguacate or ahaucate—thrives and bears prolifically in every state in the Republic. It is a popular food with all classes, therefore of considerable economic value. It is found at altitudes from 7,000 feet down to sea level. The hard shelled tender varieties are found on the lower levels, while the thin skinned kinds and smaller fruits are found at higher levels. The fruit is common in all markets. Being a staple food, it sells at low prices, 2c or 3c each or less. No orchards are known to exist anywhere in the Republic. The hardiest, most vigorous and most productive, as well as the most nutritious varieties of California origin, are mostly the offspring of California bred Mexican seedlings.

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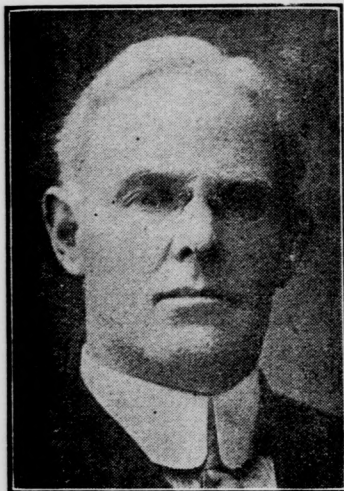
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FROM OLD STEADFAST.

Annual Report of Secretary Scott to Hardware Dealers.

The changed conditions in merchandising, which call for the most intensive study on the part of the retailer, are with us. The downward movement of prices, of which the first signs appeared some months ago in other lines, is now beginning to be quite apparent in the hardware line. It is hoped that the lower level will be accomplished so gradually, that the losses will be covered by current profits. The dealer who did not follow the rising market will suffer quite a loss, as the proper basis for prices at all times is replacement costs, for there is no assurance that a dealer can control prices on any other basis. There is no certainty that he can sell goods at a margin above what they cost him as he has to meet competition selling on the basis of the market value. The Association has always urged its members to promptly follow prices on a rising market. We cannot afford to block the procession. The producer has had to come down, the jobber has had to take his loss; and the retailer, who gets down to the new level as soon as possible, will gain by doing so, for the reason that he will be selling low cost goods while his slow going competitors are tied up with old stocks.



Arthur J. Scott, Secretary

In the general hardware line I do not believe there is going to be any very radical reductions for the reason that the cost of production has kept up. Many manufacturers to stimulate buying have established somewhat lower prices with a guarantee against any farther declines up to a certain period—this should stimulate buying.

Some dealers are not keeping up their stocks. This, I believe, to be very unwise, as you must have the goods when called for, if you are going to serve your community. If you do not serve it, somebody else will. My advice would be, to keep a well assorted stock and buy often in small quantities. Always keep in mind that "a lost sale is a lost profit." Don't lay down on the job and think that the country has gone to the dogs. Keep a stiff upper lip, be optimistic, work a little harder and I believe you will be well pleased with the business you do in 1921. A marked improvement in the business conditions of the country is reported in many lines of industry and I believe we can look for a general business revival with the coming of spring. Confidence in new price levels is being rapidly restored. Banks are becoming "easier" as the saying goes. Much of the general distrust which accompanied the deflation period has disappeared.

The country is fundamentally sound and, with optimism in business circles, depression must soon give away to good business.

I am proud to report, that the Michigan Association has a larger

membership than any other State Hardware Association, practically all the better dealers in the State being affiliated with our organization. At our last convention I reported the largest growth of any year since 1905. We cannot expect to hold this enviable position as some of the other Associations have more than double the number of hardware dealers in their territory and, if these Associations continue to grow, we will eventually have to drop down from the high position that we now hold. We hope with the co-operation of our members and our traveling friends to stay at the top for some time to come, as we have a good lead at the present time.

Membership at time of last convention	1357
Resigned, gone out of business or dropped for non-payment of dues	98
Old members still on our membership list	1259
New members taken in since last convention	257
Our present membership	1516
Net gain for the year	159

We have had the loyal services this year of Messrs. Stockmeyer and Bristol. These men have traveled the State in the interest of the Association and the hardware mutual insurance companies and have done excellent work. When they call at your place of business we hope you will be courteous and extend to them every assistance that you can give.

I take it that you all read the very complete report of the twenty-first annual Congress of the National Retail Hardware Association, which appeared in the July issue of the National Hardware Bulletin. Our State was represented by a full delegation and we were highly honored, for the reason that we represented the largest organization affiliated with the National Association. We were also honored by having our past President, F. E. Strong, re-elected as a member of the National Executive Committee.

In view of the thoroughness with which the details of this Congress were given in this report, it has not been deemed necessary to prepare a special report for submission at this meeting.

During the past year more of our members have taken advantage of the services that are available and that are rendered by the National office. The "Specil Service Bureau" is at all times ready to serve you and you should utilize the information which they are constantly compiling for your benefit. They can help you on store and stock arrangement, on new store building, new store front, business records especially prepared for the retail hardware business, and in many other ways they can be of service to you, if you will only let your wants be known.

The last three weeks in September group meetings were held in ten of the larger cities in the State. These meetings were well attended, were full of pep and interest and the benefits derived, we believe were many. The general expression was, that we should have them more often and in more cities. I am in hopes that this service will be extended the coming year.

A word about hardware mutual fire insurance would not be amiss at this time, in view of the gratifying statements issued at the close of their last fiscal year by the several strong companies engaged in this line. Their statements all show large increases in the volume of business carried and also healthy additions to their surplus.

I believe the policy holders in these companies are beginning to realize more each year that the companies belong to them and in the matter of fire prevention and looking after salvage when fire losses occur, a greater desire is apparent to reduce the fire hazard and keep the losses down to the minimum. C. A. Stockmeyer and C. N. Bristol, field men of

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GRAND RAPIDS, MICHIGAN

the Association and representatives of the hardware mutual insurance companies, are at this convention and will be found in the Secretary's office at the exhibition building. They will be glad to talk with you regarding any of your insurance problems.

We feel obligated to our associate members for the loyal co-operation which they have extended to us during the past year. They at all times boost the cause and are to a great extent responsible for our present large membership and for the big attendance at this convention.

The trade papers have assisted in spreading interesting Association news among the retailers, which has made it much easier to interest the non-member.

Have you noticed the recent issues of the National Hardware Bulletin, our official publication? It has developed, so that it now stands at the head of all trade journals. They have adopted this slogan: "Compare the National Hardware Bulletin with any trade journal—contents, paper-quality, type-style and value to readers. This is your journal and you should read it thoroughly from cover to cover as soon as it arrives. Its policy is, to at all times promote and stand for the things, that are for the best interest of the retail hardware dealer.

Our Association suffered a heavy loss during the past year in the death of Porter A. Wright, of Holly, a past President of our Association. Mr. Wright, who was loved and respected by those of us who knew him best, had been one of the most loyal and active members of this organization and we will miss him in our ranks.

We also mourn the loss of two of our past National Presidents—W. P. Bogardus, of Mt. Vernon, Ohio, and H. G. Cormick, of Centralia, Illinois. Both of these gentlemen were very active in the work of the National Association.

Other members of our organization have been called away this year, but as I have no complete record, will refrain from referring to those few who have been brought to my attention.

The past year, like all its predecessors since the writer assumed the office of Secretary, has found the officers and members of committees or the organization always on hand to administer, to the best of their ability, the important work which has come before them from time to time. Their example should be an inspiration to every member to co-operate whenever called upon.

I wish at this time to thank the officers individually for the personal consideration extended to me during the past year and also those members who have responded so promptly to requests made upon them.

I hope that this convention will find us all closer together and that we will return to our respective homes, inspired by a desire to maintain and increase the efficiency of this Association.

Feeding the Starving Youngsters in Other Lands.

Written for the Tradesman.

"I have all I can do to take care of my own children, without having to worry about the children in other countries. Besides, anything that I give to feed the children in Austria and Germany and China is just so much robbing my own."

So said a more than ordinarily kindly friend of mine. She was talking about Mr. Hoover's appeal for the children of Europe and the one for the starving people of China.

"You just can't take care of all the people in the world," said another woman in the group. "Of course, it is all dreadful."

"Yes, but whose fault is it?" demanded a third woman. "You can't

stir up any pity in me for Germans of any age. They started it."

"I know," said another. "But children—they weren't to blame. The children didn't start the war."

"No, they didn't; but every one of them that lives will grow up to be a German. I wouldn't care if they all died."

There wasn't much approval of this; but I could see that the idea was pretty general that if we took care of our own children we would be doing about all that anybody had a right to demand of us.

"Granting all you say about the Germans and the Austrians and what they did in the war," I said, "and even if we didn't care anything at all about their children, for the most selfish reasons we must do all we can. For the sake of our own children."

"I don't see what our own children have to do with it," snapped one of the others.

"Our own children in a few years will be doing business and establishing relations with the rest of the world. Immigrants will be coming here from Austria and Germany and the other countries. And they will be the children who now are being stunted in their growth and otherwise injured by lack of proper food. The children whom we are asked to help will be the Europe of to-morrow. It is very much to our interest to do what we can to have those children grow up in the way that will make the best bodies; for good minds cannot live in starved bodies.

"Then, too, there is the question of how they will feel toward the rest of the world. It makes a lot of difference, I think, whether they come to manhood and woman with the feeling that Americans did all they could for them at the time when they were helpless as the result of the war, which, after all, wasn't started or kept up by these children."

"We have to care about neighbors' children, whether we want to or not. They are the neighborhood; they have a great deal to do with the kind of neighborhood it is. It seems to me that the Homemaker can't stop with seeing that her own home is all right; she has to take an interest in the homes of other people, for the sake of her own children."

And as for China, that vast country is only just waking up. Modern ideas are spreading abroad in China; pretty soon there will be railroads and other means of communication reaching into the country which is now so inaccessible that even the food we send can reach only a small proportion of the starving people. I read somewhere the other day that China has only about 2,500 miles of railroad all told, while the United States has 250,000 miles or more, and that the poor means of communication was largely responsible for the great famine there, since the food that is plenty and cheap in one part of China cannot be sent into the parts where it is scarce. China will wake up more and more, and her people will have a great and increasing influence in the affairs of the world.

The same thing that I said to those women about the children of Europe is true of the Chinese children. Any-

thing we can do to help them have a chance to live will react upon our children, and our children's children.

Prudence Bradish.

[Copyrighted 1921.]

Pecks of Diamonds.

During the year 1919 South Africa exported 1124 pounds of diamonds. This quantity represented just about 125 quarts.

This vast quantity of precious stones reduced to terms of bushels would equal a trifle less than four, or what would be two ordinary grain bags full of them. Naturally the stones included a great number of very large ones as well as many medium sized and small ones.

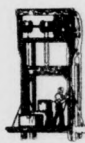
Some people must get awfully tired of listening to their own talk.

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Michigan Hardware Company
Grand Rapids, Mich.

WM. D. BATT FURS

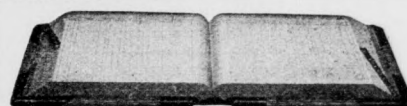
Hides
Wool and Tallow

28-30 Louis St.
Grand Rapids, Michigan



"The Quality School"

A. E. HOWELL, Manager
110-118 Pearl St. Grand Rapids, Mich.
School the year round. Catalog free.



Flat Opening Loose Leaf Devices

We carry in stock and manufacture all styles and sizes in Loose Leaf Devices. We sell direct to you.



GRAND RAPIDS, MICHIGAN



Grand Council of Michigan U. C. T.
 Grand Counsellor—H. D. Ranney, Saginaw.
 Grand Junior Counselor—A. W. Stevenson, Muskegon.
 Grand Secretary—Morris Heuman, Jackson.
 Grand Treasurer—Harry Hurley, Traverse City.
 Grand Conductor—H. D. Bullen, Lansing.
 Grand Page—George E. Kelly, Kalamazoo.
 Grand Sentinel—C. C. Carlisle, Marquette.

Traveling Salesman Should Watch His Step.

This statement "Watch your step" has been termed by some a slagg expression, but there is a multitude of good things in it nevertheless from the standpoint of salesmanship which can be applied to the tactful handling of your work. Tact is not mere politeness—it is more. It is a skillful, self-adapted method of the salesman to the various moods, peculiarities and prejudices of his customer. All salesmen, no doubt, are polite to customers even patient with exasperating prospects. He develops himself to a certain point and then stops, not because he has failed, but because he has succeeded. To a certain extent he feels he is a success and further incentive for progress fades away.

Self-satisfaction is dangerous to a salesman. I know of one case where a salesman arrived at a decision that he was a success and at the same time his sales result showed that several of his brother salesmen were beating him with a volume of sales. The salesman who wants to qualify for further advancement can only hope to do so by enlarging his knowledge of his profession. Tact plays a large part in successful selling and tact consists not in a uniform courtesy but in a steady increasing knowledge of human nature and a growing facility on the salesman's part for quickly adapting his methods to the individual customer's whims and ways.

I find myself getting back to my pet subject, but it is such a big thing in the selling game that a constant dripping of water will wear away a stone. In other words, frequent reference to the necessity of knowing customers and knowing them well is one big asset in the selling game.

