

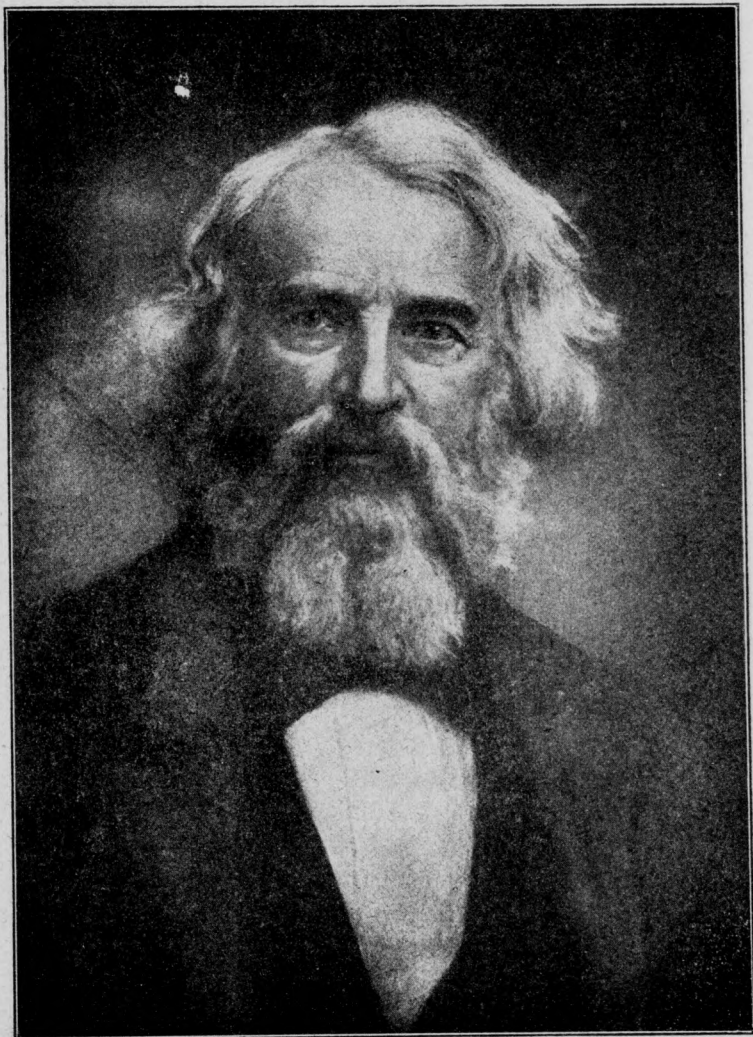
MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MARCH 2, 1921

Number 1954



HENRY WADSWORTH LONGFELLOW

Born Portland, Me., Feb. 27, 1807
Died Cambridge, Mass., March 24, 1882



The Rainy Day

The day is cold and dark and dreary;
It rains and the wind is never weary;
The vine still clings to the moldering wall,
But at every gust the dead leaves fall
And the day is dark and dreary.

My life is cold and dark and dreary;
It rains and the wind is never weary;
My thoughts still cling to the moldering past,
But the hopes of youth fall thick in the blast
And the days are dark and dreary.

Be still, sad heart, and cease repining;
Behind the clouds is the sun still shining;
Thy fate is the common fate of all—
Into each life some rain must fall,
Some days must be dark and dreary.

The Bridge

I stood on the bridge at midnight
As the clocks were striking the hour,
And the moon rose o'er the city
Behind the dark church tower.
I saw her bright reflection,
In the waters under me,
Like a golden goblet falling
And sinking into the sea,
And far in the hazy distance
Of that lovely night in June
The blaze of the flaming furnace
Gleamed redder than the moon.
Among the long black rafters
The wavering shadows lay,
And the current that came from the ocean
Seemed to lift and bear them away
As, sweeping and eddying through them,
Rose the belated tide,
And, streaming into the moonlight,
The seaweed floated wide.
And like those waters rushing
Among the wooden piers
A flood of thoughts came o'er me
That filled my eyes with tears.
How often, oh, how often,
In the days that had gone by,
I had stood on that bridge at midnight
And gazed on that wave and sky.
How often, oh, how often,
I had wished that the ebbing tide
Would bear me away on its bosom
O'er the ocean wild and wide,
For my heart was hot and restless,
And my life was full of care,
And the burden laid upon me
Seemed greater than I could bear.
But now it has fallen from me,
It is buried in the sea,
And only the sorrow of others
Throws its shadow over me.
Yet, whenever I cross the river
On its bridge with wooden piers,
Like the odor of brine from the ocean
Comes the thought of other years,
And I think how many thousands
Of care-encumbered men,
Each bearing his burden of sorrow,
Have crossed the bridge since then.
I see the long procession
Still passing to and fro,
The young heart hot and restless
And the old subdued and slow,
And, forever and forever,
As long as the river flows,
As long as the heart has passions,
As long as life has woes,
The moon and its broken reflection
And its shadows shall appear
As the symbol of love in Heaven
And its wavering image here.

The Dudley Paper Co.

Hammermill Bond
Congoleum Rugs
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made to order of white or khaki duck,
plain and fancy stripes.

Auto Tents, Cots, Chairs, Etc.
Send for booklet.

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Buy



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the most useful and valuable
machine ever invented for the
purpose intended.

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135.00 ALL MACHINES
FULLY GUARANTEED



EASTER TIME IS CANDY TIME.

Be sure your stock is ready for the demand. Ask our salesmen to
show you the NEW PACKAGES of

Lowney's Chocolates
Paris Chocolates

We also carry a complete line of
JAPANESE EASTER NOVELTIES.

PUTNAM FACTORY, Grand Rapids, Mich.

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SERVICE

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Franklin Golden Syrup



is a wholesome deli-
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combination of qual-
ity and flavor give
it an increasing
demand.

In four sizes 1½, 2, 5 and 10.

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"A Franklin Cane Sugar for every use"

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



"HEALTH CAKES"

So your customers are calling the little
foil-wrapped cakes of **Fleischmann's
Yeast** that physicians are prescribing
for all ailments of lowered vitality.

Get your customers to place a standing
order.

THE FLEISCHMANN COMPANY

MICHIGAN TRADESMAN

Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MARCH 2, 1921

Number 1954

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.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

Canadian subscriptions, \$4.04 per year,
payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;

issues a month or more old, 15 cents;

issues a year or more old, 25 cents; issues

five years or more old, 50 cents.

Entered at the Postoffice of Grand
Rapids under Act of March 3, 1879.

THE UPWARD TENDENCY.

There is nothing sudden and spectacular in the course which business is now taking. The shrinkage in values is progressing, but still unevenly. In some instances, appearances would seem to indicate that real low levels had been reached beyond which it is impossible to go if industries are to be maintained. In other cases this does not seem to hold true, the reductions made not having been in equal ratio. No one expects that previous levels are to be reached, but it is only a question of time before proportionate values must again prevail. The higher purchasing value of the dollar must, sooner or later, be made apparent in all articles, as it now is in some. When this stage of readjustment is reached, conditions will be normal. But there are plenty of evidences of a resistance toward lower values, and this resistance is by no means confined to retailers upon whom the blame has usually been placed for this kind of conduct. Nor is it due to the exactions of labor, as too many are prone to urge. It is apparently a state of mind resulting from a reluctance to pare down the excessive profits of recent years and a determination to overcome the limitations of the extreme profits taxes. So far as the latter are an element, it promises to be merely a temporary one, as it is well-nigh certain that the taxes will soon be a thing of the past. Then it will be up to the producers and distributors, by more efficient and economical operation, to reduce expenses so that they may sell their products more cheaply.

As yet, the uncertainty in the minds of buyers as to whether prices have reached anything like a permanent level and also as to the response which will be made by the retail purchasers is serving as a check to extended business. Frequent visits to market are made by the buyers for the big stores all over the country, but they are on the lookout for bargains. Articles to sell at a price are

the things most frequently sought. But, aside from these, there is a continuous purchasing of staple things, fairly large in the aggregate, but made up of a multitude of small transactions. Everybody seems to be feeling his way. Latterly, a little more confidence has been shown in the immediate future, due to the improving prospects for Spring buying at retail. This buying has been more pronounced in the case of apparel for women's wear than in other fields, but it indicates a loosening of the purse strings, which is regarded as a favorable omen. Dresses and dress goods materials appear to be especially sought. Standard and branded lines, whose quality is well recognized, are the ones most frequently called for. There are demands, also, for filling in depleted stocks of merchandise, and the frequency of these, coupled with requests for quick delivery, imply that a fair business is passing. Industrial prospects are also beginning to brighten with a resumption of activity in many branches, and this leads to the belief that the worst of the recent depression has been passed and that the tendency from now on should be upward.

THE RAILROAD SITUATION.

Nothing could illustrate more strikingly the change that has come over business in the last year than the figure of idle cars. These amounted on February 8 to 357,373, the largest total in years. It compares with an actual shortage of approximately 150,000 a year ago. At that time, and many times during the war, the inadequacy of railroad equipment almost strangled production; it held back finished goods from their markets, and prevented factories and mills from receiving their coal supplies or raw materials. The present surplus is not the result of an increased number of cars. It is simply due to the falling off in railroad traffic. This falling off is owing partly to the decline in business, partly the effect of freight rates that, under the changed conditions, may be too high, or more than the traffic can bear. Many railroad men themselves are now of this opinion. In order that rates may be lowered, and the railroads survive, expenses must be lowered. The greatest of these is wages.

The excellent report the Tradesman was able to present of the hardware convention, which was held in this city the middle of February, is now supplemented by a very complete report of the grocers' convention, held at Kalamazoo last week. Week after next an attempt will be made to handle the dry goods convention, to be held at Detroit, with equal accuracy and thoroughness.

BOOKS ARE STILL CHEAP.

Although publishers have protested that the cost of books to the public has not increased proportionately to other prices since the war, the public still feels that the rise is very considerable. It will be a surprise, therefore, to many that the price of books has been less affected by the world war than by our own Civil War, whose economic repercussions were relatively so slight. Between 1860 and 1870, according to figures in the Publishers' Weekly, there was an average increase of 80 per cent. in the price of books.

A number of works which are still on the publishing lists of the same firms provides an interesting illustration of the comparative rise in prices after each war. Before the Civil War Harpers published "The Woman in White" at \$1. In 1870 that figure was doubled. In 1915 it was down to \$1.25 and in 1920 it rose again to \$1.75. "Jane Eyre" was raised in 1870 from 75 cents to \$1.50; in 1915 the price of the same book was \$1.75, and in 1920 it was \$2.25. After the Civil War Appleton's edition of Ollendorff's "New Spanish Method" was increased from \$1 to \$2; in 1915 its price was back again at a dollar, and in 1920 it was raised to \$1.50. In some cases the 1920 prices are exactly on their pre-Civil War level; in a few instances they are higher than ever before, but the average increase since the world war has been 50 per cent., as against 80 after the Civil War.

The fall in prices after 1870 was largely due to the cheapening of paper and the modernization of the machinery of book production. While some decrease in the cost of paper may be expected to relieve the present situation sooner or later, there can never be such a modification as was made possible by the introduction of wood pulp after the Civil War. Technical improvements in production, where manufacture is on a very large scale, will also tend to reduce costs. But the public must resign itself to the not excessive prices of to-day. Books are still the cheapest of our indispensable luxuries.