Here and there a clever salesman who has accomplished excellent results in individual instances comes to believe that he has discovered the secret of salesmanship. There is really no secret. Salesmanship is an open book entitled, "Can you favorably influence the minds of others?" Nothing is more essential than to closely study your prospect, your territory, the styles for the present and the styles for the present season, and the styles for the coming season, to get a line on

the merchants' ideas and generally figure and plan ahead. Only by knowing these things can you be called tactful. Tact is so often confused with common courtesy. Tact means adaptability to all conditions of selling. There are hundreds of ways in which the studious salesman can find opportunities for being tactful. It is simply a question of look, listen and work.

Frank J. Seibel.

Tributes of Presidents.

A man of great ability, pure patriotism, unselfish nature, full of forgiveness to his enemies, bearing malice toward none, he proved to be the man above all others for the struggle through which the Nation had to pass to place itself among the greatest in the family of nations. His fame will grow brighter as time passes and his work is better understood.—Ulysses S. Grant.

Gifted with an insight and a foresight which the angels would have called divination, he saw, in the midst of darkness and obscurity, the logic of events and forecast the result. From the first, in his own quaint, original way, without ostentation or offense to his associates, he was pilot and commander of his administration. He was one of the few great rulers whose wisdom increased with his power, and whose spirit grew greater and tenderer as his triumphs were multiplied.—James A. Garfield.

Lincoln proclaimed the fulfilment of the Declaration of Independence not only to a downtrodden race in America, but to all people for all time who may seek the protection of our flag. He accepted war to save the Union, and re-establish it on indestructible foundations as forever 'one and indivisible.'—William McKinley.

Abraham Lincoln, the spirit incarnate of those who won victory in the Civil war, was the true representative of this people, not only for his own generation, but for all time, because he was a man among men, but who embodied the qualities of his fellow men, but who embodied them to the highest and most unusual degree of perfection; who embodied all that there was in the Nation of courage, wisdom, of gentle, patient kindness, and of common sense.—Theodore Roosevelt.

Some Short Sayings of Lincoln.

God must like common people or He would not have made so many of them.

For thirty years I have been a temperance man and I am too old to change.

It is no pleasure to me to triumph over any one.

Come what will, I will keep my faith with friend and foe.

Gold is good in its place; but living, brave and patriotic men are better than gold.

This government must be preserved in spite of the acts of any man or set of men.

If all that has been said by orators and poets since the creation of the world in praise of women were applied to the women of America it would not do them full justice for their conduct during the war. God bless the women of America!

It is better only sometimes to be right than at all times to be wrong. Before I resolve to do one thing or the other I must gain confidence in my own ability to keep my resolves when they are made.

All should share the privileges of government who assist in bearing its burdens. Consequently I would admit all whites to the right of suffrage who pay taxes or bear arms, by no means excluding females.

I have changed my mind. I don't think much of a man who is not wiser to-day than he was yesterday.

There is no grievance that is a fit subject of redress by mob law. Among free men there can be no appeal from the ballot to the bullet and they who take such appeal are sure to lose their cause and pay the costs.

Let us have faith that right makes might and in that faith let us to the end dare to do our duty as we understand it.

Intelligence, patience, Christianity, a firm reliance on Him who has never yet forsaken this favored land, are still competent to adjust in the best way all our difficulties.

No men living are more worthy to be trusted than those who toil up from poverty—none less inclined to take or touch aught which they have not honestly earned.

Bell Phone 596 City Phone 61366

Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising
 Expert Merchandising

200-210-211 Murray Bldg.
 GRAND RAPIDS, MICHIGAN

Livingston Hotel and Cafeteria

GRAND RAPIDS

Nearer than anything to everything.
 Opposite Monument Square.
 New progressive management.

Rates \$1.25 to \$2.50

BERT A. HAYES, Propr.

Fieglers

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

New Hotel Mertens

Rates, \$1.50 up; with shower, \$2 up.
 Meals, 75 cents or a la carte.
 Wire for Reservation.
 A Hotel to which a man may send his family.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.
 Muskegon Mich.

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

Your Citizens Phone

Places you in touch with 250,000
 Telephones in Michigan.

117,000 telephones in Detroit.

Direct Copper Metallic Long
 Distance Lines.



CITIZENS TELEPHONE COMPANY

Dealers Never Again To Return To Recklessness.

Chicago, Feb. 8.—Our commerce has been, and still is going through the strain of readjustment and deflation, which either has affected or will affect every line of business. The first shakeup has given us all many sleepless nights. The bubble broke, and a great change came as if over night. It became a commercial storm, which caused every game sailor of commerce to jump to his job, stimulate his efforts, and clear his decks for the new order of things.

Retail merchants ceased buying almost entirely, with no purpose in mind except to save their own hides; to turn their high cost merchandise into money, so that they might again operate on the new order of things, and according to whatever the new market would be. They cared not whether the market was high or low, so to speak, for money became tighter and necessity caused their action.

Many merchants cancelled orders right and left, but bear in mind that many others were pretty good sports. They accepted their orders and have either taken their medicine or are now taking it. As in all cases of quick and radical changes, the retailers' action reflected back all along the line from manufacturer to the producer of the raw materials.

With no orders being placed, factories began to close down, which was, of course, a bad thing in many respects, but again a good thing, for it has not only brought labor to its senses, but many of the rest of us, for we have come to realize that we cannot close factories and reduce labor too low without having it all become a boomerang and prove to be a knife which cuts on both sides.

A little of this was necessary, however, for it was necessary to take the inflation out of labor; I say, the inflation, when inflation existed, not to reduce labor from the point of view that many see it. Where inflation exists, it must and will come out, whether it be inflated prices of merchandise, profits, labor, or what not, but it will not come out of all things at once.

It took several years to bring about this inflated condition, and while this first shakeup has caused a great deal of it to disappear, the indications seem to be that the balance will come out over a period of a few years.

We have all had a much needed lesson. Now we must work, and when I say "we" I mean each and every one of us, including what is generally called labor. As fast as we work create and produce, and no faster, will prices gradually come down to what will ultimately be called the American standard of things. It would seem as if we would eventually stabilize at about 50 per cent. more than the pre-war period; it is any man's guess, however, as to what that figure may be.

As previously mentioned, retailers, wholesalers, and the many others, stopped buying and centered their efforts on one, and only one, thought, namely, selling; to sell and to liquidate seemed necessary even though the wheels of commerce slowed down. They continued to slow down, and in the minds of many, a great depression was facing us. Something had been started that might go too far. Some realized the danger of too great a depression, and further realized that it was not a question of whether they sold their merchandise at a profit or at a loss.

It became a public duty yes, a patriotic duty to sell merchandise at whatever price would move the merchandise so that they could in turn start orders flowing to the wholesale factories.

At present retailers are buying, but buying sanely, and as fast as liquidation takes place, more orders will begin to flow, consistent, however, with public consumption. It will be many a long day, however, before retailers will again buy as recklessly as has

been the case during the boom just past—enough is enough.

As business had prepared to take care of an inflated condition, in the form of many increased factories, etc., and as this inflation has now disappeared, it becomes a question of very keen competition, or possibly a question of the survival of the fittest. Necessarily, with a condition of this nature and a buyer's market, the tendency will be to work on smaller margins of profit.

The time has come when we must earn the right to whatever we wish to have, whether our business be retail or wholesale. We must get down to the fundamental and basic principles that count for success, for, after all, success is simply a combination of things well done, with over 50 per cent. on the "done well" side, and the balance in errors that are part of the game, and accepted because none of us has reached that highly developed point called perfection.

Geo. H. Capper.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 8.—If W. F. Blake were alive, he would be delighted to know that his name is to be perpetuated in a grandson—William Frederick Blake Kutche, of Charlotte. The youngster is now 16 months old and is a lusty looking lad.

In honor of President Lee, all of the Muskegon hardware dealers will close their doors Thursday noon and come to Grand Rapids in a special car to attend the afternoon session of the Michigan Retail Hardware Association. Most of them will remain to the banquet in the evening.

Plans have been made to start an entirely new hardware store at Owosso about April 1. The moving spirits in the new enterprise are a local man—clerk in one of the hardware stores already in existence—and the resident of another city who will take up his abode in Owosso and become actively interested in the business.

C. G. Pitkin, for many years engaged in the drug business at Whitehall, is a member of the 1921 House of Representatives. Although a new member, he is not undertaking to make a record for the number of bills he introduces, but rather for the number of freak bills he can strangle or emasculate. He was recently importuned by the bar of Muskegon county to champion a bill to create a second circuit court in that county, but peremptorily declined to do so on the ground that one judge was ample to attend to the legal business of the county if he devoted his entire time to the work of his office. Mr. Pitkin's position is unique and his firm stand is making him many friends. It is greatly to be regretted that his position is not contagious.

Hardware dealers who are in attendance on the State convention unite in the statement that Grand Rapids is the ideal place for holding the convention, because it is the only city in Michigan where the members can secure adequate hotel accommodations.

David Drummond (Brown & Sehler Co.) received an application for a charter for a Bob Tailed Cat Club this week for New Zealand.

Calvin O. Race and wife of the Hotel King, Reed City, are happy over the advent of a 11½ pound son who will bear the euphonious cognomen of Blare Kermit Race.

At an annual meeting of the Michigan Hardware Co., the old directors and officers were re-elected. A 10 per cent. dividend was declared out of the earnings of 1920, payable March 15.

William N. Senf and George Bode, the Fremont mutual fire insurance magnates, were in town Tuesday en route to Lansing to attend the annual meeting of the organization of Mutual Fire Insurance Secretaries, which will be held in that city Wednesday and Thursday.

The railways executives of America would cut salaries and wages half a billion dollars to get back to normal. They were raised more than that be-

cause of the war. Railroad men in the shops are now getting 72 per cent. more for an eight hour day than they received in 1917 for a ten hour day. The pampered cohorts of unionism will resist the reduction as a matter of course, but the executives say it is a necessity. Farmers are losing enormously, manufacturers are undergoing the same experience. Will the railroad men also have to come down?

Late News From Michigan's Metropolis.

Detroit, Feb. 8.—At the annual meeting of the stockholders of Frederick Stearns & Co., the general manager reported that the sales for 1920 exceeded all previous records, and the net earnings were equal to those of 1919. The financial condition of the company was reported as excellent. In addition to the regular dividends, a stock dividend of 66⅔ per cent. was paid to the common stockholders during the year.

Ward H. Marsh, advertising manager of the Burroughs Adding Machine Co., will be the third lecturer in the 1921 advertising course of the Detroit Adcraft club, in the lounge room of the Board of Commerce next Wednesday evening. Mr. Marsh's topic will be "Planning a Campaign" and will be illustrated by charts which he has just completed. He intends to show the general principles on which the advertising policy should be based.

Joseph A. Braun, President of the Braun Lumber Co., and Fred L. Lowrie, President of the F. L. Lowrie Lumber & Finish Co., have just purchased the Arthur L. Holmes Lumber Co., including the Gratiot, Warren West and Van Dyke avenue yards. The present management of the Holmes plants will be retained for the present under the general supervision of Mr. Lowrie. Before leaving for the Coast last week, where he will study the lumber market in California and Washington, especially that of big timbers for the new timber mill and yard of the central Braun plant on Davison avenue and the Grand Trunk and Detroit Terminal Junction. Mr. Braun stated that the corporate title of the Arthur L. Holmes Lumber Co. would not be changed and the company would be operated as a going concern under its old title.

Annual Meeting of Cadillac Association.

Cadillac, Feb. 8.—The annual meeting and election of officers of the Cadillac Retail Grocers Association was held at the Chamber of Commerce preceded by a banquet at the Russell House.

Many subjects of local interest were

disposed of and a general discussion on the proposed gross sales tax brought forth many ideas on this very important subject with the result that a committee was appointed to get all possible information on the subject, to be presented at a future meeting when resolutions would be adopted, giving the preference of the retail grocer as to the way the tax should be levied.

The annual dues to the State Association of \$2.50 per member were ordered paid and an order drawn for the entire membership.

The following officers were elected for the ensuing year:

President—Ray W. Jaques.

Secretary—V. C. Given.

Credit Secretary—J. M. Bothwell.

Local Bankruptcy Record.

Grand Rapids, Feb. 7.—On this day the adjourned meeting in the matter of Leo Goodrich was called and those present, desiring an adjournment of the meeting, it was accordingly adjourned to Feb. 14.

On this day Jacob Vander Molen, a wage-earner of the city of Grand Rapids, was adjudged a voluntary bankrupt. The proceedings have been referred to Benn M. Corwin, in the absence of the District Judge, who will have the entire disposal of the case in hand. The bankrupt schedules assets in the sum of \$607.14 and his liabilities are \$1,578.45. A list of the creditors of the bankrupt are as follows:

Heyman Company, Grand Rapids (secured)	\$ 50.00
Jordan & Firth, Grand Rapids (secured)	90.00
Grand Rapids Loan Co., Grand Rapids (secured)	40.00
Ulysses S. Silbar, Grand Rapids	512.34
BlueBell Peanut Butter Co., Grand Rapids	325.00
Mills Paper Co., Grand Rapids	45.00
M. Monsma, Grand Rapids	14.00
John Immik, Grand Rapids	13.00
John Stuit, Grand Rapids	5.00
Grand Rapids Overland Co., Grand Rapids	293.75
Ten Hoor Printing Co., Holland	150.00

The date of the first meeting in this matter has been set for Feb. 21.

Our idea of a speaking likeness of a woman is a moving picture showing her chin in action.