COTTON PRICE A PUZZLER.

Cotton has been keeping puzzled those interested in it, including in the number those concerned in producing or financing it to those who use it, deal in it or speculate in it. Buying of it by the mills in this and other countries has been a gamble for several months. The pessimists have insisted that the price before the season is over will fall to 10 cents a pound for middling upland, and even the most optimistic hardly dare predict a 15 cent rate. During the last week it fell to between 12@13 cents. Curious to relate, this depreciation at the present time is not taken so badly in the

growing districts as it might seem. The reason for it is that it will give force to the movement to restrict the acreage put in cotton, coming as it does just before the beginning of the planting season. In Egypt a movement is on foot not only to reduce the acreage planted to cotton, but also to force the payment of a minimum of \$60 per kantar. More cotton is being used by domestic mills just now, but much less by foreign ones, especially those of Great Britain, which are the largest consumers of the article in the world. The lowness of prices and their uncertainty have been having their effect on fabrics which have been weak and unsettled with few sales. Colored, printed and other finished goods are, however, being steadily dealt in, the orders for them being individually small, but large in the mass. In knit goods aside from sweaters, the demand is not very pronounced. It is getting late for Spring, and the Winter demand will not appear until next month, when the principal openings occur. Hosiery sales are slacking up somewhat.

OPEN PRICE ASSOCIATIONS.

Little has been heard recently of the open price associations, which cut quite a figure during the period when values were advancing and buyers sought sellers of goods. In theory these associations merely kept their members informed of prices obtained at sales so that buyers could not play off one seller against another and thus force reductions. In actual practice the associations helped to keep up prices to certain fixed standards, which were based on what "the traffic would bear." The plan was much aided when the Government stepped in and fixed arbitrarily certain prices. These were determined on a cost-plus basis for the poorest equipped and located mills and factories, and gave to the more efficient mills a chance to make inordinate profits. Quantity production was wanted regardless of the cost of the product. With the deflation of values and the curtailment of business has come a scramble on the part of producers to secure what trade they can, and the competition resulting has rather destroyed the usefulness of the open price associations. The time has come for every tub to stand on its own bottom. Before the deflation is over it is likely that only the fittest in all lines of industry will survive. Those concerns will get the business who can do it best and most cheaply, and there will be a premium on efficiency and judgment. Salesmen are again getting the right of way as against mere order takers and common sense is asserting itself against the trusting to luck.

SUCCESSFUL SALESMANSHIP.

Fundamental Principles Which Must Be Cultivated.*

The most vital importance to a retailer at the present day to enable him to carry on successfully and to give him staying power rests in the ability of himself and his staff to keep his stock rolling in an ever increasing momentum. To do this a big factor has to be thrown into action which the world knows as salesmanship. Many merchants mislead themselves into believing that successful salesmanship rests entirely in selling, in other words, sell your goods to-day in an "Anyhow is best" style and tomorrow will surely look after itself. When this condition exists you can count on it that such a man is destined, not as he would decree to wear a business ethereal, but rather to end up in the scrap heap with thousands more self deceivers in this fair land.

I would not have you believe that there is any fixed law governing salesmanship—far from it—but there are certain ethics if used and applied with tact that are a strong help in the game or to define it, I would say salesmanship consists of 100 per cent. "good sense" and this is the way I have laid it out.

First of all, thoroughness, the performing of every duty that is laid out for you to do not just as the other fellow could do it but just a little bit better; so well, in fact, that no one could come along and do it better. Never give either your employer nor an outsider the chance to say that a decided improvement could be made in your work by perhaps just a little more elbow grease for instance on the counter. Look out for the details, carry enthusiasm into the most trivial duty of the day and by so doing allow yourself to broaden out and grow. This will pave the way to the second step of the ladder to successful selling namely, "initiative."

There are things waiting for the fellow with good ideas—the man who will reason and put that reasoning on the firing line. Start something, fathom out some way of your own for making your store more attractive, some means of handling the trade that call on you from day to day to better advantage, some novel way of getting Mrs. Housewife's attention. Don't wait for the boss or someone else to say, "Do so and so." See it yourself, then do it. Would you be the fellow who says, I never thought of that or I never expected such a thing would happen, as against the man with garden intelligence who would think the same thing to be nothing out of the ordinary? This world of ours is chuck full of the kind that can do what they are told. Get away from this gang, get into the self starter department, generate your own power if you ever expect to get anywhere.

Of all the different kinds of sights only one is supreme—foresight. We have often heard it said that such a person can see no further than the end of his nose. That is what is the matter with many of us. When we are

making a sale we can never see or think of the effect that it is going to have on us in the future. Every sale leaves an impression. Let it be a good one. Some person said the door to successful selling is labelled push. Not always. Sometimes it is pull and the trouble is we are too near sighted and consequently, are pushing when we should be pulling, and pulling when we should be pushing. Think ahead. Don't soak a customer with the thought in mind that she would never come back anyway. Give her every consideration and you will at least have the comfortable feeling that you have served which, after all, is the only true success. If you were crossing a stream of water on a narrow plank you couldn't afford to be looking all over the lot, if you did, you would surely have a tumble and get soaked. Watch yourself on the business plank.

Every one of us have seen the fellow who has worked his head off and wonders why he never managed to win big sales. True, he has the right stuff namely energy, but it has gotten out of his control. A powerful motor truck is of indispensable value when a competent driver is at the wheel, but remove him and in spite of all the power it is going to land in the ditch or up against a telephone pole. So will you and I if we don't concentrate our energy. Don't work in a circle, have a fixed height of attainment—some definite goal; get a bee line on it and then lay out your plans accordingly. The man who will succeed as a salesman is the fellow who makes every move count, a place for everything and everything in its place.

Enthusiasm is like the measles. It is catching. If you haven't got it already, get it, for it is one of the finest qualities a salesman can possess. Talk, work, think enthusiastically. Let everything you do be permeated with enthusiasm and whole heartedness. Don't mistake gush for enthusiasm. If you are trying to sell goods and you really don't mean what you say your voice will not ring true and your arguments will never be convincing, your customer will think you are a joke and treat you accordingly. Gush repels while the real article inspires, not only the customer and holds her, but also everybody that is working with or around you. If an article is worth selling it is worth warming up over. Be a booster in your own circle.

Now that I have tried to outline some of the first principles of efficient salesmanship, we begin to wonder what next. Supposing that a man is thorough in the performance of his obligations and has constructive ideas which he can put into form. Given that he can plan ahead and push ahead in an enthusiastic manner. It is not very hard to realize that he will not attain any marked success in selling unless he knows the goods he is selling. The reason for a large percentage of failures in business to-day, both in Canada and the United States, is due to the fact that the men involved were not acquainted with the goods handled by them. It is only reasonable to expect that a certain piece of machinery could not be sold by a man

who is entirely ignorant of the mechanism nor for a man who had never operated a locomotive to be able to climb up into the cab and run it successfully, no more possible is it for you nor an employe to step in behind your counter and sell goods that are entirely foreign. Every one of your customers give you credit of knowing the goods you are selling and if you are disappointing them you are going to be called on to do a lot of explaining before being excused; if you don't your more worthy competitor will and naturally he will be the one who will be respected and patronized.

Next, know your customer. In other words, study human nature. To do this there is only one safe way. Cut out books on the subject and wade into the crowd. Be a mixer. Probably no other class of men have such an opportunity to do this as the salesman. Whether behind the counter, on the train or in the hotels, you will find hundreds of opportunities to get acquainted. Study their peculiarities of disposition; try to follow their habits of thought; try out their individual weaknesses as well as their strong points, and in doing so you will be strengthening your knowledge of the elements that go to make up personality. Nothing will bring you into the limelight of successful selling as quickly as by knowing your man. Don't try to group them; know them individually. Know when to talk to him and when to keep quiet. Hundreds of orders have been lost after they have been won by such ignorance on the part of the salesman. To slap one fellow on the back with a "Hello, Jack" may be the means of getting you a big order, while the same tactics used on George may give you a black eye and lose a customer for all time. Study everybody, but most of all your customer.

There is still another essential and that is self-reliance. Have confidence in your own ability. To know is good, to know you know is better; but to convince the other fellow that you know is the real means of bringing home the bacon. A very vital mistake is often made by thinking you know too much. A good salesman will always be susceptible to advice, from the customer especially. Take it willingly, always bearing in mind that the customer is right if need be, whether she is or not. There is never any room for arguing in selling, take advice suggestions then bring your own good reasoning into play and act accordingly. Some clerks are always ready to correct and embarrass a customer, and in so doing he is icing the chute which will carry away for good. If a certain article is called Ping Pong by Mrs. Housewife then the same article is Ping Pong to you in front of her, while if she names it Pong Pong then it is Pong Pong to you. Nothing will enlarge her confidence in you more quickly than such treatment.

Advertising is another big feature. Do we over estimate or under estimate its true value? Advertising extensively doesn't mean that we can sit in our stores and look wise and the orders will be rushed in on golden platters. Far from it; it is on the

other hand a medium between you and the housewife. Having acted on her mind it brings her to your store in a buying mood—then it is up to you. Always remember the first impression, as a rule, is the one that sticks; be sure it is a good one. Have your store clean, have your goods laid out in such a manner as to appeal to the inclinations and fancies of the customer; continue in her mind the good will and interest instilled there by the advertisement. It pays to be tidy. Handle the goods you are selling in such a way that the customer will appreciate that you respect the value of them; never toss things around carelessly. Good will can also be quickly won by remembering the names of your customers; make them feel as if they are remembered and appreciated. If you have anything to offer, special, call them on the phone and in return you will be remembered. Too much care cannot be taken in introducing a new line. Some suggestions fail completely, others always strike home. For instance, "You are not wanting any tea to-day" draws an immediate answer no, while on the other hand, "Can I serve you with a few fresh eggs to-day," makes the customer begin to think that she probably does need a few and induces her to buy on your recommendation.

Again it often happens that you are out of a product which the customer asks for. Don't let her think you are indifferent about it. If a substitute which you have on hand won't suit, promise to get it for her and send it if necessary. These little attentions are too numerous to even mention, and yet they are highly important in successful salesmanship; be obliging.

In these days of depreciation of stock values; it behooves every salesman to be optimistic; too much emphasis cannot be laid on this. No man on earth can sell goods and talk hard times, too. Put on a bold front; talk and act busy whether you are or not; remember that nothing succeeds like success and the fly paper which holds fast the most flies is the one that will always be in greatest demand. Roll up your sleeves; tighten up your belt another notch; have confidence in your goods and in your own ability and you will be sure to find opportunity on the job and a good start made on the high way to successful selling.

Think Rice Is at Bottom.

"The continued decline in price has had the tendency to retard the distribution of rice," writes Seggerman Bros. "The general complaint among jobbers and wholesalers at the present time seems to be that rice is too cheap, claiming they all enjoyed more business when the price was a little higher. Rice, like many other commodities, is not only selling at pre-war prices but is also selling considerably below the cost of production. In our estimation, the rice market has reached the bottom, and already there are indications of a strengthening. We are quite certain that if this condition could be fostered by a little demand from export sources an advance would be inevitable. Rices of the fancy grades are good property at the present prices."