Bank Fixtures For Sale

Having remodeled our banking offices and installed new furniture and fixtures, we offer for sale at a bargain our former equipment. These fixtures are of finest mahogany, built by The Robert Mitchell Furniture Company. Cages consist of two window saving department, two window commercial department and book-keeping.

Farmers & Mechanics Bank,
Ann Arbor, Michigan.

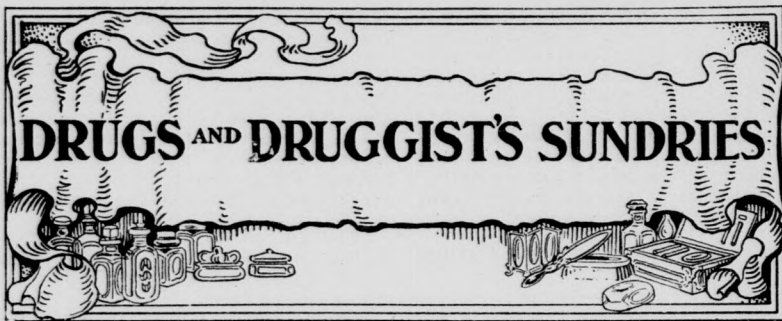


GOLD COIN FLOUR

PURE WHOLESOME

Milled from the Best Spring Wheat

KENT STORAGE CO., Distributors
GRAND RAPIDS, MICHIGAN



Michigan Board of Pharmacy.

President—H. H. Hoffman, Sandusky.
Secretary and Treasurer—Charles S. Koon, Muskegon.
Other Members—E. T. Boden, Bay City; James E. Way, Jackson; F. C. Cahow, Reading.
Next Examination Session—Detroit, Jan. 18, 19 and 20; Grand Rapids, March 15, 16 and 17.

Trade Commission Starts New Crusades.

The Federal Trade Commission is in eruption again. A big batch of new complaints have been issued, some of which represent novel versions of the law designed to curb unfair competition.

One of these complaints cites a manufacturer of cutlery for using the word "Sheffield" upon an inferior grade of goods without other marks to show their true origin. The word "Sheffield" when applied to cutlery, the Commission declares, has come to mean to the trade and to the public at large cutlery made in Sheffield, England, of a certain known quality. The respondent is given forty days in which to answer the complaint, and if his response is not satisfactory, the case will go to trial upon its merits.

In another case two concerns making razors and razor strops have been cited for using on their goods certain trade names previously employed by competing concerns which have spent large sums of money in building up good will thereunder.

A big concern in Springfield, Ohio, has been cited in a complaint of unfair competition in the sale of road-building machinery. Public officials and employees of customers, it is declared in the complaint, are given gratuities by this company to influence the purchase of its machinery.

The Commission also charges this company with having employed an ingenious little trick to improperly influence sales. The company, it is declared, pays the expenses of public officials to visit its place of business upon inspection trips. "Public officials" whose patronage can be obtained as the price of a small junket are certainly in the class of pikers.

An interesting question has been raised in another complaint against a manufacturing concern in New York City which makes and sells a small desk calculating machine. This machine the company advertises as having been "adopted by" the United States Government, the City of New York, and numerous Nationally known industrial concerns named in the advertising matter.

By the use of this machine, it is claimed, "a large percentage of leading firms have solved their accounting problems." The Commission alleges, however, that these represen-

tations "are false and misleading in that not one of the concerns mentioned in the advertising has adopted the machine to the exclusion of other competing machines."

Upon its face, the complaint appears to be predicated upon a contention on the part of the Commission that unless a device has been adopted to the exclusion of all other similar devices, the manufacturer thereof can not refer to such adoption in his advertising literature. Manufacturers and merchants will await with considerable curiosity the outcome of this case, for, if the Commission's contention is sustained, it will result in some revolutionary changes in advertising methods.

What Is Ether.

Of all the mysteries that have puzzled science, none has seemed less easy of solution than that which concerns the ether of space.

It has long been obvious to physicists that space must be filled with something of a material nature. It cannot be seen, or felt, or perceived by any of our senses; but it must exist, else how could energy be transmitted through it.

We get light and heat from the sun. These are forms of energy, and so likewise is electricity. Energy must have a vehicle for its transmission. We know that waves of light from the sun impinge upon the retina of the eye. They are called light waves, but, of course, there is no light without an eye.

There is a substance that fills all space. We cannot perceive it because it has no molecular structure. It contains no atoms. But we do know that it is elastic; it has waves of known length and measured velocity.

This substance, called the "luminiferous ether," is absolutely transparent, as we may judge from the fact that light comes through it to us from stars at unfathomable distances. If it were made up of molecules, like material bodies, such transparency would be inconceivable.

It is called a "fluid," but it does not flow. Apparently it is stationary. The earth, traveling at a speed of eighteen miles a second in its journey around the sun, does not disturb the ether in the slightest degree. If it did so, the light waves that come to us from the stars would be disturbed.

What, then, is this strange interstellar substance that transmits the solar energy on which all terrestrial activity depends? Science believes that now, for the first time, it is able to give an answer to the question.

The ether is the substance out of which everything in creation is made. The rocks are made of it; the plants

are made of it; you yourself are made of it.

Material bodies of all kinds are composed of molecules. These molecules are made up of atoms in various arrangements. Each atom contains a less or greater number of "electrons," which are revolving at enormous speed.

Molecules differ; atoms differ; but the electrons are all exactly the same substance. They are tiny packages of ether.

Black and Red Marking Paints.

To be used around the drug store for making signs, etc.:

Copal varnish 2 ozs.
Oil of turpentine 1 oz.

Mix and add:

Finely powd. indigo 1/2 oz.

Mix. Any other insoluble coloring matter may be used in place of the indigo—Prussian blue, Lampblack, vermilion, etc. Instead of a varnish basis, diluted water-glass may be used, with aniline colors for tints.

Cheap and Excellent Warming Bottle.

Mix sodium acetate and sodium hyposulphate in the proportion of 1 part of the former to 9 parts of the latter, and with the mixture fill an earthenware bottle about three-quarters full. Close the vessel well with a cork and place it either in hot water or in the oven, and let remain until the salts within melt. For at least a half day the jug will radiate its heat, and need only be well shaken from time to time to renew its heat-giving energy.

Misunderstood.

"I understand," said the investigator, "that you said you had a new skin game that could get by me."

"I did," said the unabashed pharmacist.

"Well, let's have it," said the investigator sternly.

"All right," said the pharmacist. "It is, as I said, the New-Skin game. Here's a tube of it for your inspection."

Soda Fountains

Buy Early and Be Ready for the Spring Rush

This is just the season at which to buy your new Soda Fountain and have it in operation, ready for the big rush of business that commences about March 15th. It is always disagreeable to have it installed at the height of the season and to see scores of customers go by your door. Start on an equal footing with your more fortunate competitors. Write us for plans and prices on the Guarantee Iceless Fountain.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan



Has again proven that **QUALITY COUNTS.**

Get in a new fresh supply for your "after holiday" trade. Always something new.

We are also distributors of

LOWNEY'S AND PARIS' FINE PACKAGE CHOCOLATES

Putnam Factory

Grand Rapids, Michigan

Selling Ice Cream By Weight Eliminates Loss.

Chicago, Feb. 8.—Druggists and other retailers of ice cream who are troubled by the loss which occurs when they dig their scoops into the cans and the consequent shrinkage, which eats up a considerable proportion of their profit, will be interested in the plan which is proving so successful in a store in this city.

The solution of the problem is simplicity itself, according to Lee M. Pedigo, who operates the store in question. Pedigo sells the cream by weight instead of by the quart or pint and it therefore doesn't matter whether it is tightly packed or loosely wadded. The customer gets full value and the merchant receives the full market price.

"I weighed a large number of cans of ice cream," says Pedigo, "and found that their average net weight is around 400 ounces. The best grade of ice cream, therefore, costs two cents an ounce, and that gives me the basic figure on which to work."

"I weigh my bulk cream and give twenty-five ounces net weight for a quart. Figuring the cream at two cents an ounce, and the carton at one and three-quarters cents, your ice cream costs you fifty-one and three-quarter cents per quart. I have found, however, that most druggists do not weigh their cream, but just put all they can in a quart container, which will hold, packed down, from twenty-eight to thirty-one ounces, according to the condition of the cream."

"If you weigh your cream and only give twenty-five ounces for a quart you can sell it for seventy-five cents, and that is my price for 'New York' and vanilla. For chocolate and strawberry I get eighty-five cents. Bricks are sold at fifty-five cents."

"The easiest way to prove my statement is to sell bulk cream in the usual way from one can, and set the money received for it to one side. I doubt very much if you will have money enough to pay for another can."

"Bricks are cut four to the gallon and if you put a brick of cream on the scales you will find that it weighs from nineteen to twenty-one ounces. This proves without a doubt that there are only three quarts of bulk cream in a gallon."

"A good friend of mine told me that if he raised the price of his cream to seventy-five cents a quart he would not be able to sell any. That is all tommy-rot. You don't see any one staying away from theaters because the price has gone up. They still eat candy and smoke cigars, don't they? Why is ice cream any different from other products?"

That Mr. Pedigo finds it profitable to adhere to his sales-by-weight policy is perhaps evidenced by the fact that he started, not long ago, on an automobile trip to California and back.

A Compromise.

Lincoln's characteristic as a lawyer was, if possible, to get his client to settle, to bring together antagonists and to compose their differences. At the early time lawyers habitually encouraged litigation. Whenever possible Lincoln discouraged it. He said that a farmer came into his office one day and insisted that divorce proceedings be commenced at once.

"What is the difficulty?" asked Lincoln.

"We have got along so well that we are now rich enough to give up the log cabin and we have built a frame house," replied the farmer. "When the question came about painting I wanted it painted white like our neighbors, but my wife wanted it brown. Our disputes have grown into quarrels, and the other day she broke crockery and threw it at my head. And I want a divorce."

"My friend," said Lincoln, "go back home, keep your temper and compromise with your wife. You could not have lived together all these years without learning some basis upon which you can compromise any difficulty. Go home and don't come back for a month."

At the end of four weeks the farmer returned and said, "Mr. Lincoln, you needn't bring that suit. My wife and I have compromised."

"Good. And what is the compromise?"

"Well," said the farmer, "we are going to paint the house brown."

Made a Fizzle of Phez.

The grape juice concern which undertook to market a product named Phez has gone on the rocks of adversity because of the foolhardiness of the manager in devoting \$35,000 of the \$50,000 placed in his hands for advertising purposes to inserting five pages in the graveyard of many new concerns—the Saturday Evening Post. The Post is a good paper to read, but no new and practically unknown concern has any call to make use of its advertising department unless it has money to burn. Like the co-operative wholesale grocery houses, it is all a matter of promotion. The unscrupulous advertising agent sees \$1,000 commission staring him in the face on every page he can divert to that publication and cannot withstand the temptation to inveigle his client into the graveyard with as little delay as possible. The result is almost invariably the same—blasted hopes, suspended activities, depleted treasury and wasted capital.

Why Are Men Chewing More Gum? Prohibit.

Syracuse, N. Y., Feb. 8.—Gum sales in Syracuse are mounting due to the invasion of the field of cud chewers by the male population. A cud of gum was ever associated with a giddy damsel, but in the evolution of things, the evil is spreading among the masculine sex, according to retailers of the article.

Cursory inventory of gum sales and interviews at random with clerks reveals old men are becoming addicts, and prohibition is being blamed, as usual.

"The fellow who got used to sliding a nickel across the counter for a schooner has to find something else to do with his loose change," declared a soda fountain clerk. "Before he goes into the movies he hies into a candy shop or cigar store and buys himself a wad of gum. Our gum sales are mounting every day."

The Pussy Willow.

Written for the Tradesman.

The pussy willows now are out
And spring is here without a doubt
And soon we'll catch upon the breeze
The blue-birds happy melodies.

The pussy prophets of the spring
A satisfaction surely bring
For when the grass is gray and sere
They come to say that spring is near.

The joy they give is that of life
Old winter's gone—died in the strife
And with the ever earlier morn
Some added joy is also born.

For spring is when there comes to men
New hopes which cheer their hearts
Again
And sets each waking day afire
With kindled purpose and desire.

Oh may there come at last to me
The springtime of Eternity
With every morn of greater worth
And fairer far than those on earth.
Charles A. Heath.

If the nations arrive at equal armament, they will no doubt demand that we exile Mr. Dempsey.