*Paper read at annual convention Retail Grocers and General Merchants' Association by W. A. Bothwell, of Toronto, Ont.

Business Is On the Upturn

Business in America is getting its stride again.

It is going to set a steady pace it can keep. Swing along with it, the best is yet to come.

Recent months have marked a return to normal habits and wholesome standards. Business houses are in training to conserve strength and build up vital powers on a better, broader basis.

Prices have reached or are reaching stable levels.

Goods and services no longer sell themselves. They must be sold.

Good salesmanship is the order of the day. It is a help-the-buyer kind. It puts Service on a par with Profit. Its aim is to attract buyers by making buying attractive.

Merchants and all sellers are not merely **getting** business, they are **building** it on foundations of integrity.

Just recently the president of a National business spent thousands of dollars to apologize to the public for misstatements in advertising published in hundreds of newspapers by his company.

He said policies of truth-telling and fair-treatment must be maintained by his company at any cost because he valued the confidence of the public and the good will of his business too much to have it impaired by wrong practices.

Legitimate business believes in "playing fair" and "dealing square." It aims to safeguard the interests of the purchaser in all transactions.

With the spirit of Service as a guiding force, business is worthy of your faith on which its activity relies. There is the nub of the whole matter.

American security lies not only in our mines, forests, factories, and farms but also in the work our hands and the confidence in our hearts.

Let us turn these to constructive purposes and enjoy a wholesome measure of Prosperity.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Albion—L. L. Avery has engaged in the grocery business.

Sturgis—The Community Lumber Co. is being organized here.

Ingalls—Ira Carley (Estate) is succeeded by Ira Carley Lumber Co.

Rockford—The Rockford Drug Store succeeds Deyo & Hessler.

Albion—F. N. Turner succeeds C. W. Roberts in the drug business.

Fowlerville—The Richardson Lumber Co. purchased the Love Lumber Co.

Hudsonville—A. W. Sherwood is succeeded by the Hudsonville Drug Co.

Hudson—The Excel Battery Co. has removed its business offices to Jackson.

Ashley—Lake Kirby succeeds C. E. Beck in the dry goods, grocery and shoe business.

Clarenceville—The Farmington Lumber & Coal Co., of Farmington, will open a branch here.

Bancroft—The Bancroft Elevator Co. has changed its name to the Bancroft Milling & Elevator Co.

Grand Rapids—James T. Hughes has sold his grocery stock at 701 Division avenue, South, to Hanna Bros.

Portland—John Ward and Day Sayers have formed a copartnership and engaged in the restaurant and cigar business.

Hart—Thomas Welch has purchased the dry goods stock of Ralph De Vries. He will continue to conduct both stores separately.

Lamont—J. Gunstra is erecting a modern store building which he will occupy with his stock of drugs and general merchandise as soon as it is completed.

Detroit—The Square Deal Bargain Store has been incorporated with an authorized capital stock of \$5,000, \$3,500 of which has been subscribed and paid in in cash.

Elmira—W. A. Gardner has closed out his drug stock to Wickett & La Maine and has taken a clerkship in the drug store of Rodenbaugh & Stevens, at Mancelona.

Manistique—Stockholders of the First National Bank have voted to increase the capital stock from \$65,000 to \$75,000 and the surplus from \$15,000 to \$25,000. Present resources of the bank are close to \$800,000. The bank building will be remodeled some time this year.

Lansing—J. A. Y. Eaton, for many years engaged in the meat business at Bay City, has purchased the store building at 225 South Washington street and will occupy it with a stock of meats as soon as it has been remodeled and the modern equipment recently purchased, installed.

Prattville—The Prattville Co-Operative Association has taken over the property of J. L. Maloney & Co. and will rebuild the grain elevator, recently destroyed by fire.

St. Johns—The Western Oil & Gas Distributing Corporation has been incorporated with an authorized capital stock of \$25,000, \$13,100 of which has been subscribed and paid in in cash.

Owosso—H. C. Redmond, who conducts a grocery store at Alma, will open a branch grocery store here, which he will give his personal attention, turning over the management of the Alma store to his son.

Grand Rapids—The De Soto Coal Co. has been incorporated to conduct a wholesale and retail business, with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and \$5,000 paid in in cash.

Iron River—The Loia Oil Co. has been incorporated to deal in petroleum products at wholesale and retail, with an authorized capital stock of \$17,000, all of which has been subscribed and paid in in property.

Grand Rapids—J. J. Haring has sold his grocery stock at 1503 Lake Drive to Shook & Son, who will continue the business at the same location. They will also continue their grocery store at 405 Jefferson avenue.

Sawyer—The Theisen-Clemens Co. has been incorporated to deal in petroleum products at wholesale and retail, with an authorized capital stock of \$25,000, \$12,500 of which has been subscribed and \$10,000 paid in in cash.

Detroit—The Lind & Marks Co. has been incorporated to deal in records, talking machines and accessories at wholesale and retail, with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$25,000 paid in in cash.

Jackson—The Pierce-Miller Co. has been incorporated to deal in groceries and food products of all kinds at wholesale and retail, with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed, \$769.78 paid in in cash and \$10,730.32 in property.

Lansing—The J. C. Penney Co., which conducts a chain of dry goods, shoes, women's ready-to-wear clothing, etc., has leased the new store building recently erected at 402 South Washington avenue and will occupy it about March 15, making the first branch store in its chain to be opened in Lansing.

Manufacturing Matters.

Gladstone—The Gladstone Shoe Manufacturing Co. has engaged in business.

Bay City—The Franck Chicory Co. has decreased its capital stock from \$50,000 to \$10,000.

Saginaw—The Campbell Stone Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Detroit Casket Co. has increased its capital stock from \$30,000 to \$175,000.

Detroit—The Acme Cut Stone Co. has increased its capital stock from \$15,000 to \$150,000.

Detroit—The Grant Oil & Gas Co. has increased its capital stock from \$250,000 to \$1,000,000.

St. Joseph—The St. Joseph Iron Works has increased its capital stock from \$60,000 to \$250,000.

Zeeland—The Michigan Star Furniture Co. has increased its capital stock from \$50,000 to \$100,000.

Flint—The Flint Spring Water Ice Co. has increased its capital stock from \$100,000 to \$800,000.

Detroit—C. M. Smilie & Co., machinist, has increased its capital stock from \$25,000 to \$100,000.

Detroit—The Firestone Radiator Manufacturing Co. has increased its capital stock from \$10,000 to \$75,000.

Port Huron—The Mayes Brothers Tool Manufacturing Co. has increased its capital stock from \$25,000 to \$40,000.

Benton Harbor—Thayer & Co., manufacturer of fruit packages, has increased its capital stock from \$75,000 to \$100,000.

Ithaca—Charles Peabody has sold his interest in the South Side Bakery to his partner, William Hubbard, who will continue the business under his own name.

Detroit—The Colburn Motor Parts Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$3,500 paid in in cash.

Detroit—The Oxford Overall Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$7,000 paid in in cash.

Hudson—Cheese factories at Waldron, Pittsford and Addison, conducted by the Helvetia Co., have been closed and the stock on hand sent to the local plant here for distribution.

Grand Rapids—The Furniture City Wood Finishing Co. has been incorporated with an authorized capital stock of \$12,000, \$6,000 of which has been subscribed and paid in in cash.

Detroit—The Progressive Tanning Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$1,500 in cash and \$3,500 in property.

Niles—The Sands Lumber Co., with business offices at Niles and saw mills and lumber yards at Sands, has been incorporated with an authorized capital stock of \$25,000, \$12,600 of which has been subscribed.

Detroit—The Planet Manufacturing Co. has been incorporated to manufacture and sell "Hydro-Mix" with an authorized capital stock of \$35,000, \$21,000 of which has been subscribed and \$5,000 paid in in cash.

Detroit—Nalbandian & Co. has been incorporated to conduct a wholesale and retail confectionery and tobacco

business, with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Manistique—Kinsting & Amos have merged their creamery business into a stock company under the style of the Manistique Dairy Products Co. with an authorized capital stock of \$30,000, of which amount \$16,250 has been subscribed and \$7,000 paid in in property.

Brighton—The Northrup Lock Co. is expected to start operations within the next sixty days. This is a new concern which will manufacture other articles of hardware besides the lock. The company plans to sell \$50,000 of its stock in Brighton. According to reports, \$22,000 of stock was disposed of recently within 24 hours.

Constantine—The Crater Guarded Razor Co., whose factory has been in this place for some time, has been incorporated under the laws of the State of Vermont for \$1,000,000. The company will manufacture a full line of straight edge razors and will be jobbers of foreign and domestic barbers' supplies. The offices of the company are to be in Columbus, but the factory will remain in Constantine for some time at least.

President Affeldt Already in the Harness.

Lansing, March 1—I was very fortunate to be asked to attend a dinner given by the Retail Dry Goods Association to their Board of Directors their Legislative Committee, also their Insurance Committee, to which had been invited several members of the present Legislature and Tax Committee.

I listened to a very fine paper prepared and read by Mr. Barnes, of the Tax Committee, in which he told of the inequality of the present system of taxation and the advantages of an income system of taxation. I will have a copy of his address in a few days and am going to take the liberty of mailing same to you, for I am sure you will be glad to publish it for the benefit of your readers.

I also wish to thank you for the hearty co-operation which you extended to me while at Kalamazoo, and which I feel I must have to make our Association as successful in the future as it has been in the past.

Jno A. Affeldt, Jr.

King Auto Not Sold To Junk Buyers.

The four line statement in our issue of Feb. 9, to the effect that the assets of the King Automobile Co. had been acquired by "junk buyers," is indignantly refuted by Charles A. Finnegan, the present owner of the business. The statement was embodied in a contribution by J. Elmer Pratt, who was long identified with the automobile industry, but who for the past year has been engaged in raising lemons and avocados at El Cajon, Calif. The Tradesman has no personal knowledge of the matter and is therefore disposed to give Mr. Finnegan the benefit of the doubt, assuming that his statement of the situation is the correct one. The Tradesman cheerfully gives place to this correction, because it will not willingly do any man an injustice without making due amends therefor.

Be sure you go after the trade of the new families in town to make up for the loss that accompanies deaths, failures and removals among your old customers.

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 \$1.50 per 100 lb. sack.

Bananas—9c per lb.

Beets—\$1 per bu.

Butter—The market is about 3c higher than a week ago. Local jobbers hold extra creamery at 49c and firsts at 46c. Prints 52c 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—Florida, \$4 per crate of 4, 5 and 6 stalks; Jumbo bunches, 85c; Large Jumbo, \$1.

Cider—Fancy command 70c per gal. put up in glass jars, 6 to the case.

Cocoanuts—\$1.10 per doz. or \$9 per sack of 100.

Cucumbers—Illinois hot house, \$4 per doz.

Cauliflower — Florida, \$3.75 per crate.

Eggs—The market is unquestionably soft and the recent high prices come again. The nearby wholesale market for fresh eggs has slumped as low as 31c during the week. Jobbers look for still lower prices before dealers begin to put eggs in storage for next season.

Grapes—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	-----	5.75
80	-----	5.75

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—25c 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 for either yellow or red.

Onion Sets—\$1 per bu. for either red, white or yellow.

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, 40@50c per bu. The market is weak.

Radishes—Hot house, large bunches \$1.10 per doz.

Spinach—\$2 per bu. for Southern grown.

Strawberries—85c per qt.

Sweet Potatoes—Illinois or Delaware, both kiln dried, command \$2.50 per 50 lb. hamper.

Tomatoes—California, \$1.60 per 6 lb. basket.

Turnips—\$1.25 per bu.

Essential Features of the Grocery Staples.

Here's come a test.

Cost of wrapping paper, twine and bags has come down.

This was welcome news, but will there be a corresponding relaxation in the careful use of these articles in the store?

Some people take no care with stuff that doesn't cost a large amount individually, forgetting that in the aggregate the cost is heavy.

Clerks have been instructed through war times so that they economized on string, paper and bags. This means that they utilized enough for each package, but not more than enough.

In former times sometimes twice as much paper and string was put around a bundle as was required to make the contents safe. Bags much larger than needed were employed for groceries. This was both a loss to the store-keeper and an inconvenience to the purchaser.

Many lessons were learned during the war and it would be well if they remain learned. One of these lessons was not to give the purchaser more of anything than he paid for. The computing scale has assisted in teaching clerks not to put in an ounce or two more than paid for in a package, any more than thirteen eggs would be given for a dozen, or a bushel weight and a pound for an order calling for an exact bushel.

Little leaks make big losses, and because wrapping materials are cheaper, the retailer should be much more to the good, rather than permit resumption of wasteful use of the articles which are not expensive in the small amount, but whose total in a year is immense.

Sugar—Both the refiners of cane and beet sugars have pulled out of the market, which has had a firming tendency. Local jobbers have increased their quotations to 9¼c for cane and 9.15c for beet. Sugar is likely to be very scarce—and possibly higher in price—unless the manufacturers loosen up in the near future.

Tea—The market on the whole has been unchanged during the week. Business has been slowed up by the storm and the holiday, but nevertheless, the market has shown some strength. There is some demand for fine teas, which rule steady.

Coffee—The market has been rather sluggish during the week, with little demand and prices about unchanged. Perhaps Rio and Santos are a shade firmer than last week, but the change is not noticeable. Milds are unchanged and dull. The week closes a little easier.

Canning Fruits—Retailers are marking down their California offerings as they are replacing their stocks at reduced figures and this is naturally increasing consumption but the movement is not general enough to materially affect the wholesale market. In that field the unsold jobbing stocks acquired at prices above those now current causes conservatism and reduces coast buying of additional lots. Hawaiian pineapple is quiet and in routine demand. Gallon apples sold in a moderate way and were about steady.

Canned Vegetables—Tomatoes are about unchanged, but here and there weak holders have developed again and are shading slightly. Corn is still dull at ruling low prices. Buyer and seller for the most part are somewhat apart and this makes trade dull. Peas fairly active at unchanged prices.

Canned Fish—In salmon jobbers are not taking their usual allotments of red Alaska as complaint is made that even the largest distributors are neglecting the market. With comparatively few sales being booked the buyer is in control and is able to secure stocks from \$3.25 up. Medium reds remained as dull as ever, as were chums. The low range on pinks is moving stocks, but only in a moderate way, with prices quoted all the way from \$1 up. Maine sardines in outside markets are being cleaned up more quickly than on spot where Navy goods compete. The domestic movement is not overly brisk and the export market is not large. California and imported fish are more or less neglected. Some quotations on blue fin and standard white meat tuna fish have been shaded on spot holdings but the demand has not broadened.

Dried Fruits—The most noticeable improvement in local conditions this week is in package raisins. That line is getting back some of its lost ground apparently, as the grocery trade is stocking up. There is also to be noted an increase in the call for loose raisins for beverage making. The enquiry has not boosted prices but some jobbers expect advances a little later as the foreign stocks dwindle and the spring market opens. Currants so far have not been affected in sympathy but remains dull. Good quality Oregon prunes in the larger sizes were in fair demand, but rain damaged lines were hard to place. California stocks are weak since there is strong pressure to sell from the Coast and consignments are coming forward. Some of the jobbers have found that it paid them to make a low price on a certain size to their retail trade, and reduced stocks have followed. The jobbing demand as a whole for fresh goods is slow and irregular prices have prevailed. Apricots are jobbing out slowly but in somewhat larger volume than formerly. There is no apparent shortage in any quarter as buyers can easily supply their wants. Peaches are in no better demand and remain quiet. Pears are still at a standstill. Dates and figs sell in a moderate way.

Cheese—An active demand is re-

ported for staple grades, without material change in prices.

Provisions—No change has occurred during the week. This applies to pork and beef products, lard and lard compound.

Rice—Although there is no great increase in business the general feeling from all parts is better and the trade places confidence in the strength and steadiness of the market. Despite the absolute absence of demand at times during the entire season the market has remained fairly steady and after each setback has rallied and strengthened with renewal of business. For a time buyers were not inclined to follow advances and evidently were not disposed to figure prices being maintained. The result of this was that local sellers created a cutthroat market, selling on close margin, while buyers looked for bargains and usually paid their own price. Now that this has ceased and stocks have dwindled buyers are compelled to meet the advances at the primary points, which are higher and steadier than the spot market.

Pickles—Sour pickles of all sorts are in light supply at primary points and firmer prices are demanded by the holders. One of the scarcest items on the list is midget gherkins in the 15,000 size. It is almost impossible to find that pack in any quarter, as one broker who has been looking for them estimates that there are probably not more than 100 barrels in the whole country. Field run unassorted pickles, 1,000@1,200, are offered at \$2 a bushel factory, plus \$2 a cask for second hand cooperage. This includes crooks, nubs and floaters. Size 3,000 is held at \$3.25 per bushel, Michigan factory, with the barrel extra. On 1,800@2,000 machine assorted in brine the price is \$21.50 f. o. b. Ohio shipping points. Dill pickles are almost impossible to get from first hands.

Confectionery—Sales have increased since sugar dropped, and a better class of confections is the result of the decline. Sale is getting more normal, as well as the prices.

Salt Fish—There is a moderate but steady demand for mackerel, owing to the Lenten season. The trade are interested to see what the National Fish Day, March 9, will bring forth. Prices of all grades of mackerel are unchanged.

For Cold Feet.

An inventor has hit upon an ingenious and novel idea for dealing with the affliction of cold feet. It is very simple. All one needs to do is to take a large sheet of paper and roll it up, pasting the edges, so as to form a tube. When a person goes to bed, he places the tube beneath the bedclothes and breathes through it. That is to say, holding one end of the tube in his mouth, he takes in his supply of air through his nostrils in the ordinary way, and expels his breath through the tube. By this means a continuous current of warm air is poured into the bed, contributing the requisite heat. When his feet are warm enough, he discards the tube and goes to sleep.

LOSS IN LEMON GROWING.

Industry Prolific in Promise, Poor in Profit.

El Cajon, Calif., Feb. 23—Leave it to the Californian's resourcefulness to "find a way." But she did get left on the lemon proposition. Only a year ago her real estate proselytes were telling me about 25 per cent. net incomes on lemon properties. The 25 per cent. I found invariably to be the returns from the Association which was the net in the cost of picking, packing, warehousing, freight, icing and selling expense. Those returns ran at an average for 1919-1920 up to May at about 3c per pound on commercial boxes of seventy pounds each or approximately \$2 net, but from that the grower had to get his operating expense out. Of course, there appeared to be a big profit, as you sometimes find in some places an orchard of ten acres with 750 trees twenty years old, doing ten or twelve boxes to the tree, 8,000 boxes of \$2 fruit net. Looks fine, doesn't it? And when the real estate man tells you the property can be bought for \$20,000, "half down and terms to suit," you have visions of a lemon grove free after the first year, don't you? Well, here is what happened—not to me, for I discounted 50 per cent., but I didn't discount enough, for the "slump" in lemons that was evident.

The buyer puts up \$20,000 or its equivalent of 8 per cent. money. At the end of his first year, he charges up

Interest on investment	\$1600
Fumigating 750 trees @ 60c per tree	450
Spraying same @ 30c per tree	225
Water for eight months @ 5c per 100 cu. ft.	480
Fertilizer fifteen tons chicken manure @ \$10 per ton	150
Lime at \$10 per ton f. o. b. station	50
Gypsum is a better sweetener, but costs more.	
Pruning 750 trees at 30c per tree	225
Labor \$100 per month	1200

\$4380

To this should be added cost of maintaining team and tools or their equivalent, pretty close to \$500 an acre, eh? But it took it on property I came near buying! But you say, "How about those 8,000 boxes of lemons?"

I hate to tell you. The first discount was the culls. Twenty-five per cent. went to the citrus by-products company at \$6.50 per ton (they cost \$20 per ton to pick). That left but 75 per cent. salable. Then, instead of getting twelve boxes per tree, the yield will not be over five boxes. After spending all that money to get an orchard to do what some other orchard did on "about the same conditions," you find this best orchard doing well, but not much above the average in that locality. A report from the Association is sent you. You discover the average production per tree in that district is 4.71 boxes per tree! The largest tree production, 12.75 boxes. You discover that 43 per cent. of the pick was culls, all perfectly good lemons, by the way, but "under-size" or "tree ripe." The Sunkist brand must be first-class in size, color and uniformly good, or away they go to the by-product factory at a loss to you of 66 per cent. of the cost of picking, washing and culling.

You have had a pick about every five weeks. These picks have been pooled into four shipments and are shipped in rotation, as fast as the market will absorb them at prices above the cost of picking, packing, freight and selling, which, under the new transportation rates, is now \$3.05 per commercial box of seventy pounds. You get your returns when the market is active in three months, and when dull as now in five to six months. Whatever they sold at above \$3.05 is your net. The market is now so sluggish, growers are paying for the picking and packing before the

lemons can find a market to replace an old dollar with a new one.

Summed up, for the year just passed your 8,000 orchard turns out about this way: 8,000 boxes are field boxes. They yield forty pounds gross run of orchard, (instead of seventy pounds, as you supposed). Even if you get the estimated yield and war prices, your net returns will not be so very big, considering the price per acre you pay for your land.

Calculated correctly on a war price bases, your 8,000 box estimate would, when reduced to pounds at net war rates, be 324,000 pounds, less say 25 per cent. culls, or 240,000 salable. 240,000 pounds @ 3c net

per pound ----- \$7200
80,000 pounds culls, cost
to pick 1c per pound \$800
Sell for \$6.50 per ton ----- 260

Loss ----- \$540 540

Net returns at war rates ----- \$6660
Less orchard operating expense 4380

Net available for dividend on a
\$20,000 capital investment ----- \$2280

buying by Eastern prospectors. Real estate men are able to make a showing by some hook or crook—mostly crook—that sells California improved land at prices that will not yield a dividend under the most favorable five year period you can pick from the last twenty-five years.

I know my calculations do not, and will not, tally up with what we hear, and I know they can be made to appear as ridiculously under rated. Go out and buy one of these properties, work it to its limit for a three year period (if you can last that long, most people sell at end of first year) and I guess you will agree with me, even if you do not admit it while owning real estate.

California improved land at prices close to its cost would be a dividend payer, but at from 100 to 300 per cent. above those figures, it is far more likely to be a loser. Yet it is hard to see how an improved acre can be sold at less than \$1,500 and get a new dollar for an old one, after ten years of work, even if the raw land cost nothing.