Wholesale Drug Price Current

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	20@ 29	imitation	85@ 1 00	Aconite	21 85
Boric (Xtal)	20@ 29	Amber, crude	3 00@ 3 25	Aloes	21 65
Carbolic	31@ 37	Amber, rectified	3 50@ 3 75	Arnica	21 50
Citric	70@ 75	Anise	1 75@ 2 00	Asafoetida	23 90
Muriatic	4@ 6	Bergamont	9 50@ 9 75	Belladonna	21 35
Nitric	10@ 15	Cajeput	1 50@ 1 75	Benzoin	22 40
Oxalic	55@ 60	Cassia	3 75@ 4 00	Benzoin Comp'd	23 15
Sulphuric	4@ 6	Castor	1 40@ 1 65	Buchu	23 15
Tartaric	58@ 65	Cedar Leaf	2 50@ 2 75	Cantharides	23 00
Ammonia		Citronella	1 25@ 1 60	Capsicum	23 30
Water, 26 deg.	10 1/2@ 20	Cloves	2 50@ 2 75	Cardamon	21 50
Water, 18 deg.	9@ 15	Cocunut	40@ 75	Cardamon, Comp.	21 25
Water, 14 deg.	8@ 13	Cod Liver	2 25@ 2 50	Catechu	21 50
Carbonate	22@ 26	Croton	2 25@ 2 50	Cinchona	22 10
Chloride (Gran)	20@ 30	Cotton Seed	1 25@ 1 35	Colchicum	22 00
Balsams		Cubeb	11 00@ 11 25	Cubeb	23 00
Copaiba	80@ 1 00	Eigerson	6 00@ 6 25	Digitalis	21 80
Fir (Canada)	2 50@ 2 75	Eucalyptus	1 25@ 1 60	Gentian	21 40
Fir (Oregon)	60@ 80	Hemlock, pure	2 00@ 2 25	Ginger, D. S.	22 00
Peru	2 50@ 3 00	Juniper Berries	4 50@ 4 75	Guaiaac	22 80
Tolu	1 50@ 1 80	Juniper Wood	2 50@ 2 75	Guaiaac, Ammon.	22 50
Barks		Lard, extra	1 65@ 1 85	Iodine	21 50
Cassia (ordinary)	45@ 50	Lard, No. 1	1 20@ 1 40	Iodine, Colorless	22 00
Cassia (Saigon)	50@ 60	Lavender Flow	12 00@ 12 25	Iron, clo.	21 50
Sassafras (pw. 70c)	@ 65	Lavender Gar'n	1 75@ 2 00	Kino	21 40
Soap Cut (powd.)	30@ 35	Lemon	2 00@ 2 25	Myrrh	22 25
Berries		Linseed Boiled bbl.	@ 88	Nux Vomica	21 90
Cubeb	1 75@ 2 00	Linseed bld less	98@ 1 08	Opium	23 50
Fish	40@ 50	Linseed raw, bbl.	@ 86	Opium, Camp.	21 30
Juniper	9@ 15	Linseed raw less	96@ 1 06	Opium, Deodorz'd	23 50
Prickly Ash	@ 30	Mustard, true oz.	@ 75	Rhubarb	22 00
Extracts		Mustard, artifil, oz.	@ 50	Paints	
Licorice	60@ 65	Neatsfoot	1 30@ 1 50	Lead, red dry	13@ 13 1/2
Licorice powd.	@ 1 00	Olive, pure	5 75@ 6 50	Lead, white dry	13@ 13 1/2
Flowers		Olive, Malaga,	4 00@ 4 25	Lead, white oil	13@ 13 1/2
Arnica	75@ 80	green	4 00@ 4 25	Ochre, yellow bbl.	@ 2
Chamomile (Ger.)	80@ 1 00	Orange, Sweet	6 50@ 6 75	Ochre, yellow less	2 1/2 @ 8
Chamomile Rom	40@ 45	Origanum, pure	@ 50	Putty	5@ 8
Gums		Origanum, com'l	1 25@ 1 50	Red Venet'n Am.	3@ 7
Acacia, 1st	50@ 55	Pennyroyal	3 00@ 3 25	Red Venet'n Am. 3 1/2	@ 8
Acacia, 2nd	45@ 50	Peppermint	9 00@ 9 40	Red Venet'n Eng.	4@ 8
Acacia, Sorts	25@ 30	Rose, pure	20 00@ 24 00	Whiting, bbl.	5 1/2 @ 10
Acacia, powdered	40@ 45	Rosemary Flow	2 50@ 2 75	Whiting	5 1/2 @ 10
Aloes (Barb Pow)	30@ 40	Sandalwood, E.	13 00@ 13 25	L. H. P. Prep.	3 75@ 4 00
Aloes (Cape Pow)	30@ 35	Sassafras, true	3 00@ 3 25	Miscellaneous	
Aloes (Soc Pow)	1 25@ 1 30	Sassafras, art'l	1 25@ 1 50	Acetanolid	50@ 55
Asafoetida	4 00@ 4 50	Spearment	10 00@ 10 25	Alum	16@ 20
Pow.	5 00@ 5 50	Sperm	2 75@ 3 00	Alum, powdered and	17@ 20
Camphor	1 30@ 1 35	Tansy	11 50@ 11 75	ground	17@ 20
Guaiac	@ 1 25	Tar, USP	48@ 60	Bismuth, Subni-	3 75@ 4 00
Guaiac, powd'd	1 25@ 1 50	Turpentine, bbls.	@ 79	trate	3 75@ 4 00
Kino	@ 85	Turpentine, less	89@ 99	Borax xtal or	11 1/2 @ 16
Kino, powdered	@ 1 00	Wintergreen,	12 00@ 12 25	powdered	11 1/2 @ 16
Myrrh	@ 1 40	tr.	12 00@ 12 25	Cantharades, po	2 00@ 2 50
Myrrh, Pow.	@ 1 50	Wintergreen, sweet	7 00@ 7 25	Calomel	2 22@ 2 30
Opium	11 50@ 12 00	birch	7 00@ 7 25	Capsicum	45@ 50
Opium, powd.	13 00@ 13 60	Wintergreen art	95@ 1 20	Carmine	7 50@ 8 00
Opium, gran.	13 00@ 13 60	Wormseed	5 50@ 5 75	Cassia Buds	50@ 60
Shellac	1 25@ 1 50	Wormwood	20 00@ 20 25	Cloves	35@ 45
Shellac Bleached	1 40@ 1 50	Potassium		Chalk Prepared	16@ 18
Tragacanth	4 50@ 6 00	Bicarbonate	55@ 60	Chloroform	63@ 72
Tragacanth, pow.	@ 4 00	Bichromate	47@ 55	Chloral Hydrate	1 70@ 2 10
Turpentine	35@ 40	Bromide	75@ 80	Cocaine	15 85@ 16 90
Insecticides		Carbonate	65@ 70	Cocoa Butter	50@ 80
Arsenic	20@ 30	Chlorate, gran'r	38@ 45	Corks, list, less	40%
Blue Vitriol, bbl.	@ 09	Chlorate, xtal or	28@ 35	Copperas	3@ 10
Blue Vitriol, less	10@ 15	Cyanide	30@ 50	Copperas, Powd.	4@ 10
Bordeaux Mix Dry	17@ 30	Iodide	3 80@ 3 90	Corrosive Sublim	2 01@ 2 10
Heliole, White	38@ 45	Permanganate	85@ 1 00	Cream Tartar	50@ 55
powdered	38@ 45	Prussiate, yellow	65@ 75	Cuttlebone	70@ 80
Insect Powder	75@ 1 05	Prussiate, red.	1 10@ 1 20	Dextrine	9@ 15
Lead Arsenate Po.	24@ 37	Sulphate	@ 75	Dover's Powder	5 75@ 6 00
Lime and Sulphur	11@ 23	Roots		Emery, All Nos.	10@ 15
Dry	11@ 23	Alkanet	75@ 85	Emery, Powdered	8@ 10
Paris Green	48@ 58	Blood, powdered	50@ 60	Epsom Salts, bbls.	@ 04
Ice Cream		Calamus	35@ 1 00	Epsom Salts, less 4 1/2	@ 10
Arctic Ice Cream Co.		Elecampane, pvd	35@ 40	Ergot, powdered	@ 1 50
Bulk, Vanilla	1 25	Gentian, powd.	20@ 30	Flake White	15@ 20
Bulk, Chocolate	1 35	Ginger, African,	29@ 36	Formaldehyde, lb.	25@ 30
Bulk, Caramel	1 45	powdered	29@ 36	Gelatine	2 00@ 2 25
Bulk, Grape-Nut	1 35	Ginger, Jamaica	50@ 55	Glassware, less 50%.	
Bulk, Strawberry	1 35	powdered	50@ 55	Glassware, full case	50.10%
Bulk, Tutti Fruiti	1 35	Golden seal, pow.	8 50@ 8 80	Glauber Salts, bbl.	@ 03 1/2
Brick, Vanilla	1 40	Ipecac, powd.	4 75@ 5 00	Glauber Salts less	04@ 10
Brick, Chocolate	1 40	Licorice, powd.	35@ 40	Glue, Brown	21@ 30
Brick, Caramel	1 60	Licorice, powd.	40@ 50	Glue, Brown Grd.	19@ 25
Brick, Strawberry	1 60	Orris, powdered	40@ 45	Glue, White	35@ 40
Brick, Tutti Fruiti	1 60	Poke, powdered	40@ 45	Glue, White Grd.	35@ 40
Brick, Vanilla	1 40	Rhubarb	@ 1 50	Glycerine	29@ 42
Brick, Chocolate	1 40	Rhubarb, powd.	@ 1 50	Hops	1 50@ 1 80
Brick, Caramel	1 60	Rosinwood, powd.	30@ 35	Iodine	5 70@ 5 90
Brick, Strawberry	1 60	Sarsaparilla, Hond.	30@ 35	Iodoform	7 00@ 7 30
Brick, Tutti Fruiti	1 60	ground	1 25@ 1 40	Lead, Acetate	20@ 30
Piper Ice Cream Co.		Sarsaparilla Mexican,	@ 80	Lycopodium	5 50@ 6 00
Bulk, Vanilla	1 15	ground	@ 80	Mace	75@ 80
Bulk, Vanilla Special	1 25	Squills	35@ 40	Mace, powdered	95@ 1 00
Bulk, Chocolate	1 20	Squills, powdered	60@ 70	Menthol	6 25@ 6 60
Bulk, Caramel	1 20	Tumeric, powd.	25@ 30	Morphine	11 48@ 12 73
Bulk, Grape-Nut	1 20	Valerian, powd.	@ 75	Nux Vomica	@ 30
Bulk, Strawberry	1 25	Seeds		Nux Vomica, pow.	2@ 35
Bulk, Tutti Fruiti	1 25	Anise	33@ 35	Pepper black pow.	32@ 35
Brick, Vanilla	1 40	Anise, powdered	38@ 40	Pepper, white	40@ 45
Brick, Chocolate	1 60	Bird, ls	13@ 19	Pitch, Burgundy	15@ 20
Brick, Caramel	1 60	Canary	10@ 15	Quassia	12@ 15
Brick, Strawberry	1 60	Caraway, Po.	30 22@ 25	Quinine	99@ 1 72
Brick, Tutti Fruiti	1 60	Cardamon	2 00@ 2 25	Rochelle Salts	42@ 45
Brick, Vanilla	1 40	Celery, powd.	45 35@ 40	Saccharine	@ 38
Brick, Chocolate	1 60	Coriander pow.	25 12@ 15	Salt Peter	20@ 30
Brick, Caramel	1 60	Dill	15@ 25	Seidlitz Mixture	40@ 45
Brick, Strawberry	1 60	Fennell	30@ 40	Soap, green	15@ 30
Brick, Tutti Fruiti	1 60	Flax	08@ 13	Soap mott castile	22 1/2 @ 25
Brick, Vanilla	1 40	Flax, ground	08@ 13	Soap, white castile	@ 16 00
Brick, Chocolate	1 60	Foenugreek pow.	10@ 20	less, per bar	@ 1 75
Brick, Caramel	1 60	Hemp	10@ 18	Soda Ash	05@ 10
Brick, Strawberry	1 60	Lobelia	2 50@ 2 75	Soda Bicarbonate	4@ 10
Brick, Tutti Fruiti	1 60	Mustard, yellow	15@ 20	Soda, Sal	2 1/2 @ 5
Brick, Vanilla	1 40	Mustard, black	30@ 35	Spirits Camphor	@ 1 25
Brick, Chocolate	1 60	Poppy	30@ 40	Sulphur, roll	4 1/2 @ 10
Brick, Caramel	1 60	Quince	1 25@ 1 50	Sulphur, Subl.	4 1/2 @ 10
Brick, Strawberry	1 60	Rape	15@ 20	Tamarinds	25@ 30
Brick, Tutti Fruiti	1 60	Sabadilla	35@ 40	Tartar Emetic	1 03@ 1 10
Brick, Vanilla	1 40	Sunflower	7 1/2 @ 15	Turpentine, Ven.	50@ 60
Brick, Chocolate	1 60	Worm American	45@ 50	Vanilla Ex. pure	1 50@ 2 00
Brick, Caramel	1 60	Worm Levant	2 00@ 2 25	Vanilla Haz.	1 60@ 2 15
Brick, Strawberry	1 60	Oils		Witch Hazel	1 60@ 2 15
Brick, Tutti Fruiti	1 60	Almonds, Bitter,	16 00@ 16 25	Zinc Sulphate	10@ 15
Brick, Vanilla	1 40	true	16 00@ 16 25		
Brick, Chocolate	1 60	Almonds, Bitter,	2 50@ 2 75		
Brick, Caramel	1 60	artificial	2 50@ 2 75		
Brick, Strawberry	1 60	Almonds, Sweet,	1 75@ 2 00		
Brick, Tutti Fruiti	1 60	true	1 75@ 2 00		

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 country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

AMMONIA
Arctic Brand
12 oz., 2 doz. in carton, per doz. \$1.65
Moore's Household Brand
12 oz., 2 doz. to case 2 70