It is the real estate man and the

and tons of organic matter, artificially applied. The jack pine land, as compared to the sage brush land, has all the best of it under equal conditions. Our raw land, when cleared of sage and grease wood, looks as barren and uninviting as a burned over huckleberry plain along the banks of the Au Sable, Pine, Manistee, Maple, Bear, Rifle or any of those old lumber streams of the North end of the Lower Peninsula. They surely would bear one crop a year if watered, which is as much as we get from our dry farm land, which is watered by from but eight to fifteen inches of water-fall for three months of the winter. Give that land the fertilizer we give ours, give it a little water in dry months as we do ours in winter months, give it cultivation and give the fruit the same attention we give our "one crop per year" fruit and, with the transportation advantages, I venture the net results won't look much worse than ours do under average conditions.

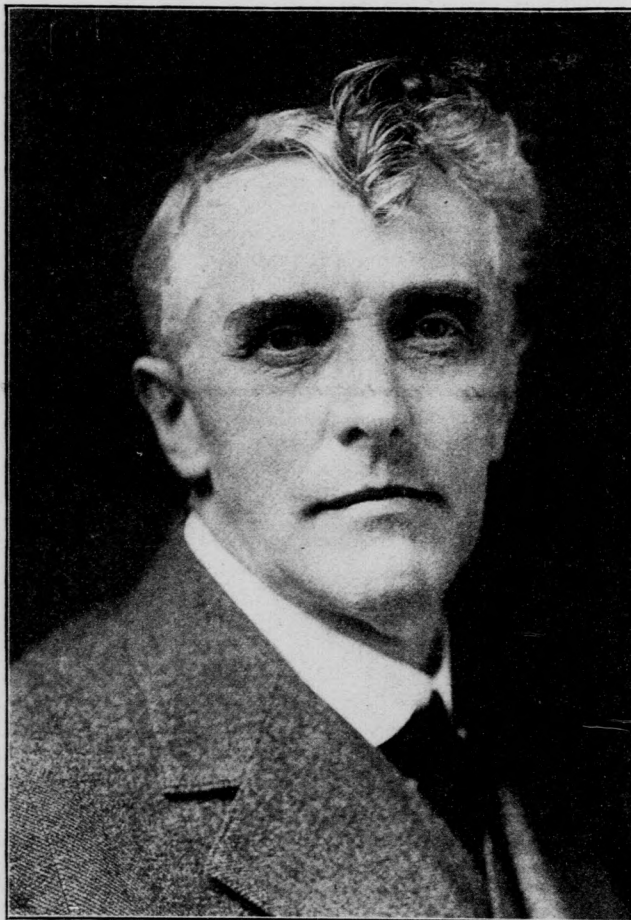
I am paying \$20 per ton to pick 2,500 field boxes of perfectly good lemons, which I must dump in the ditch, to save a further loss if sent to the Eastern markets, in hopes of getting a fair portion of that \$5 per box price quoted as wholesale last week in the Tradesman. Five dollars for seventy pounds of A1 lemons is over 7c per pound. If California grown, all over 3c a pound is profit for some one. I know the grower is getting none of it, as he has paid from 7c to 10c penalty per box on shipments since September to date. My last returns showed a deficit of \$14 per hundred boxes. The cost to lay down in Chicago is approximately \$3 per box or was in December, so my lemons must have been bought by the carload buyer at around \$2.90 per box! Who is getting the \$2.10? I wonder if the wholesaler had 75 per cent. of my 2,500 boxes of "Extra Fancy California" 300s, at no cost to him above what I get, if he still would sell them at 8c per pound? There are five fruit stores within three miles of me on one paved highway. All of them sell lemons at 2c each (about \$6 per box or nearly 9c per pound), while they can get them from any grower for 1c per pound—and get the best his trees grow.

Is the middleman playing fair with the consumer? Are the merchants playing fair with themselves? Of course, we all know the merchant is illy able to bear much loss on depreciated inventories all at one crack. He must let himself down a nick at a time, but does he make the proper effort to turn his money oftener by increasing his sales? It is hard for me to believe that merchants don't know the value of the quick turn over. Yet the prices some cling to would indicate ignorance in this direction. The clothing merchant who buys new suits at \$27.50 for the best and marks them at \$50, \$55, \$60 and even \$75 for spring sales either does not expect to sell them except at "greatly reduced prices" or he is deliberately picking the people's pockets.

J. Elmer Pratt.

Annual Georgia Peach Scare.

Every year about this time the Georgia peach crop is wiped out or is threatened by cold weather. This year's scare, coming in the form of a report from Macon, reads: "Georgia's mammoth peach crop is now in grave danger of being ruined, due to prevailing weather conditions. Reports received here from Houston, Sumter and Macon counties, the heart of the \$4,000,000 belt, indicate the growers are apprehensive for the safety of the crop. In many parts of the belt large orchards are already in embryo bloom, and before the end of the week, unless a freeze sets in, will be a great sea of waving pink."



J. Elmer Pratt.

Nothing has been allowed for your time for management.

Where do you think you would get off at, with the average lemon market, which has yielded the grower about 1c per pound for a period of five years? On all the properties I was offered (over twenty of them) which I investigated, but one could show a dividend of 8 per cent., after paying all expense, except management (self) and setting aside 8 per cent. to cover earning power of cash invested.

Now go a step further and try to see the results from the present existing conditions. With the expense still the same for present crops, freights increased and returns with red ink balances of 10 per cent. or more against the grower, where do you get off at? I'm not enough of a book-keeper to calculate the losses, but I do know that land at \$2,000 an acre can't be made to pay going interest rates.

Yet with this condition existing there seems to be no let up on the

speculator who keeps the land mill grinding in California.

I've often wondered what would result right up there in Michigan, if those millions of acres of cut over lands North of Grand Rapids, along those rivers the lumber jacks once navigated—now the trout fisherman's pride—which I knew so well, would do if treated to a thousand dollar's worth of California improvement dope per acre, and even \$300 worth of upkeep expense per acre per year, for fertilizer, water and cultivation! Planted to the proper kinds of fruit for that climate, they would surely make a regular California showing, and the freight companies would not get more for hauling a box of it to market than we California growers get for a year's work in growing it. Much of our \$2,000 per acre land has nothing on that Michigan jack-pine soil, which is sand stone and pine needle humas, while ours is decomposed granite, much of it now minus humas, which is supplied by tons

BETTER SALESMANSHIP.**Present Need of More Skill and Experience.**

Written for the Tradesman.

Only a little while ago—less than a year in most sections—if a dealer had a good location and a fairly complete stock, he could hardly help doing a profitable and satisfactory business. Demand was keen. Wants and the money to buy with were greater than the supply. Competition among retailers, although some of them may have been unconscious of the fact, was, in reality, a strife, not in selling, but in obtaining goods in the amounts their customers were actually "hollering" for.

Under these conditions, what was bound to happen did happen. In most stores there was a slackening of the selling energy. Owing to the great volume of orders, manufacturers and wholesalers were slow in filling them. Retailers found it impossible to keep their lines full. When he knew he would be sold of many kinds of goods before he could get more, why should the retailer lie awake nights devising means to move his inadequate stock faster? Particularly when prices were all the time going up, so that replacement would cost far more than his present stock, perhaps more than his retail prices?

It was easy, so easy to sell. Did Mrs. A protest that the price asked for an article was extortionate and declare flatly that she would not be held up in any such way, there was no need of arguing with the lady. Just let her go away. The chances were that, after visiting three or four other stores and finding that either they were out of the item in question or asked more for it, she would come back and humbly take it. Or if Mrs. A did not return, Mrs. B or Mrs. C would buy it gladly. It was not left on the dealer's hands. It was a matter of common observation and comment that merchants, perhaps without realizing it, became indifferent to the wishes of customers, independent, and even uppish. Of course employees took the cue and reflected the attitude. The atmosphere of many stores seemed pervaded with, "You can take it or let it alone. We should worry."

In the intervening months, selling conditions have changed. Customers, so short a time ago willing to spend money freely and anxious to buy, have become shy and elusive. Eagerness has been replaced by apathy on the part of the buying public. Purse-strings are being drawn tighter. The long-hoped-for decline in prices beginning some months ago, has not only failed to stimulate buying, it actually has retarded it. This was inevitable. And so long as the conviction is general that prices have not yet reached bottom, that they are bound to go lower, buying will be light. The average shopper of course supplies her immediate needs, but she is not in a mood to buy ahead. No matter how good a bargain is offered her in something for next summer, she is likely to pass it up, and take a chance on getting the article at an

even lower price when she is obliged to have it.

In short, the days of easy selling are over; they are fast becoming merely a happy memory. In all lines in which production has overtaken or gone beyond consumption, retailers now must grapple with the problems presented by a great lessening of demand, a decided decrease in the amount of money in the hands of customers, and the ages-old difficulties of selling goods on a falling market.

During the period of readjustment and deflation, only those merchants who make the best possible application of the forces at their command can hope to forge ahead. Good salesmanship, as one of the most potent agencies at his disposal, should now be achieved by every ambitious retailer.

Ask your acquaintances what they understand by good salesmanship, and all will at first give some sort of dictionary definition conveying the idea of skill and expertness in the art of selling; but if you encourage them to talk a little more, many of them will go on and tell you that the sort of person they consider a good salesman is one who can talk people into buying, without regard to whether the article sold is needed or wanted or can be afforded or used or indeed has any value whatever to anybody. The man who can set out and get honest people's good money for some worthless mechanical contraption, or can vend quack medicines successfully, or who could go into the wigwam of a wild Indian and barter a brass watch for all the skins and furs the poor savage had obtained in a season's trapping and hunting, embodies the idea that still is quite popularly held of a good salesman. Our illustrations have been drawn from those operating a small way. The same kind of artist, working on a larger scale, promotes fake land schemes and disposes of blocks of mining shares and oil stocks that are absolutely worthless. The victims of this type of smooth-tongued shyster are not all those whose ignorance offers excuse for their gullibility. The experienced and hard-headed are taken in more often than we suspect, for these last usually keep still as to what they have "dropped."

There is no denying that this kind of salesman has ability and gets results. Even while we condemn him as a rascal, his cleverness challenges our admiration. His skill or art is very closely akin to that of the successful jury lawyer. He has a strong magnetic personality, is affable and persuasive, and understands people. In this one sentence is told all the secret of his power. He has studied the great book of human nature until he knows it by heart. There is no labyrinth of feeling or emotion that he has not explored, no weakness that he can not play upon. When he approaches a prospect, he has a single purpose in view, to make his sale. He has no scruples and will use any means to accomplish his end. The orphan child's small inheritance

and the washerwoman's hard-earned dollars are simply so much grist for his infamous mill.

To the retailer who wants to build up an honorable and permanent business, there is only one word to say as to using this kind of salesmanship, and that is Punch's famous advice—Don't. It has no proper place in a store nor can any lasting success be built upon it. In its extreme type it is scoundrelism pure and simple. If there still lurks in the mind of any reader a trace of the old idea that this kind of craftiness is good salesmanship, let him get rid of the delusion at once. One sale of an article she does not want and is talked into buying against her own better judgment, and the purchaser is sore at that store ever after, simply peeved for life. Very fortunately good morals are here identical with good business. If he had no conscience in the matter, a merchant can not afford to use this kind of salesmanship.