AXLE GREASE



25 lb. pails, per doz. 27 10

BLUING

Jennings' Condensed Pearl
Small, 3 doz. box 2 55
Large, 2 doz. box 2 70

BREAKFAST FOODS

Cracked Wheat, 24-2 4 85
Cream of Wheat 9 00
Grape-Nuts 3 80
Pillsbury's Best Cereal 8 10
Quaker Puffed Rice 5 60
Quaker Puffed Wheat 4 30
Quaker Brist Biscuit 1 90
Quaker Corn Flakes 3 70
Ralston Purina 4 00
Ralston Bran 3 00
Ralston Food, large 4 10
Ralston Food, small 3 20
Saxon Wheat Food 5 60
Shred Wheat Biscuit 4 90

Kellogg's Brands

Toasted Corn Flakes 4 10
Toasted Corn Flakes Individual 2 00
Krumbles 4 10
Biscuit 2 00
Drinket 2 60
Krumble Bran, 12s 2 25

BROOMS

Stanard Parlor 23 lb. 5 75
Fancy Parlor, 23 lb. 8 00
Ex. Fancy Parlor 25 lb. 9 50
Ex. Fey, Parlor 26 lb. 10 00

BRUSHES

Scrub
Solid Back, 8 in. 1 50
Solid Back, 11 in. 1 75
Pointed Ends 1 25

Stove

No. 1 1 10
No. 2 1 35

Shoe

No. 1 90
No. 2 1 25
No. 3 2 00

BUTTER COLOR

Dandelion, 25c size 2 80
Perfection, per doz. 1 75

CANDLES

Paraffine, 6s 17
Paraffine, 12s 17 1/2
Wicking 60

CANNED GOODS

Apples
3 lb. Standards @ 1 50
No. 10 @ 5 25

Blackberries

3 lb. Standards
No. 10 @ 5 25

Beans—Baked

Brown Beauty, No. 2 1 35
Campbell, No. 2 1 30
Fremont, No. 2 1 35
Van Camp, No. 1/2 70
Van Camp, small 1 10
Van Camp, medium 1 40

Beans—Canned

Red Kidney 90 @ 1 50
String 1 60 @ 3 30
Wax 1 60 @ 2 70
Lima 1 15 @ 2 35
Red 1 10 @ 1 10

Clam Bouillon

Burnham's 7 oz. 2 50

Corn

Standard 1 10 @ 1 75
Country Gentmn 1 85 @ 1 90
Maine 1 90 @ 2 25

Hominy

Van Camp 1 40

Lobster

1/4 lb. Star 3 00
1/2 lb. Star 5 50
1 lb. Star 10 50

Mackerel

Mustard, 1 lb. 1 80
Soused, 2 lb. 2 80
Soused, 1 1/2 lb. 1 60
Soused, 2 lb. 2 75

Mushrooms

Choice, 1s, per can 70
Hotels, 1s, per can 60
Extra 75
Sur Extra 95

Plums

California, No. 2 3 00

Pears in Syrup

Michigan 4 50
California, No. 2 4 60

Peas

Marrowfat 1 35 @ 1 90
Early June 1 35 @ 1 90
Early June sifd 2 25 @ 2 49

Peaches

California, No. 2 1/2 5 00
California, No. 1 2 25 @ 2 75
Michigan, No. 2 4 25
Pie, gallons 10 50 @ 15 00

Pineapple

Grated, No. 2 3 75 @ 4 00
Sliced, No. 2 1/2, Ex- 4 75

Pumpkin

Van Camp, No. 3 1 60
Van Camp, No. 10 4 60
Lake Shore, No. 3 1 45
Vesper, No. 10 3 90

Salmon

Warren's 1/2 lb. Flat 3 00
Warren's 1 lb. Flat 4 85
Red Alaska 3 90
Med. Red Alaska 3 00 @ 3 50
Pink Alaska 1 90 @ 2 25

Sardines

Domestic, 1/4s 5 50 @ 6 00
Domestic, 1/2s 6 50 @ 7 50
Domestic, 3/4s 5 50 @ 6 00
California Soused 2 00
California Mustard 2 00
California Tomato 2 00

Sauerkraut

Hackmuth, No. 3 1 50
Silver Fleec, No. 3 1 60

Shrimps

Dunbar, 1s doz. 2 45
Dunbar, 1 1/2s doz. 5 00

Strawberries

Standard, No. 2 3 75
Fancy, No. 2 5 50

Tomatoes

No. 2 95 @ 1 40
No. 3 75 @ 2 25
No. 10 @ 6 00

CATSUP

Snider's 8 oz. 1 90
Snider's 16 oz. 3 15
Royal Red, 10 oz. 1 35
Royal Red, Tins 8 00

CHEESE

Brick 29
Wisconsin Flats 30
Longhorn 29
New York 30
Michigan Full Cream 25

CHEWING GUM

Adams Black Jack 65
Adams Bloodberry 65
Adams Calif. Fruit 65
Adams Chiclets 75
Adams Sen Sen 65
Adams Yucatan 65
American Flag Spruce 65
Beeman's Pepsin 65
Beechnut 70
Doublemint 65
Juicy Fruit 65
Spearmint, Wrigleys 65
Zeno 60

CHOCOLATE

Walter Baker & Co.
Caracas 48
Premium, 1/4s 44
Premium, 1/2s 47
Premium, 3/4s 44
Premium, 1s 44

CIGARS

Worden Grocer Co. Brands

Harvester Line

Trotters, 100s 57 00
Record Breakers (Tins) 50s 75 00
Delmonico, 50s 75 00
Pacemaker, 50s 75 00
Panatella, 50s 75 00
Favorita Club, 50s 95 00
After Dinner, 50s 95 00
Favorita Extra, 50s 97 50
Epicure, 50s 112 50
Presidents, 50s 115 00
Governor, 25s 130 00
Soberanos, 50s 175 00

The La Azora Line.

Opera (wood), 50s 57 00
Opera (tin), 25s 57 00
Washington, 50s 75 00
Panatella, 50s 75 00
Cabinet, 50s 95 00
Perfecto Grande, 50s 97 50
Pals, 50s 97 50
Imperials, 25s 115 00

Royal Lancer Line

Favorita, 50s 75 00
Imperiales, 50s 95 00
Magnificos, 50s 112 50

Sanchez & Haya Line

Clear Havana Cigars made in Tampa, Fla.

Diplomaticos, 50s 112 50
Reina Fina (tin) 50s 115 00
Rosa, 50s 127 00
National, 50s 130 00
Original Queens, 50s 153 00
Worden Special, (Exceptionals) 50s 185 00

Ignacia Haya

Extra Fancy Clear Havana Made in Tampa, Fla.

Delicados, 50s 120 00
Primeros, 50s 140 00
Queens, 25s 180 00
Perfecto, 25s 185 00

Garcia & Vega—Clear

Havana

New Panatella, 100s 60 00

Starlight Bros.

La Rose De Paris Line
Caballeros, 50s 70 00
Rouse, 50s 110 00
Peninsular Club, 25s 150 00
Palmas, 25s 175 00

Rosenthals Bros.

R. B. Londres, 50s
Tissue Wrapped 60 00
R. B. Invincible, 50s
Foil Wrapped 75 00

Frank P. Lewis Brands

Lewis Single Binder, 50s, (5 in foil) 58 00

Union Made Brands

El Overture, 50s, foil 75 00

Manila 10c

La Yebana, 25s 70 00

Our Nickel Brands

Mistoe, 100s 35 00
Lloba, 100s 35 00
El Dependo, 100s 35 00
Samo, 50s 35 00

Other Brands

Throw Outs, 100s 50 00
Boston Straights, 50s 55 00
Trans Michigan, 50s 57 00
Court Royals (tin) 25s 57 00
Court Royal (wood) 50s 57 00
Knickerbocker, 50s 58 00
Iroquois, 50s 58 00
B. L., 50s 58 00
Hemmett Cham- 60 00
pions, 50s
Templar Perfecto, 50s 110 00

CLOTHES LINE

Hemp, 50 ft. 3 25
Twisted Cotton, 50 ft. 3 25
Twisted Cotton, 60 ft. 3 90
Braided, 50 ft. 4 00
Sash Cord 2 60 @ 3 75

COCOA

Baker's 1/4s 52
Baker's 1/2s 48
Bunte, 15c size 55
Bunte, 1/2 lb. 50
Bunte, 1 lb. 48
Cleveland 41
Colonial, 1/4s 35
Colonial, 1/2s 33
Droste's Dutch, 1 lb. 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Epps 42
Hersheys, 1/4s 42
Hersheys, 1/2s 40
Huyler 36
Lowney, 1/4s 48
Lowney, 1/2s 47
Lowney, 3/4s 46
Lowney, 5 lb. cans 31
Van Houten, 1/4s 12
Van Houten, 1/2s 18
Van Houten, 3/4s 36
Van Houten, 1s 65
Wan-Eta 36
Webb 33
Wilbur, 1/4s 33
Wilbur, 1/2s 33

COCOANUT

1/4s, 5 lb. case Dunham 50
1/4s, 5 lb. case 48
1/4s & 1/2s, 15 lb. case 49
6 and 12c pkg. in pails 4 75
Bulk, barrels 30
48 2 oz. pkgs., per case 4 15
48 4 oz. pkgs., per case 7 00

COFFEE ROASTED

Bulk
Rio 11
Santos 17 @ 23
Maracaibo 22
Mexican 25
Guatemala 26
Java 46
Bogota 23
Peaberry 22

Package Coffee

New York Basis
Arbuckle 23 00

McLaughlin's XXXX

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Coffee Extracts

N. Y., per 100 10 1/2
Frank's 250 packages 14 50
Hummel's 50 1 lb. 10 1/2

CONDENSED MILK

Eagle, 4 doz. 11 20
Leader, 4 doz. 8 00

EVAPORATED MILK

Carnation, Tall, 4 doz. 6 65
Carnation, Baby, 8 doz. 6 00
Pet, Tall 6 60
Pet, Baby 4 50
Van Camp, Tall 4 50
Van Camp, Baby 6 60
Dundee, Tall, doz. 6 00
Dundee, Baby, 8 doz. 4 45
Silver Cow, Baby 4 45
Silver Cow, Tall 6 60

MILK COMPOUND

Hebe, Tall, 4 doz. 4 50
Hebe, Baby, 8 doz. 4 40
Carlene, Tall, 4 doz. 4 25

CONFECTIONERY

Stick Candy Pails
Horehound 21
Standard 21
Cases
Boston Sugar Stick 30

Mixed Candy

Broken 22
Cut Loaf 22
Grocers 24
Kindergarten 25
Leader 22
Century Creams 23
X L O 17
French Creams 23

Specialties

Auto Kisses (baskets) 26
Bonnie Butter Bites 32
Butter Cream Corn 30
Caramel Bon Bons 35
Caramel Croquettes 28
Cocoanut Waffles 28
Coffy Toffy 35
Fudge, Walnut 30
Fudge, Walnut Choc. 30
Iced Orange Jellies 26
Italian Bon Bons 24
AA Licorice Drops 2 00
5 lb box 2 00
Manchus 25
Nut Butter Puffs 28
Snow Flake Fudge 27

Chocolate

Assorted Choc. 29
Champion 24
Honeysuckle Chips 39
Klondike Chocolates 36
Nabobs 36
Nibble Sticks, box 2 25
Nut Wafers 36
Ocoro Choc. Caramels 35
Peanut Clusters 36
Quintette 25
Victoria Caramels 31

Gum Drops

Champion 20
Raspberry 22
Favorite 26
Superior 24
Orange Jellies 24

Lozenges

A A Pep. Lozenges 20
A A Pink Lozenges 20
A A Choc. Lozenges 20
Motto Lozenges 23
Motto Hearts 23

Hard Goods

Lemon Drops 24
O. F. Horehound Drps 24
Anise Squares 24
Rock Candy 32
Peanut Squares 22

Pop Corn Goods

Cracker-Jack Prize 7 00
Checkers Prize 7 40

Cough Drops

Putnam Menthol Boxes 2 25
Smith Bros. 2.00
Putnam Men. Hore 1 80

CRISCO

36s, 24s and 12s 20 1/4
6 lb. 19 1/4

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1,000 Economic grade 37 50
Where 1,000 books are ordered at a time, special ly printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes 65
3 lb. boxes 65

DRIED FRUITS

Apples
Evap'd, Choice, blk. 12 1/2

Apricots

Evaporated, Choice 30
Evaporated, Fancy 35

Citron

10 lb. box 52

Currents

Packages, 14 oz. 20
Boxes, Bulk, per lb. 21

Peaches

Evap. Choice, Unpeeled 24
Evap. Fancy, Unpeeled 26
Evap. Fancy, Peeled 28

Peel

Lemon, American 32
Orange, American 33

Raisins

Fancy S'ded, 1 lb. pkg. 27
Thompson Seedless, 1 lb. pkg. 27
Thompson Seedless, bulk 26

California Prunes

80-90 25 lb. boxes @ 10
70-80 25 lb. boxes @ 11
60-70 25 lb. boxes @ 13
50-60 25 lb. boxes @ 15
40-50 25 lb. boxes @ 17
30-40 25 lb. boxes @ 20

Farinaceous Goods

Med. Hand Picked 5 1/2
California Limas 10
Brown, Holland 10

Farina

25 1 lb. packages 2 80
Bulk, per 100 lbs. 2 80

Hominy

Pearl, 100 lb. sack 5 25

Macaoni

Domestic, 10 lb. box 1 20
Domestic, brkn bbls. 8 1/2
Skinner's 24s, case 1 8 1/2
Golden Age, 2 doz. 1 90
Foulds, 2 doz., 8 oz. 2 00

Pearl Barley

Chester 5 75

Peas

Scotch, lb. 4 1/2
Split, lb. 7 1/2

Sago

East India 9

Tapioca

Pearl, 100 lb. sacks 8 1/2
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant, 3

HIDES AND PELTS

Hides	
Green, No. 1	07
Green, No. 2	06
Cured, No. 1	08 1/2
Cured, No. 2	07 1/2
Calfskin, green, No. 1	09
Calfskin, green, No. 2	07 1/2
Calfskin, cured, No. 1	11
Calfskin, cured, No. 2	09 1/2
Horse, No. 1	3 00
Horse, No. 2	2 00

Pelts	
Old Wool	25 50
Lambs	25 50
Shearlings	25 50

Tallow	
Prime	5
No. 1	4
No. 2	3

Wool	
Unwashed, medium	15
Unwashed, rejects	10
Fine	15
Market dull and neglected.	

Raw Furs	
Skunk 3 00 @ 2 00 @ 1 00 @ 50	
Raccoon 4 00 @ 3 00 @ 2 00	
Mink 7 00 @ 5 00 @ 3 00	
Muskraats 1 50 @ 1 00 @ 50 @ 10	
Above prices on prime skins.	

HONEY	
Airline, No. 10	4 00
Airline, No. 15	5 50
Airline, No. 25	8 25

HORSE RADISH	
Per doz.	1 60

JELLY	
Pure, per pail, 30 lb. 4 50	

JELLY GLASSES	
8 oz., per doz.	44

MAPLEINE	
1 oz. bottles, per doz.	1 75
2 oz. bottles, per doz.	3 00
4 oz. bottles, per doz.	5 50
8 oz. bottles, per doz.	10 50
Pints, per doz.	13 00
Quarts, per doz.	33 00
1/2 Gallons, per doz.	5 25
Gallons, per doz.	10 00

MINCE MEAT	
None Such, 3 doz.	5 60
Quaker, 3 doz. case	4 75

MOLASSES	
New Orleans	
Fancy Open Kettle	95
Choice	85
Good	65
Stock	28
Half barrels 5c extra	

NUTS—Whole	
Almonds, Terragona	25
Brazils, large washed	31
Fancy Mixed	24
Filberts, Barcelona	32
Peanuts, Virginia raw	11
Peanuts, Virginia, roasted	13
Peanuts, Spanish	25
Walnuts, California	29
Walnuts, Naples	25

Shelled	
Almonds	55
Peanuts, Spanish	2 75
10 lb. box	
Peanuts, Spanish	25
100 lb. bbl.	25
Peanuts, Spanish	24 1/2
200 lb. bbl.	24 1/2
Pecans	95
Walnuts	55

OLIVES	
Bulk, 3 gal. kegs, each	6 50
Bulk, 5 gal. kegs each	10 50
Stuffed, 3 1/2 oz.	2 25
Stuffed, 9 oz.	4 50
Pitted (not stuffed)	
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19	5 50
Queen, Mammoth, 28	6 75
Olive Chow, 2 doz. cs.	2 50
per doz.	

PEANUT BUTTER



Bel-Car-Mo Brand	
8 oz., 2 doz. in case	24
1 lb. pails	12
2 lb. pails	5
5 lb. pails, 6 in. crate	10
10 lb. pails	15
15 lb. pails	20
25 lb. pails	30
50 lb. tins	50
100 lb. drums	100

PETROLEUM PRODUCTS

Iron Barrels	
Perfection	14.7
Red Crown Gasoline	24.9
Gas Machine Gasoline	40
Y. M. & P. Naphtha	27
Capitol Cylinder, Iron	
Bbls.	52.5
Atlantic Red Engine,	
Iron Bbls.	31.5
Winter Black, Iron	
Bbls.	20.5
Polarine, Iron Bbls.	62.5

PICKLES	
Medium	
Barrel, 1,200 count	18 00
Half bbls., 600 count	10 00
5 gallon kegs	4 25

Small	
Barrels	23 00
Half barrels	12 50
5 gallon kegs	4 25

Gherkins	
Barrels	28 00
Half barrels	15 00
5 gallon kegs	5 00

Sweet Small	
Barrels	30 00
Half barrels	16 00
5 gallon kegs	6 50

PIPES	
Cob, 3 doz. in box	1 25

PLAYING CARDS	
No. 90 Steamboat	2 75
No. 803, Bicycle	4 50
Pickett	3 50

POTASH	
Babbitt's, 2 doz.	2 75

PROVISIONS	
Barreled Pork	
Clear Back	34 00 @ 35 00
Short Cut Clear	28 00 @ 30 00
Clear Family	40 00 @ 42 00

Dry Salt Meats	
S P Bellies	26 00 @ 28 00

Lard	
80 lb. tubs—advance	1/2
Pure in tierces 16	@ 16 1/2
Compound Lard 12	@ 12 1/2
69 lb. tubs—advance	1/2
50 lb. tubs—advance	1/2
20 lb. pails—advance	3/4
10 lb. pails—advance	3/4
5 lb. pails—advance	1
3 lb. pails—advance	1

Smoked Meats	
Hams, 14-16 lb.	24 @ 26
Hams, 16-18 lb.	22 @ 24
Hams, 18-20 lb.	20 @ 22
Ham, dried beef	
sets	38 @ 39
California Hams	17 @ 18
Picnic Boiled	
Hams	34 @ 36
Boiled Hams	38 @ 40
Mince Hams	18 @ 20
Bacon	24 @ 40

Sausages	
Bologna	18
Liver	12
Frankfort	19
Pork	20 @ 22
Veal	11
Tongue	11
Headcheese	14

Beef	
Boneless	24 00 @ 26 00
Rump, new	25 00 @ 28 00

Pig's Feet	
1/2 bbls.	2 15
3/4 bbls., 35 lbs.	3 75
1/2 bbls.	10 00
1 bbl.	17 50

Canned Meats	
Red Crown Brand	
Corned Beef, 24 ls	3 60
Roast Beef, 24 ls	3 60
Veal Loaf, 48 1/2s	1 75
Vienna Style Sausage,	
48 1/2s	1 40
Virginies, 24 ls	3 50
Potted Meat, 48 1/2s	65
Potted Meat, 48 1/2s	1 10
Hamburger Steak and	
Onions, 48 1/2s	1 75
Corned Beef Hash,	
48 1/2s	1 75
Cooked Lunch Tongue,	
24 1/2	3 50
Cooked Ox Tongues,	
12 2s	23 50
Chili Con Carne, 48 ls	1 40
Sliced Bacon, medium	3 45
Sliced Bacon, large	6 00
Sliced Beef, 2 1/2 oz.	1 90
Sliced Beef, 5 oz.	3 65

Mince Meat	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	@ 65
Beef, round set	19 @ 20
Beef, middles, set	50 @ 60
Sheep, a skein	1 75 @ 2 00

Uncolored Oleomargarine	
oSlid Dairy	28 @ 29
Country Rolls	30 @ 31

RICE	
Fancy Head	10 @ 11
Blue Fose	7 00
Broken	3 1/2

ROLLED OATS	
Monarch, bbls.	6 50
Rolls Avena, bbls.	7 00
Steel Cut, 100 lb. sks.	4 00
Monarch, 90 lb. sacks	3 00
Quaker, 18 Regular	2 25
Quaker, 20 Family	5 10

SALAD DRESSING	
Columbia, 1/2 pints	2 25
Columbia, 1 pint	4 00
Durkee's large, 1 doz.	7 05
Durkee's med., 2 doz.	7 65
Durkee's Picnic, 2 doz.	3 50
Snider's large, 1 doz.	3 50
Snider's small, 2 doz.	2 35

SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 75
Wyandotte, 100 1/2s	3 00

SAL SODA	
Granulated, bbls.	2 50
Granulated, 100 lbs cs	2 75
Granulated, 36 2 1/2 lb. packages	3 00

SALT	
Solar Rock	
56 lb. sacks	75

Common	
Granulated, Fine	3 00
Medium, Fine	3 25



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

SALT FISH	
Cod	
Middles	25
Tablets, 1 lb.	30 @ 32
Tablets, 1/2 lb.	2 00
Wood boxes	19

Holland Herring	
Standards, bbls.	14 00
Y. M., bbls.	15 75
Standards, kegs	90
Y. M., kegs	1 10

Herring	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 10
Scaled, per box	20
Boned, 10 lb. boxes	24

Trout	
No. 1, 100 lbs.	12
No. 1, 40 lbs.	
No. 1, 10 lbs.	
No. 1, 3 lbs.	

Mackerel	
Mess, 100 lbs.	26 00
Mess, 50 lbs.	13 50
Mess, 10 lbs.	3 00
Mess, 8 lbs.	2 85
No. 1, 100 lbs.	25 00
No. 1, 50 lbs.	13 00
No. 1, 10 lbs.	2 85

Lake Herring	
1/2 bbl., 100 lbs.	7 50

SEEDS	
Anise	23
Canary, Smyrna	10
Cardamon, Malabar	1 20
Celery	25
Hemp, Russian	09
Mixed Bird	13 1/2
Mustard, yellow	16
Poppy	22
Rape	18

SHOE BLACKING

Handy Box, large 3 dz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	1 35
Miller's Crown Polish	90

SNUFF

Swedish Rapee 10c 8 for	64
Swedish Rapee, 1 lb gls	85
Norkoping, 10c 8 for	64
Norkoping, 1 lb, glass	85
Copenhagen, 10c, 8 for	64
Copenhagen, 1 lb. glass	85

SOAP

James S. Kirk & Company	
American Family, 100 7 15	
Jap Rose, 50 cakes	4 65
Kirk's White Flake	6 35

Proctor & Gamble, 5 box lots, assorted	
Ivory, 100 6 oz.	7 75
Ivory Soap Flks., 100s	9 00
Ivory Soap Flks., 50s	4 60
Lenox, 120 cakes	4 70
P. & G. White Naphtha	
100 cakes	6 40
Star, 100 No. 11 cakes	6 40
Star Nap. Pwdr. 84s	3 35
Star Nap. Pwdr., 24s	6 65

Lautz Bros. & Co.	
Acme, 100 cakes	6 75
Big Master, 100 blocks	8 00
Climax, 100s	6 00
Climax, 120s	5 25
Queen White, 80 cakes	6 00
Oak Leaf, 100 cakes	6 75
Queen Anne, 100 cakes	6 75
Lautz Naphtha, 100s	8 00

Tradesman Company	
Black Hawk, one box	4 50
Black Hawk, five bxs	4 25
Black Hawk, ten bxs	4 00
Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.	

Scouring Powders	
Sapolio, gross lots	12 50
Sapolio, half gro. lots	6 30
Sapolio, single boxes	3 15
Sapolio, hand	3 15
Queen Anne, 60 cans	3 60
Snow Maid, 60 cans	3 60

Washing Powders	
Snow Boy, 100 5c	4 10
Snow Boy, 60 14 oz.	4 20
Snow Boy, 24 pkgs.	6 00
Snow Boy, 20 pkgs.	7 00

Soap Powders	
Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Lautz Naphtha, 60s	3 60
Nine O'Clock	4 10
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 75
Queen Anne, 60 pkgs.	3 60
Rub-No-More	5 50

CLEANSERS.

Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Lautz Naphtha, 60s	3 60
Nine O'Clock	4 10
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 75
Queen Anne, 60 pkgs.	3 60
Rub-No-More	5 50

SODA	
Bi Carb. Kegs	4



Special Sales Will Help Boom February Business.

Written for the Tradesman.

The January stock-taking in a great many hardware stores paves the way for a series of special sales in February. These will help to stimulate business in what is normally a dull month.

Throughout January, even under normal conditions, trade is quiet. In February business reaches a dead level of dullness. The unaggressive hardware dealer will feel inclined to devote all his time to preparing for spring trade, taking the view that business is bound to be quiet anyway at this season of the year. But the wide-awake merchant, while making every preparation for the spring season, tries at the same time to make the utmost of the limited opportunities February offers.

It is a good, sound business axiom that the time when business is quiet is the time to advertise the most and to push the hardest. Pushful effort now will help materially to liven things up.

Because regular business is dull, a special sale, or a series of special sales, can be staged to good advantage right now. In the midst of a rush season is no time for a special sale. Business then will come anyway, and the clerks will have all they can do to handle it, without any artificial stimulus. But in a quiet month like February the entire energies of the salespeople can be concentrated upon making your sale a success; and the full benefits from an advertising point of view can be realized.

Furthermore, there is urgent need to turn as large a proportion of the stock as possible into cash. To begin with, the inventory will have disclosed a lot of odds and ends of stock that should be cleared out. Then, too, high priced stock should be liquidated, against the prospect of a decline.

The hardware dealer, with the inventory before him, is in closer touch with his stock than he will be at any other season of the year. He has a pretty clear idea of what lines ought to be cleared out at a sacrifice, what lines it is decidedly advisable to turn into cash, and what other lines can be played up at attractive prices, although not necessarily at a sacrifice figure.