Owing to his constant employment of "shady" methods, the man who embodies the old idea of salesmanship is a dangerous example to follow. But study him carefully and analyze his power. Many a clerk behind the counter could gain valuable pointers from the almost extinct pack-peddler or lightning rod dispenser or from the most rascally promoter that ever sold a worthless stock. For the same magnetic quality, the same tact, affability, knowledge of human nature, close observation of the customer's prejudices, preferences, and

moods, are indispensable to the expert salesperson who works in a perfectly legitimate way. Many of the same means are employed, in the one case honorably, in the other dishonorably. While condemning the villainy of the unscrupulous salesman, we need not despise the lessons to be learned from him.

Ella M. Rogers.

Farmers For the Open Shop.

The National Grange, at a convention in Boston, declared for the open shop in a resolution reading:

"We disapprove of any system which denies to any individual the right to work in any place where there is need of his industry at any time and at any wage which is satisfactory to him, or to quit his employment wherever and for whatever reason may be to him controlling, subject only to such contract obligations as he may willingly enter into and as may be imposed in an American court of justice."

Lansing—G. William Davis, Inc., has been organized to deal in general merchandise, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Cook Coffee Co. has been incorporated with an authorized capital stock of \$10,000, \$9,000 of which has been subscribed and \$3,100 paid in in cash.

Flint—The Flint Lumber Co. has increased its capital stock from \$80,000 to \$240,000.

Steady and Assured Power

No matter how skillful a driver you may be, to obtain the best results from your car, you must use a gasoline with a correct range of boiling point fractions. A gasoline which will give all the power your engine is capable of developing.



Red Crown Gasoline
Is Steady and Sure

Polarine
THE PERFECT MOTOR OIL

SEALS PISTONS AGAINST LOSS OF POWER.

One of the four grades of Polarine Oil will enable you to conserve and use all the power your engine will develop. Polarine seals pistons and minimizes carbon.

We recommend their use in every make and type of car.

Ask any Standard Oil agent or representative to show you the chart on which is given our recommendations as to the correct grade of Polarine to use in your car.

STANDARD OIL COMPANY
(INDIANA)

NOT PLOTTING REVOLUTION.

There is much nonsense uttered nowadays by Americans who have outgrown their country and are working overtime in efforts to change human nature and to remake the world with the assistance of foreign agitators who would start a revolution in heaven if they had a base from which to operate. These gentlemen have been engaged in efforts to link up the negro in their destructive propaganda to shake the pillars of the commonwealths of the world and to re-organize the present systems of government by force, rapine and murder.

Some of these dreamers have been foolish enough to interpret the dissatisfaction of the negroes in America with Jim Crowism, Ku Klux Klanism, lynch law, civic and social injustice and other unfair discriminations against them as a class to mean that their sympathies are with those of the white race here and in Europe, who are plotting to destroy all governments, and that they are going to help the bolsheviks. These gentlemen are mistaken in their calculations. The negroes of America are not going to give them any help whatever in their wild and chimerical schemes.

The negroes of this country have never been guilty of treason to the flag which ought to but does not fully protect them, nor to the laws which are still powerless to protect them. But the remedy is not to be found in revolution or insurrection in combination with the dissatisfied and turbulent elements in the white race here and abroad.

The negroes are going to make a strenuous and determined "fight for every right, with all their might," for what is their own under the Constitution, and will undertake to establish the reasonableness of their claim to just recognition as citizens of this Republic; but they will not join forces with any element, foreign or domestic, to destroy this Government, which owes them more than they owe it, as the records for over 300 years will show.

They have never bred a negro traitor, anarchist or revolutionist, and it is too late now to begin. If in their struggle for rights now denied them as citizens they discover that this Government does not mean to accord them these rights they will find what they want and should have on the continent of Africa, the heritage which God has given them. The negroes of the world were never more thoroughly aroused, never more determined than at the present time to find their place in the sun. The awakening has already begun and the negro the wide world over thoroughly realizes and perfectly understands that the destiny of the white race and the black and brown races are not co-ordinate and can never be. They have no illusions on this point. "East is still East, and West is still West," but eternal justice is always and ever the same.

SLEEPING SICKNESS.

Sleeping sickness should not be confused with the African disease of the same name, which is caused by a higher bacterium and transmitted by the bite of the tsetse fly. The initial

symptoms of epidemic sleeping sickness are generally insidious. The portal of entry for the infection would seem to be the nose or mouth, although this has not yet been conclusively established. Thence it attacks the brain, causing inflammations that result in many symptoms, but predominately a profound somnolence. Frequently the patient is not conscious of any untoward symptom excepting that of continued drowsiness. In the beginning he reacts fairly well to suggestions, such as the partaking of food, opening the eyes, etc. While retaining consciousness, it becomes increasingly difficult for him to follow directions; volition finally is conquered by lethargy, which only too frequently results in death. Until very recently there has been no evidence that the disease is contagious and its mode of transmission still remains obscure. Good nursing is the only treatment available.

The fact that sleeping sickness occurs sporadically, giving rise to epidemics, would suggest a bacterial origin. Although many attempts made to isolate the inciting organism have met with failure, Drs. Loewe and Strauss, of New York have reported positive results. They claim to have been able, by very special methods devised by Noguchi, to find a minute organism which causes the disease. This has been verified by injecting this organism into rabbits, dogs, and monkeys, producing brain inflammations analogous to those occurring in human beings suffering from the disease. From these diseased animals they have been able to recover the original organism.

These results have been criticised upon the ground that the brain of a rabbit may show similar inflammations when the animal has been injected with other foreign bodies. However, very recently the work of Loewe and Strauss has been independently corroborated in many quarters. Such confirmation comes from Maggiora, as well as Ottolenghi and his associates in Italy, the Pasteur Institute in France, McIntosh in England, and Tolheimer in the United States. The first step in conquering any epidemic disease is to determine its origin. Apparently this has been done in the case of sleeping sickness, and we may now hope that the way is open towards another victory for medical science.

WOOLS AND WOOLENS.

Despite the large supplies of wool available, the prices have been rather firmer. It may be that the pooling of the large supplies heretofore held by the British government has had something to do with this. Another influence is the demand for quick shipment to this country in anticipation of a tariff on wool. But, whatever the cause or causes, the auction sales of wool abroad during the last week have shown more competition, fewer withdrawals and an increase of price on the most wanted grades. In this country there has been some pooling of wool, but the cost of carrying it may force its sale as the new clip comes into the market. On March 10 the Government will auction off at

Boston about 6,000,000 pounds, mostly South American wools.

In the goods market the most notable thing during the past week was the offering by the American Woolen Company of overcoatings, mackinaws and dress goods for the Fall season. The prices showed a very substantial reduction from previous ones, with guarantees for the season for the men's wear fabrics and up to Sept. 1 for the dress goods. The response on the part of buyers was more pronounced for the last named fabrics, in which the company is setting out to be a more prominent factor than it has hitherto been. To guard itself the company is taking orders for them subject to allotment. In the cutting-up trades interest is centered on Spring business for the moment. The clothing manufacturers, despite the local labor troubles, are keeping up with the demands on them and are preparing to enter the Fall season soon with definite ideas as to their labor costs.

KALAMAZOO CONVENTION.

The twenty-third annual convention of the Retail Grocers and General Merchants Association, which was held at Kalamazoo last week, proved to be the most interesting meeting ever held under the auspices of that organization. The programme was prepared with great care and was carried out exactly as arranged, with the exception of one person, who was obliged to leave for Europe the day the convention convened.

President Jones presided over the gathering with dignity and discretion and infused the meeting with a spirit of geniality and good fellowship to such an extent that the greatest harmony prevailed from start to finish. There were no discordant notes from any quarter during the several sessions.

The speeches made, the papers read, the reports presented and the ensuing discussions were all of a high order and speak well for the standard already achieved by the organization, which is indicative of still further progress in store for the Association.

The directors did a praiseworthy act in re-electing Secretary Bothwell for another year and increasing his salary from \$1,200 to \$1,500 per year. He is a most faithful executive and richly deserves the recognition given him as a token of his painstaking care and efficient methods.

With 1,100 members in good standing, there is every reason to expect that the number can be increased to 1,500 by the time the next convention meets in Bay City. The tradesman trusts that under the management of President Affeldt and Secretary Bothwell this consummation can be accomplished.

The annual amount required by Germany is about half what France must pay in taxes to cover interest on the sums she borrowed to protect herself from German invasion; and but a fraction of the enormous amounts other nations are compelled to pay because of her crime. The interest on the war debt of four countries is four times what Germany must pay each year.

THE CHILD AS AN EXPLORER.

In 1916 a boy of 8 was attracted by a pigeon nest on the top girder of the bridge over the New Haven Railroad tracks in New York City and by a pigeon perched on a wire close by. He climbed to the girder and stretched out his hand for the bird. The wire was charged with high-voltage electricity for the trains beneath. His arm had to be amputated. His father sued the New Haven road for himself and his son in the United States District Court. The trial judge instructed the jurors to hold the railway responsible if, in their judgment, the company had built trestlework which might allure children to climb it and had not taken means to keep them from climbing it.

The jury gave a verdict of \$1,000 damages to the father, of \$10,000 to the son. On appeal the Circuit Court of Appeals affirmed the verdict, three judges concurring in approving the instructions given by the trial judge.

In a world composed of matter the child's adventures and education consist largely in exploring matter. He wants to see what everything "is made of." His tactile sense and curiosity are unbounded. He is attracted by everything he sees. A ladder standing against the wall lures him to climb it. Every tree entices him. The blacksmith's forge and every fire entice him. He is a born inspector of everything. The habits of the horse and the mule are among his studies, particularly their reaction to the sharp stick or thrown stone. At the blacksmith's shop he is not only in danger of burning, but of encountering armed heels. His studies of composite matter bring him in jeopardy every moment. Wherever there is street repairing or traffic, wherever there is building, business, movement, at every turn he is attracted and enticed by some form of composite matter. He is entitled to the most careful protection; but to the lay mind there are large deductions from the opinion quoted that would seem almost to induce an impossible restriction of lawful, necessary business for the protection against themselves of troublesome boys and girls.

Leaving out of account the apparent fact that the injured boy was a trespasser, leaving the particular circumstances of his case out of sight, leaving composite human and animal matter out of consideration, how is any sort of other composite matter to be made safe from being a possibly perilous attraction to unknowing, experimental youth? Is it or is it not for the general interest, when all is said of humanity to children, that private property or property necessary to the business and convenience of the public should be subject to damages for injuries to children who have been enticed by it to their injury? Is a man safe in owning a ladder, is the town safe in building a bridge or a road, is a railroad safe in building a viaduct, is the owner of any kind of physical property safe in owning or using it if he is to be subject to damages for having excited a spirit of bravado in some child? We don't pretend to answer these questions; but the doctrine in this case is of great interest as well as novelty.