It should be remembered that every well-advised and well-conducted sale should serve a number of purposes. One is to get rid of odds and ends of stock that are sure, if carried over, to depreciate in value. Another is to raise ready money. And, finally, the sale has an advertising value for the store. It brings the business prominently before the buying public, gives the merchant an opportunity to get in touch with new customers and prospects, and affords an excellent background for the introduction of new lines.

Thus the hardware dealer should aim to secure every possible advantage from the special sale he puts on. He should use it, not merely as a means of raising money and getting rid of old stock, but as an advertisement for the store, and a means of securing new, permanent customers.

Some dealers make a practice of putting on a single, comprehensive mid-winter sale, following the inventory. Others vary this policy, and concentrate their efforts, for a limited period, upon certain lines. Thus one dealer makes a practice of putting on four successive February sales, one for each of the four weeks. He has a two-day sale each week, on Friday and Saturday. Saturday is the great market day, on which to reach country trade. On the other hand, Friday is normally a dull day, and the merchant uses the prospective Saturday rush as an argument for getting out the city trade a day ahead.

This hardware dealer puts all his energies into his February sales. He makes them a regular feature every February. "Fraser's February Features" thus comes to be, in time, a recognized local fixture, and the dealer secures the benefit of the cumulative advertising from year to year. He uses advertising space liberally in the local papers, sends out circulars to a regular prospect list, distributes dodgers from house to house and to farmers on the city market, puts on special window displays. He features some special lines for each of the four sales.

According to this hardware dealer, the direct returns traceable to these sales constitute from 45 to 55 per cent. of his February receipts. As the lines featured are normally slow sellers in mid-winter, this means that his February business is practically double what it would be if he did not put on these sales. Outside of the advertising, there is no extra outlay involved; the regular staff have ample time to wait on all customers, and the sales serve the good purpose of keeping them "fit."

It is often good business to put on demonstrations of new lines you are introducing, in connection with these sales. Thus aluminum, electrical goods, paint specialties, etc., can be successfully demonstrated. It may be desirable in some instances to offer special inducements in these lines, although it is not absolutely necessary. It is better to feature a special price on some line you want to get rid of, and to put on the demonstration as an added attraction. The demonstration will draw some customers; the specials quoted will draw others, and the two will work together for the good of the business. Incidentally, you will get in touch with quite a few prospects who, if they do not buy now, can be listed in your card-index, to be followed up later.

The shrewd hardware dealer, in planning his February sales, uses his best judgment in selecting the lines to be featured. Prices can be cut drastically on odds and ends of stock that are bound to depreciate. Sometimes a feature can be found that is not normally in great demand and that, even at the low price quoted, will yield a profit.

Stock-taking will, of course, prove a helpful guide in selecting lines to be featured. As a rule the hardware dealer makes it a point to get rid of his "dead stuff" immediately the inventory is finished, that is, the latter part of January. If this has not been

done, it may be worth while to start February with a stock taking sale, featuring extra special prices on these lines.

This "starter" can be followed up by featuring regular lines which, while selling fairly well all the year round, see very little demand in February. The clearing out of odds and ends at sacrifice prices, usually necessary in a stock-taking sale, will create a strong presumption in the public mind that equally good bargains are being offered in the later sales. Indeed, the goods featured must represent good value for the money in every instance; although it is not necessary with fairly live stock to cut prices to such an extent as in cleaning out "left-over" goods.

Cutlery is a line that can be featured to good advantage in February. Following the Christmas trade, there is usually somewhat of a reaction in the cutlery department in January and February. Where first class goods are offered, a slight cut in the regular price will interest judicious buyers.

Christmas lines generally can be played up to advantage—silverware, for instance. Electrical goods can be demonstrated and featured. Paints are normally in slight demand; they might with advantage be played up, and some price inducements offered for advance orders on exterior paints. Paint specialties, for interior decoration, are seasonable, and come in a different category; the sale of these

should be pushed now at regular prices. Quite often tools can be featured to good advantage. Laundry accessories can also be played up in these sales.

In selecting the lines to be featured, the hardware dealer must, of course, depend largely on his own knowledge of local conditions and his own ideas as to what is best for business. The general rule is to select as sale features some lines that are not normally in demand at this season, but for which a sale can be secured.

Victor Lauriston.

Great Profits Wiped Out.

The December 31 statement of Sears, Roebuck & Co. shows some interesting figures. In the first half of 1920 this great competitor of the small town and country merchants showed net profits of \$15,445,285 earned, while the net profits for all of 1920 were only \$11,746,670. All the profits on goods sold the last half of the year, and \$3,700,615 of those earned during the first half, were wiped out by the depreciation in prices of the stock held at the close of the year, inventoried as worth \$105,071,243. That was some mark-down, and explains the paying of the common stock dividend in scrip instead of cash.

If your store has a door which sticks, or steps that are hard to climb, make a change. People avoid the store difficult to enter.

The Guaranteed Flour

OCCIDENT

W. S. Canfield Flour Co.

WHOLESALE DISTRIBUTORS

205 Godfrey Building GRAND RAPIDS, MICH.



Wilmarth show cases and store fixtures in West Michigan's biggest store

**In Show Cases and Store Fixtures
Wilmarth is the best buy—bar none.**

Catalog—to merchants

Wilmarth Show Case Company
1542 Jefferson Avenue Grand Rapids, Michigan

Made In Grand Rapids

Bird Life Going the Way of the Trees

Grandville, Feb. 8—Respect for tree life reveals the heart of man even more than does his anxious solicitude for the preservation of bird life. The tree and the bird are products of nature which win our admiration and respect as does an honest individual of human type. Show me a man who cares nothing for birds or trees, who views them as so much trash under foot, to be cut down or slaughtered as whim shall dictate, and there is a man who has no Godliness in his soul, who is of the earth earthy, with no aspiration above the sordid and worthless in world life.

Trees are as much a part of the joys of this world as are homes, wife, children and a well stocked business or farm.

It always suggests the sordid, the lower animal propensities, when man is seen destroying trees for the mere joy of obliterating them from the face of nature. Such men may have souls—we not being the judge and jury to decide—yet there is chance to doubt, consequently perhaps it were better not to obtrude opinions on so serious a subject. This is nevertheless true. The person who sees nothing of the divine plan in growing forest trees is not living in the divine light and should consult his conscience to ascertain where he stands.

A tree, simple and unassuming in itself, is something to be admired. On a hot day its shade is very soothing to heated brain and weary muscles. Under its shade men have sat and rested from the labors of the harvest field, while grazing kine lazily chew their cud and repose in the cooling atmosphere generated by the wide-spreading branches.

The contrast between a well-shaded road, made comfortable as well as beautiful by the wide-branched oaks and elms, and the arid nakedness of the highway which has been completely denuded of its wayside trees is forcible in the extreme. Every traveler along the roadways of our own state emphasizes this.

"Nothing but a tree. It is in the way; cut it down."

Did you never hear such expressions as these? They are, indeed, very common wherever forests grow and many an otherwise beautiful landscape has been lastingly marred by the indiscriminate use of the axe, a tool which, while often aiding in clearing beautiful farms, making the lands of the wilderness blossom and bloom as the rose, has yet been productive of a wholesale barbarism unworthy the record of man.

Most men have a kindly feeling for trees. There are those who have no more regard for a beautiful tree than for a venomous snake. One such a man bought an eighty, cleared it to its limits, leaving nothing, not even an acre of wood lot. His front yard was even barren of shrubbery. In fact, nothing in the shape of a bush or tree was permitted to exist.

"Why do you cut all the trees?" he was asked.

"They are in the way, that is why," was his reply. He would permit no trees along the highway. In fact, he slashed down the few that grew there when he bought the place. Later he bought out a neighbor who had a splendid row of maples along the road fronting the house and grounds. A month after this man got possession he called his son to fetch axe and saw, and sallied forth for the purpose of cutting the beautiful trees into wood.

"Don't do it," remonstrated a neighbor.

"Why not?" said the thoughtless farmer.

"Because of the beauty and shade of those trees."

"Oh, well, Jake, take the saw back, I don't care."

In this instance the man was simply thoughtless, careless and wholly indifferent as to what happened to the trees. Such men, however, are nearly of a piece with the merciless timber butchers who lay

waste the finest part of the state and seem to rejoice in their work.

Trees take up too much valuable soil.

Such is the plea made by the farmer tree butcher, who sees more profit in a dozen hills of corn than in the finest oak or maple that ever grew. As a farmer I preserved many trees at different spots about the farm which many a well-meaning neighbor condemned as a foolish waste of valuable land. Perhaps they felt that they were right, but I never regretted the saving of those trees. Beneath a splendid hornbeam tree, whose branches cast a wide shadow, I have sat many an hour and watched the clouds float across the blue, the squirrels chatter in other trees, listening to the birds in merry rivalry of song—all the time feeling mighty good and comfortable even though this same tree displaced a row or two of strawberry plants.

I distinctly call to mind the deep grief that was mine when, while driving many miles to market with a load of fruit, I discovered the big oak at the roadside under which good old Dobbin and I rested on every trip to town, was down, and two husky farm hands were sawing the trunk into wood. Right here the sun rays came down in unobstructed heat. Poor Dobbin halted, regarding with silent disgust the act of destruction, no doubt feeling a justifiable contempt in his simple horse soul for those humans who had so cruelly deprived him and his kind of the beautiful, soothing bit of shade this monarch of the wood had so long afforded.

Trees are almost as valuable as humans.

The late R. M. Kellogg, the strawberry king of Michigan, held every plant on his plantation in the utmost respect. He would no more have treated the smallest of his pedigree plants with disrespect than he would his best human friend. To see a foot carelessly trodden upon a plant fetched a quick remonstrance. It was his contention that plants can feel as well as animals, human and otherwise. If this be true of strawberry plants, how about trees, which surely occupy an even higher plane of existence?

Bird life is fast going the way of the trees.

Efforts are being made to save the remnant of the forest life existing in Michigan and elsewhere, but to date there is a vast preponderance of tree destruction taking place to reforesting.

The study of repairing the waste places is to be one of the so-called problems of the future. The growing of trees is worthy of the best efforts of man, and the greatest intellects of the Nation will be exercised to accomplish this much to be desired object.

Instead of placing a premium on the destruction of trees the laws should be so framed as to protect and defend tree life, even to the penalty of a prison sentence for mutilating or destroying these friends of man.

The war on trees has been going on since the discovery of America by Columbus. It is high time that war ceased and a sense of righteousness prevailed among our people where trees are concerned.

One of the saddest sights of to-day is that of farmers driving from our city yards loaded with coal for fuel. A few years ago these same farmers had a plethora of wood, but recklessly dissipated their most important crop by slashing it down, burning it in logheaps in order to clear the ground for farm crops. Coal is good in its place, but that place is in the homes and factories of the city and not in the woodsheds of the farmer.

Reckless destruction of tree life has little less excuse for being than the wholesale destruction of bird life and the consequent deterioration of vegetable and fruit quality because of the unnumbered poisons used for the extermination of those insects which our native birds were calculated to keep in subjection.

Old Timer.

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, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

ANOTHER BIG SALE

I sold \$12,656.08 in 15 days for C. H. Castle Co., York, Pa. Ladies Ready To Wear. You can have this kind of a sale. "I'm The Man" to conduct it. A. E. Greene, 128-130 N. Mechanic St., Jackson, Michigan.

If you want to sell or exchange your business or other property, no matter where located, write me. John J. Black, 130th St., Chippewa Falls, Wis. 147

Wanted—A desk size visible typewriter in exchange for a Fox portable No. 1 typewriter in good condition. Joe Sika, Copemish, Mich. 207

For Sale—One of best cash stores in Michigan, doing about \$50,000 per year. Post office in store. Business established fifteen years. Business sure to increase on account of new developments surrounding it. Only general store in town. Address No. 208, care Michigan Tradesman. 208

Salesmen—Calling upon retail grocers and general stores who are in a position to carry a side line of high grade teas on commission. A splendid opportunity to add to your income. State definitely territory covered. Address O. T. C. Kingsbury & Ontario Sts., Chicago. 203

Position Wanted—Manager or Assistant Manager. Man with executive ability, thoroughly experienced in department store, buyer and manager, as well as exclusive men's wear, window trimming and advertising, desires connection with good live firm. Satisfactory reasons for change. Thirty years of age, married. A No. 1 references. Address No. 204, care Michigan Tradesman. 204

FOR SALE—Sash and door mill. Fully equipped and excellent location. Will consider proposition for purchase of part interest. Bedard & Morenci Mill Co., Oak Park, Ill. 205

To Exchange for Stock General Merchandise—120 acre farm one mile from South Boardman on Mackinaw Trail. 100 acres cleared, 500 cords wood, and \$1,000 saw timber on balance. Fine large house, large hip-roof barn, and all necessary out buildings, all in good repair. This is the best farm in township and will produce fine crops. Address D. H. Hunter, South Boardman, Mich. 191

CASH REGISTERS

REBUILT CASH REGISTER CO. (Inc.) 122 North Washington Ave., Saginaw, Mich.

We buy sell and exchange repair and rebuild all makes. Parts and supplies for all makes.

If you want to reduce or close out your stock, write the Big 4 Auctioneers, Fort Pierre, S. Dakota. 196

For Sale—Cash registers, store fixtures. Dick's Fixture Co., Muskegon. 176

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 106 E. Hancock, Detroit. 566

BANISH THE RATS—Order a can of Rat and Mouse Embalmer and get rid of the pests in one night. Price \$3. Tradesman Company, Grand Rapids, Michigan.

Will pay cash for whole stores or part stocks of merchandise. Louis Levinsohn, Saginaw, Mich. 998

2,000 letter heads \$5.90. Samples. Copper Journal, Hancock, Michigan. 150

For Sale—Old established business, town 800, Southern Michigan. Rich farming country, good roads. Sales \$24,000, can be easily increased. This business will pay owner net profit of \$3,000 besides salary of \$1,500 yearly. Hardware, implements, tinshop, chinaware, etc. Merchandise inventory about \$9,000, fixtures and tools \$1,100. Would sell store without implements and tinshop, selling these to others. Reason for selling, entering chain stores corporation. Price, inventory at market value at time of sale. No charge for good will. Address No. 197, care Michigan Tradesman. 197

Forty acres Kalkaska County land to trade for Ford truck. Could also use Butcher Boy ice box. G. A. Johnson, Carlshend, Mich. 198

For Sale—A nice growing business in a good town with a good stock of merchandise. Lost my health. J. D. Salls, Lawrence, Mich. 201

For Sale—Up-to-date market equipment, including 2½ ton ice machine at June 1918 prices. Address No. 202, care of Michigan Tradesman. 202

Red Star Flour

The most desired flour
of the Southwest

JUDSON GROCER CO.

GRAND RAPIDS

MICHIGAN

THE LABOR SITUATION.

Increasing interest has been manifested of late in the labor situation. The bureau of labor's survey for December showed a much greater increase in total unemployment than most people had expected, the figures indicating a reduction in the number of persons on the payrolls, as compared with the previous year of over four millions. It is believed that the month of January has on the whole shown no increase of unemployment; but nevertheless as the months drag on without business recovery the plight of those who are out of work becomes increasingly serious.

The wage reductions which were begun in earnest immediately after the holidays continue to spread to additional lines of industry, the past week having probably witnessed more wage cuts than any week to date, the usual declines being in the neighborhood of 20 per cent. The chief significance, from the viewpoint of general business, of these wage concessions is the evidence it affords that the period of readjustment is still under way, wage reductions always marking a secondary stage in the process of deflation. The persistence and the rapidity with which the movement continues is perhaps the most hopeful sign in the entire business outlook.

The most arresting labor development of the week has been the breaking out of sharp controversy between the railroad unions, on the one hand, and the railroad owners and operators, on the other—with the Government necessarily involved in consequence of the war-time labor agreements. In brief, the railroads believe that only through a reduction in wages and an increase in labor efficiency can the railways escape financial bankruptcy.

This is no grand stand play on the part of the railroad leaders; for the financial condition of the railways of the country is extremely serious. High rates have impeded long distance traffic; while the business depression has greatly reduced the total volume of traffic. It is apparently an open question whether the recent advance in freight rates did not overshoot the mark and defeat its own ends. Be this as it may, the railroads are in grim earnest in their attempt to deflate the railroad industry. And viewed from the standpoint of the relation of the railroad to the rest of the industrial system it is difficult, indeed, to see how business can recover its equilibrium and resume on something like a pre-war basis if transportation rates remain substantially double what they were before. The railroad workers very naturally resist wage declines, just as every other group fights for its own selfish interests.

Review of the Produce Market.

Apples—Sales are only fair on the following basis:

Northern Spys	\$6.00
Talman Sweets	4.50
Baldwins	5.00
Russets	4.50
Jonathans	5.00
Bagas—Canadian	\$1.75 per 100 lb. sack.
Bananas	—9c per lb.

Beets—\$1 per bu.

Butter—The market has dropped 3c per lb. Local jobbers hold extra creamery at 42c and firsts at 40c. Prints 45c per lb. Jobbers pay 16c for packing stock, but the market is weak.

Cabbage—75c per bu. and \$2 per bbl.

Carrots—\$1 per bu.

Celery—Michigan, \$3 per box of 2½ or 3½ doz.; Florida, \$4.50 per crate of 4, 5 or 6 bunches.

Cider—Fancy commands 70c per gal. put up in glass jars, 6 jugs to the case.

Cocoanuts—\$1.10 per doz. or \$9 per sack of 100.

Cranberries—Late Howes, \$18 per bbl., and \$9 per ½ bbl.

Cucumbers—Illinois hot house, \$4 per doz.

Eggs—The market has dropped about 20c per doz. and is completely demoralized. Local jobbers pay 30@33c f. o. b. shipping point for fresh candled, including cases. Storage operators are feeding out their nearly depleted stocks on the following basis:

Candled Extras	32
Candled Seconds	30
Checks	30

Grapes—Emperors, \$8@9 per keg; Malaga, \$10@12 per keg.

Grape Fruit—Fancy Florida stock is now sold on the following basis:

36	\$4.00
46	5.00
54	5.25
64	5.75
70	6.00
80	6.00

Green Onions—Shalotts, \$1.25 per doz.

Lemons—Extra Fancy California sell as follows:

300 size, per box	\$5.50
270 size, per box	5.50
240 size, per box	5.00

Fancy Californias sell as follows:

300 size, per box	\$5.00
270 size, per box	5.00
240 size, per box	4.50

Lettuce—20c per lb for leaf; Iceberg \$5 per crate.

Onions—Spanish, \$2.25 per crate of 72s; \$2.50 per crate of 50s; home grown in 100 lb. sacks, \$1.25@1.50 for either yellow or red.

Oranges—Fancy California Navels now sell as follows:

125	\$5.75
150	5.50
176	5.50
200	5.25
216	5.00
252	4.75
288	4.75

Parsley—60c per doz. bunches.

Parsnips—\$1.25 per bu.

Peppers—Green from Florida, \$1.35 per small basket.

Potatoes—Home grown, 60@75c per bu. The market is weak.

Radishes—Hot House, large bunches \$1.10 per doz.

Sweet Potatoes—Illinois or Delaware, both kiln dried, command \$2.75 per 50 lb. hamper.

Tomatoes—California, \$1.75 per 6 lb. basket.

Turnips—\$1.25 per bu.

Jewel Tea Co. in Trouble.

The Jewel Tea Co., which ran tea and coffee wagons all over the country to sell direct to the housewife, with premiums, is in a bad way. A variety of causes is responsible for the downfall of this company, which only a few years ago were counted among the big, National distributors of tea and coffee. First, the fact that the country has been extremely prosperous. Housewives, having full purses, were not disposed to accumulate a lot of coupons in order to secure a silver toaster, a cup and saucer or a teapot on the "something for nothing" plan. Next, wartime costs for their so-called premiums. Many lines formerly bought at a low cost, they were unable to duplicate, and as a result of the higher cost, naturally caused housewives to increase the volume of their consumption in order to participate in the premium scheme. Third, an awakening through the efforts of loyal manufacturers, backed up by our retail grocers' associations of the average neighborhood grocer, to look after his fences and keep his own tea, coffee, baking powder trade by handling only the dependable grades at fair margins. While these three factors were sufficient to wreck the hopes of this old exponent of horse and wagon methods, the recent big drop in the tea and coffee market was the last straw that broke the camel's back.

Hogs Selling Out of Line.

Chicago, Feb. 8—I do not look for hogs to sell any higher in the near future, for they are now relatively high compared with the price of cattle and sheep. While receipts have been running fairly large in the last month, it is generally believed that the supply of hogs in the country is less than the normal number at this time of the year; but with industrial conditions unfavorable for liberal consumption of pork it looks like the country can get along with fewer hogs for the next three months. Under ordinary conditions the market would advance during the spring period, but this season the slump in cattle and sheep is likely to carry the hogs to a lower level.

Lack of the usual export demand for pork products is a bear factor in the trade now, particularly for the heavy packing hogs that are big lard yielders. These hogs are selling farther away from the light weights than usual, and the spread is wider than it ought to be at this time of the year; but that is partly because of an unusual demand for the light bacon hogs in Eastern territory.

Up to the present time there has been a better outlet for fresh pork products than for beef or mutton, but these commodities are likely to be adjusted to fit public demand in the next sixty days; and for that reason I look for hogs to sell lower unless there is a radical upturn in cattle and sheep—which is not likely when there is such a strong bear movement all over the country to hold food products down.

George W. Von Berner.

Largest Attendance Ever Seen at Hardware Convention.

The twenty-seventh annual convention of the Michigan Retail Hardware Association convened in opening session Tuesday with the largest attendance ever present at an initial session. Most of the old wheelhorses of the organization were in attendance and there was a fine sprinkling of new members who had never been present

at a convention before. The meeting was called to order on schedule time by President Lee, of Muskegon, who called upon Charles M. Alden to invoke the Divine blessing. America was then sung by the audience under the leadership of William Moore, of Detroit. Mayor McNabb delivered the address of welcome, which was responded to by Norman G. Popp, of Saginaw. President Lee then read his annual address, which is printed verbatim elsewhere in this week's paper. Lee H. Bierce delivered an excellent address on Merchandising Problems, and David A. Brown, of Detroit, presented his up-lift talk on Are You a Getter, a Giver or a Taker? Brief talks were made by local people, the President announced the special committees for the convention and the meeting adjourned until this morning.

At the morning session to-day John W. Garby, of Waukegan, Ill., read a paper on How To Increase the Dealer's Profits, which is published in full in this week's paper.

Every indication leads to the belief that this will be the most successful convention ever held by the organization, which is saying a good deal, because each meeting of the Association has been a little stronger than the one before.

Believes Worst Is Past.

Chicago, Feb. 8—The present financial and industrial situation is generally so well understood that it is needless to attempt to describe it or to discuss the causes for it. Business in general has undergone the most sudden and severe blow that it has experienced since the panic of 1873. It is not surprising that so many large concerns have had to be tidied over, but rather that it is surprising how few important failures have occurred. Most of the concerns that have had to ask indulgence from their creditors will eventually pay out one hundred cents on the dollar and continue to do a good business if the present subnormal conditions do not last too long.

I believe that the worst is past in many lines, that a definite, if still slow recovery has started, that in many lines there is little over-production and that there is a growing need for materials caused by the hand-to-mouth policy which has now been pursued for some months. One of the most encouraging features is that such orders as are now given are frequently accompanied by instructions for immediate shipment as the purchaser must have the goods at once.

The strain on money is somewhat relieved, and just as soon as people begin to get it into their minds that the corner has been turned, and that further reductions are not to be expected, they will begin to buy again in larger quantity. I think, therefore, that we are warranted in taking a mildly optimistic view of the general situation at this time.

D. R. Forgan,
President National City Bank.

A. E. Frank, dealer in dry goods, clothing and shoes, at Bellaire, in renewing his subscription to the Tradesman, writes as follows: "Nothing better in the United States." This is a good town—I have been in business here over twenty years.

Whether a younger man crowds you out or not depends less upon mere age than upon your determination to make the most of your ability whatever your age.

How do you figure your profits?

Suppose you are paying \$8.00 for a box of soap, and sell 3 boxes a year for \$10.00 a box. You make a gross yearly profit of \$6.00 or 75% on your investment.

Now, suppose you were paying \$8.00 for a box of Procter & Gamble Soap, and sell it, too, for \$10.00 a box. But, because it's better soap, and better advertised, you sell 12 boxes a year. You make \$2.00 on each box also, but your yearly gross profit is \$24.00, four times as much or 300% on your original investment.

It's quick turnover that makes these legitimate big profits.

Don't you want to share in them?



Ivory Soap
Ivory Soap Flakes
P and G
The White Naphtha Soap
Bob White Soap
Lenox Soap
Star Soap
Star Naphtha
Washing Powder
and

CRISCO
For Frying - For Shortening
For Cake Making

—the pure, vegetable shortening that is displacing lard in up-to-date homes and grocery stores. Gives more satisfaction to the housewife; more profit to the dealer. Net weight sanitary packages; one pound and larger.

The Procter & Gamble Distributing Co.
Cincinnati, Ohio

Branches

Atlanta	Detroit	Pittsburgh
Baltimore	Kansas City	Richmond
Boston	Memphis	San Francisco
Chicago	Minneapolis	Seattle
Dallas	New York	St. Louis
Denver	Philadelphia	Syracuse

Send mail orders to nearest address.

70 Washington Boulevard, Detroit, Mich.

What a Banker Knows About Groceries— When It Comes to Lending Money

A certain large grocer needed money badly. He talked to his banker. The banker asked for security. The grocer offered his stock. An inventory was taken.

The grocer objected to the method of estimating the price of the goods listed. The unadvertised goods were priced too low in comparison to the nationally advertised and well-known products.

What this shrewd banker said about this particular grocer's inventory will interest every grocer in America.

"My friend, unadvertised goods have no *recognized* market value. Thrown on the market you take what you can get.

"To the contrary, there *is* a recognized selling price on advertised products—a price respected in every community. I cannot accept as legitimate security products of doubtful turn-over."

Moral: Careful buying for 1921.

Karo Syrup has the National Record for a 100% turn-over in the syrup end of the grocery business.

Karo Syrup is practically sold the day it enters the warehouse. Several million dollars of "Karo Good-Will"—*established popularity*—insures the sale of every case *to the consumer* at minimum sales effort and expense.

The grocer who specializes in Karo takes no chances.

Regardless of the extensive advertising carried on in the past, Karo will receive still greater and more extensive publicity during 1921.

CORN PRODUCTS REFINING COMPANY
17 Battery Place, New York