Safe Profits

- ¶ The price on BRAZILIAN and ARGENTINE STERLING 4s (now about 35 to 45 for different issues) has advanced 5 points since the first of the year.
- ¶ Five points on the BRAZILIAN STERLING 4s means an advance of 15%. On the ARGENTINE STERLING 4s, it means an advance of 12%.
- ¶ The price on JAPANESE STERLING 5s has advanced over 12 points or 30% since the first of the year.
- ¶ Yet these advances, ranging from 12% to 30% represent a recovery of only 5 to 12 points of the total drop in price of about 50 points that has taken place in the last six years.
- ¶ We believe these bonds will sell back at their former prices of around 90 to 100 in not a great many years. The indications are that the next six months may witness an even greater advance in the price of these bonds than has taken place since the first of the year, although there is no way to definitely determine that this will be the case.
- ¶ Allowing for six month's or a year's difference in the time of movement, bond prices always go down as commodity prices go up or vice versa. Since last summer Bradstreet's index number of commodities has gone off 40% and yet bond prices have generally risen only 2% to 4% from the low of last summer. The monthly average of interest rates at New York in August was 8.34% and in January 6.98% or a decline of 16%, another factor tending to increase bond values.
- ¶ The purchasing value of the income from bonds has increased greatly as shown by the decrease of 40% in commodity costs. Bank reserves in the interior are steadily increasing. To quote Moody's Investors Service, "In short, the factors that make bond values, namely bank reserves, interest rates, goods prices and the like, are working out in such a manner as to eventually warrant a much greater rise in bond prices than has yet occurred."
- ¶ We believe the recovery in the bond market is overdue. As to whether it will come in the next three months or the next nine months or next year and a half, we cannot be sure; but our best judgment is that there should be a greater recovery in bond prices during the balance of the year than has occurred from the first of the year up to the present time.
- ¶ The class of bonds that should yield the greatest profit, from a recovery in bond prices, would seem to unquestionably be these cheap 4% and 5% Sterling Bonds which have gone from a normal market of 90 to 100 down to the present market of 35 to 55.
- ¶ In the first place an advance of only 4 to 6 points is equivalent to a profit of 10% and the total eventual advance to be expected amounts to 50 to 60 points or 90% to 150%.
- ¶ We urge that you give the most careful consideration to the purchase of these foreign sterling bonds not only for the profit possibilities but as a sound investment.
- ¶ They yield an annual cash income from coupons at present sterling rates of 7% to 9%, at normal sterling rates of 9% to 11%.
- ¶ We will gladly send details on BRAZILIAN STERLING 4s, 4½s, and 5s, ARGENTINE STERLING 4s, and CHILEAN STERLING 5s and recommend them for your investment.
- ¶ Write or telephone for circulars.

Howe, Snow, Corrigan & Bertles

INVESTMENT BANKERS

Grand Rapids, Michigan

Detroit, Michigan



Michigan Retail Shoe Dealers' Association.

President—J. E. Wilson, Detroit.
Vice-Presidents—Harry Woodworth, Lansing; James H. Fox, Grand Rapids; Charles Webber, Kalamazoo; A. E. Kellogg, Traverse City.
Secretary-Treasurer—C. J. Paige, Saginaw.

Shoe Industry Awaits Trade Revival.

Boston, Feb. 28—None of our great New England industries have shown better symptoms of late than the leather and boot and shoe industries. It is too early to say how conclusive the signs are, and it will have to be said that where improvement is noted, it is in specialties. Still, in financial circles it is said that none of our industries are in more comfortable shape than the moderate-sized shoe factories.

The leather and shoe industries were among the first hit by the deflation movement of 1920. They started last year with lively expectations, which were not met for more than a few weeks. Other lines went until mid-year at least before the sky became ominous. The leather and shoe people are naturally hoping that the situation is recovering itself in the same order this year.

So far the improvement has been almost wholly in fancy lines, no appreciable change in staple goods being noted in recent weeks. As regards the tanneries, it is said that those making staple goods are as a whole running at 25 per cent. of capacity; those making calfskins are doing somewhat better, while those on fancy stock are at capacity. The shoe factories are running in a way that reflects conditions in the leather industry.

As in textiles, it is the feminine demand that is making for better business. There has been a good deal of ordering for Easter, but manufacturers, as a rule, report that their orders do not run beyond that date; it is an occasional concern that reports orders to be taken care of after Easter. As a matter of fact, final consumers are still in a very economical mood. They replenish their footwear only from necessity. The menace of higher prices does not move them; they appear to have quite as much faith in lower prices as in higher.

As showing what has happened, attention may be called to the fact that calfskins dropped from \$1 in August, 1919, to 14 cents in December, 1920. So far in 1921 there has been an advance of a few cents, occasioned by circumstances which wear a transitory appearance. The price is below what it was before the war.

Another factor of importance is the extremely uncertain outlook for foreign business. There have been reports lately of increased demands from abroad, but it is perhaps possible to take these too seriously. The rise in foreign exchange may have stimulated orders to some extent, but trading manufacturers do not talk cheerfully about their ability to ship goods abroad in the immediate future. There are in existence large stocks of shoes waiting to be exported when exchange conditions are right, but the holders are unable to express an opinion as to when that will be. When it is borne in mind that foreign importers can buy our shoes only by

first buying gold dollars with which to pay for them, and at exchange rates that are still highly abnormal, one hesitates to believe that a material increase in the movement from this country is at hand.

The extent of the recession in the shoe industry in the last twelve months may be gathered from the fact that the 1920 shipments from Brockton, Mass., were the smallest for any year since 1903. The total amount shipped was 611,006 cases, as compared with 759,352 in 1919. The 1920 output was valued at \$110,144,827, as compared with a valuation of \$142,378,500 for 1919. Brockton is one of the largest shoe towns in the world, and it is fair to assume that the above mentioned conditions have been symptomatic of conditions elsewhere.

At present the manufacturers complain that a factory will receive an order one day and have it cancelled the next. Manufacturers are therefore limiting the size of the orders they will take from any one person and are insisting on immediate deliveries.

With the fear of cancellations so prevalent, it is impossible to take it for granted that the turn in the tide has actually arrived for the leather and shoe industries. Although much has been accomplished in the last six months in the way of liquidating stocks, shoe prices still look high in comparison with pre-war days. They may not go any lower, but retailers evidently fear they will. This feeling, it may be said, is also common to other lines of trade.

Petoskey Business Men Up To the Minute.

Petoskey, March 1—The merchants' division of the Petoskey Chamber of Commerce met for luncheon at the Elks' Temple last Wednesday in one of the most important and enthusiastic sessions this body has ever held. Fifty-six representative business men gathered about the luncheon table and spent several hours in earnest consideration of community problems. The results of former trade extension trips were canvassed, with a resulting unanimous vote to again take up the work, temporarily suspended for the holidays, and to continue the "get-acquainted" trips definitely. A committee report and definite recommendation for action on a community market will be presented at the next meeting by Chairman George W. McCabe.

The proposed bond issue for water extension and water betterment to be voted on in April was probably the most vital topic of the day. Every feature of this improvement was thoroughly discussed and a resolution presented by Frank Clement, of the First National Bank, voting confidence in city officials and guaranteeing loyal support of the measure for more and better water was unanimously adopted, after which the entire body of men present visited the present and proposed location of water supply. The directors of the Chamber of Commerce at their last meeting went unanimously on record as favoring this water project.

The chairmanship of the Trade Extension Committee changes with each meeting and Henry Beese, under

whose direction this gathering was held, nominated as his successor George W. McCabe. Mr. McCabe, on accepting the appointment, announced that on March 9 the next general meeting will be held and that "Relationship between Employer and Employee," "Store Efficiency" and "Better Business Methods" will be the topics. Participants to be both employees and employers.

George W. McCabe, life long resident of Petoskey, respected and successful merchant and honored city official, was 50 years old Feb. 22. Friends learning of this at the eleventh hour hurriedly gathered a crowd of George's friends and with the co-operation of Mr. Reycraft, of the Perry Hotel, honored him with a fine dinner and presented him with a silver loving cup. The gift was most appropriate, for every clean thinking man who knows the recipient loves him.

The season will close after the busiest and best winter Petoskey has ever experienced. Zero weather has not been experienced; business has been unusually good; civic and social activities have kept Petoskeyites on the jump continuously. In expectation of the greatest summer business of all time, suitable preparation begins forthwith. J. Frank Quinn.

Got a Reply To Her Question.

"Where," asked the female suffrage orator, "would man be to-day were it not for woman?"

She paused a moment and looked around the hall. "I repeat," she said, "where would man be to-day were it not for woman?"

He'd be in the Garden of Eden eating strawberries," answered a voice from the gallery.



In Stock

Goodyear
Wing-Foot

Heels
Attached



St. No. 452 at \$2.70

St. No. 425 at \$2.85

Glazed Colt Upper, Opera Last, D Width Only
St. No. 450 One Strap Sandal Opera Last at \$2.60

Brandau Shoe Co.
Detroit, Michigan



MANUFACTURER
Women's Sandals,
Jullets and Oxfords.

Live dealers to-day are vitally interested in the proposition that offers the best means for increasing sales and satisfying customers.

We are ever working to help our dealers sell more shoes.

When you have the chance to tie up with our advertising campaign do so, it will mean more to you than you realize.

Hirth-Krause
Shoemakers for three Generations
Shoes

Tanners and Manufacturers of the
MORE MILEAGE SHOE

GRAND RAPIDS

MICHIGAN

Proceedings in Judge Banyan's Court.

St. Joseph—The Lo-Vis Company, a corporation engaged in the manufacture of hardware specialties in the city of Kalamazoo, filed a voluntary petition and the matter, in the absence of the District Judge, was referred to Referee Banyon, who entered an order adjudging the petitioner bankrupt. The schedules disclose the following credits and assets:

Secured Claims.	
Fred M. Hodge, Trustee, Kalamazoo	\$1,658.21
Fred A. Appledorn, Trustee, Kalamazoo	3,043.88
Total	\$4,702.09
Unsecured Creditors.	
Earl H. Shepard, Trustee, Kalamazoo	\$2,774.08
F. A. Appledorn, Kalamazoo	750.00
Estate of Harry DenBleyker, Kalamazoo	100.00
C. A. Dewing, Kalamazoo	353.00
Kalamazoo National Bank, Kalamazoo	7,400.00
Kalamazoo City Savings Bank, Kalamazoo	2,950.00
F. A. Appledorn, Kalamazoo	1,405.37
C. A. Dewing, Kalamazoo	1,526.06
F. M. Hodge, Kalamazoo	2,208.65
D. C. Osborn, Kalamazoo	1,695.05
A. J. Todd, Kalamazoo	139.19
Total	\$21,303.39
Claims Assigned, E. H. Shepard Trustee.	
Hinde & Dauch Paper Co., Sandusky	\$ 139.06
C. H. Barnes Co., Kalamazoo	129.84
McMullen Machinery Co., Grand Rapids	77.54
Kalamazoo Paper Box Co., Kalamazoo	135.00
Bauerle Bros. Manufacturing Co., Chicago	191.55
Cook's Standard Tool Co., Kalamazoo	113.40
J. C. Hatfield Co., Kalamazoo	292.80
Chas. G. Bard, Kalamazoo	673.24
Roodin & Co., Kalamazoo	.62
G. W. Austin, Kalamazoo	19.00
Bradstreet's Agency, Kalamazoo	47.50
Brearey-Hamilton Co., Grand Rapids	300.00
Coleman Drug Company, Kalamazoo	58.44
Dewing & Sons, Kalamazoo	81.86
Edward & Chamberlain Hardware Co., Kalamazoo	191.69
Ft. Wayne Corrugated Paper Co., Ft. Wayne	30.69
Fulton Steel Co., Fulton, N. Y.	11.73
Keuffel & Esser, Chicago	6.86
Onondaga Steel Co., Syracuse	16.84
Bond Supply Co., Kalamazoo	23.91
Oakley Chemical Co., New York City	202.06
Olmsted & Mulhall, Kalamazoo	30.50
Total	\$2,768.44
Assets.	
Goods in process & raw material	\$1,797.59
Stationary and printing	85.50
Office and factory fixtures	1,752.50
Machinery	5,337.56
Tools	2,513.14
Building improvement & patents	2,300.00
Accounts receivable	1,124.56
Prepaid insurance	101.50
Cash in Kalamazoo City Savings	141.12
Total	\$15,053.47

Feb. 21—Gilbert A. Fitch, the Advance Foundry Co., of St. Joseph; and the One Wheel Truck Co., of St. Louis, Mo., filed a creditors' petition to have the Victor Truck Co., doing business at St. Joseph, adjudged bankrupt. In the absence of the District Judge from the District it was referred to Referee Banyon, who entered an order adjudging the company bankrupt. An order was also entered appointing Loomis K. Preston custodian until the election of a trustee and the president of the bankrupt, C. C. Van Wanger, was directed to prepare and file schedules and a list of creditors.

In the matter of the Lo-Vis Company, upon petition of a majority of the creditors, also directors of the bankrupt, an order was entered by the referee appointing Harrison Merriell, C. B. Kendall and C. C. Bartels, of Kalamazoo, appraisers to make an appraisal of the assets prior to the first creditors meeting. An order was also made appointing Joseph M. Brady, secretary of the bankrupt, custodian until the election of a trustee. The referee also made an order calling the first meeting of creditors March 3, at Kalamazoo, for the purpose of filing claims, the election of a trustee, the examination of the officers of the bankrupt and the transaction of such other business as may come before the meeting.

Feb. 23—In the matter of the Famous Trucks Co., bankrupt, of St. Joseph, the adjourned first meeting of creditors was held at the referee's office, and the trustee's second report and account, showing total assets of \$15,676.50 and disbursements of \$1,560.40 was considered and approved and allowed. The trustee recommended that no dividends be declared until the claim of certain creditors involving the sum of \$11,801.11 be determined, for the reason that less than 5 per cent. can be declared in dividends if the petitioning creditors are allowed their claim of \$11,801.11. The matter was considered and the meeting adjourned for thirty days.

Feb. 24—In the matter of the Lo-Vis Co., of Kalamazoo, bankrupt, the inventory and report of appraisers was filed, showing appraised assets of the sum of \$9,775.07. At the first meeting of creditors to be held at Kalamazoo on March

3 action will be taken to sell the entire assets at this meeting and bids for the same will be received at 1:30 o'clock in the afternoon at room J., Federal building.

Feb. 24—In the matter of George E. Bouck, of Kalamazoo, the first meeting of creditors was held at the latter place. No claims were proved and as, the creditors present did not desire a trustee be appointed as there were no assets, an order was made that no trustee be appointed. An order was also made allowing the bankrupt his exemptions as claimed. Unless cause to the contrary is shown, no further meeting of creditors will be held and the estate closed in thirty days.

Feb. 26—In the matter of the Victor Truck Co., bankrupt, of St. Joseph, the bankrupt through C. C. Van Wanger, filed its schedules showing the following creditors and assets:

Preferred Creditors.	
E. J. Doyle, Collector Internal Revenue	\$ 375.08
City of St. Joseph, taxes	759.20
William Loveland, book-keeper	195.00
Oscar Bell, machinist	175.00
Total	\$1,504.28

Unsecured Creditors.	
Baker-Vawter Co., Benton Harbor	\$ 33.16
Beaver Varnish Co., Buffalo	19.50
B. H. & St. Joseph Railway & Light Co.	14.75
Benton Harbor Engineering Co.	53.69
Briskin Mfg. Co., Chicago	17.00
Brammell Heating Co., Benton Harbor	4.47
Advance Foundry Co., St. Joseph	404.80
Harvey J. Campbell, Benton Harbor	125.00
C. E. Dickinson, St. Joseph	17.32
Emery's Garage St. Joseph	63.56
Edgumbe & Co., St. Joseph	54.50
Ganshow, Williams & Co., Chicago	384.00
Goodrich Tire & Rubber Co., Chicago	571.57
Harry Hughson, St. Joseph	134.27
Linde Air Products Co., New York	51.70
Miller's Garage, St. Joseph	8.80
Messner's Garage, Benton Harbor	14.00
Firestone Tire & Rubber Co., Akron	129.70
Michigan State Telephone Co., Benton Harbor	14.95
Miller Bryant & Pierce, Aurora, Ill.	1.00
H. E. & J. A. Moore, Aurora, Ill.	162.00
Power Wagon, Lake Shore Drive, Chicago	125.00
Preston Lumber Manufacturing Co., Benton Harbor	6.80
Richter & Achterburg, St. Joseph	2.25
John Stranahan, St. Joseph	12.05
Burton G. Starke, St. Joseph	44.20
St. Joseph Herald-Press, St. Joseph	2.00
St. Joseph Chamber of Commerce	2.50
Star Pattern Work, Benton Harbor	4.25
Chester Thorson, Benton Harbor	2.35
Twin City Boiler Works, Benton Harbor	5.40
Twin City Tire & Repair Shop, Benton Harbor	.50
Twin City Typewriting Co., St. Joseph	1.00
Troeger & Humber, St. Joseph	1.65
Universal Machine Co., Bowling Green, Ky.	12.00
Wallace & Sons, St. Joseph	163.79
Williams Auto Supply Co., St. Joseph	28.25
Wolverine Advertising Co., Benton Harbor	6.00
Western Union Telegraph Co., St. Joseph	11.91
Shepard & Benning Co., St. Joseph	25.00
Michigan Central Railroad Co.	133.00
E. B. Allis, Benton Harbor	1,200.00
Barodo Commercial Bank	30,799.13
Chester Thorson, Benton Harbor	11.60
Mould's Brass Foundry, Benton Harbor	1.80
Presto Lite Battery Co., St. Joseph	47.40
Commercial National Bank, St. Joseph	126.92
American National Bank, Benton Harbor	27.50
Scott & Toland Garage, Benton Harbor	37.50
One Wheel Truck Co., St. Louis	1,232.99
Total	\$36,238.87

Assets.	
Cash	\$ 6.44
Auto trucks in process	2,300.00
Tools, fixtures, etc.	1,950.00
Truck complete on assignment	1,450.00
Total	\$6,706.44
Accounts receivable	\$9,233.27
Total	\$15,939.71

When customers come in and ask for goods, pronouncing their name incorrectly, don't make them feel uncomfortable by correcting their pronunciation. Just sell them the goods.

Shoe Store and Shoe Repair Supplies

SCHWARTZBERG & GLASER
LEATHER CO.

57-59 Division Ave. S. Grand Rapids

Back of the Name H. B. HARD PAN

On service shoes stands a third of a century of honest effort to build service giving footwear that the retail dealer could honestly recommend as the best.

Times have changed, styles and patterns have changed, but the honest quality of our product has never changed

Thousands of retailers are today recommending the H. B. Hard Pan Shoe as the best service giving shoe, knowing that the shoe will fully make good every recommendation they make for it.

They wear like iron.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Get the Boys Business of Your Town

Use the best lever on the market, "THE HOWARD LINE." Sell shoes that will give more wear than the ordinary and reap the profits that come from consistent repeat sales.

Wear, Wear and more Wear is the cry of parents who seek a fair return on their investment in boys shoes. Why buck a concerted effort on their part for shoes that will give real service. Sell "HOWARDS" and rest assured that the next pair will also be "HOWARDS" because they give the service that your trade demands and cost no more than ordinary shoes.

A large stock is not necessary. We carry them on the floor. Buy a few and size up often. It means large profits on a small investment.

Goodyear Welts at \$4.00, \$3.75 and \$3.50
American Welts at \$3.25, \$3.00 and \$2.75

RINDGE, KALMBACH, LOGIE CO.

GRAND RAPIDS, MICHIGAN

Makers of Good Shoes Since 1864



Tell the Truth About Profits of Industry.

As far as meeting the propaganda of the radicals is concerned, the American business man has been asleep at the switch.

"Secret diplomacy in industry is a habit with him, and he must drop it.

In the past he has hugged close to himself the important information regarding the business in which he (with others) is engaged. He has retreated behind the ramparts of his club or exclusive social set.

There, isolated from the rank and file workers, he has held forth among an audience of his fellows in somewhat the following fashion:

1. My employes are very unappreciative. And they are very indifferent. They seem to think that a never ending and ever increasing stream of gold will pour into their pay envelopes—no matter what happens to the industry. They have distorted ideas about profits.

2. A few dangerous agitators lead many of them about by the nose. They should all of them have a course in economics and common sense. As it is, they are a dangerous menace to the existing order.

So speak the leaders of public opinion. Their ideas are applauded in the club. And they are echoed in the press with multiplied malediction.

Let us now view the other side of the industrial picture. A group of working men are listening to a harangue by a union agitator in which the following points are emphasized, repeated, screamed and repeated again:

1. You, who produce all the wealth of the world get only one-fifth of the wealth you produce.

2. You wage slaves earn your day's pay the first two hours of each day's work. The balance of the day is spent making profit for the boss.

3. When you get \$4 in wages, remember that you make \$20 for Wall street.

4. The press, the courts, the police—all are tools of capitalism for fooling and crushing the toiling, exploited masses.

So speak the uninformed leaders of the "wild-eyed" type. The discontented workers applaud. The radical papers echo and re-echo the same ideas. And here is the strange part of it—

No One Openly Prints the Truth

About the Profits of Industry.

I am convinced that most of these revolutionary speakers sincerely believe the wild stories they circulate. The chief reason for this is the undeniable fact that actual industrial statistics are as scarce as radium!

The speakers I refer to are earnest, sincere and uninformed.

They believe that cash dividends to stockholders are four to ten times as great as the money paid out on the payroll.

They believe that stock dividends "come out of the hides" of the workers, and to their detriment.

They believe a stockholder is as useful as a hookworm.

They believe that the workers could conduct industry better than the present "idlers and parasites."

They believe that the officials all wear silk hats and live in the palaces pictured in the movies; that they loll about in Morris chairs and smoke 50 cent cigars; that they do very, very little work, and do not do that well.

Putting these speakers in jail will only make martyrs of them; and it would strengthen the presumption that their distorted statistics were true and that their revolutionary theories are the correct solution—the means to the millenium.

Since thousands of workers are besieged on all sides by such a campaign of misinformation. It is but natural that iteration and re-iteration will make some converts. This is especially true because there have been no counter-statements that reach him. For him the real facts are "censored" by the indifference or indolence or inertia of managers; and also the technical terms used by accountants and financial writers.

Who is to blame?

Chief Justice Louis D. Brandeis wrote not long ago that "More erroneous conclusions are due to lack of recent information, than to errors of judgment."

If you have given your men no "recent information," then you are to blame. It is no use to condemn workers for drawing foolish conclusions and making unreasonable decisions, if you have withheld information essential to a correct conclusion.

This "in the dark" condition of American labor to-day is probably due to the feeling among employers that "their affairs are nobody's business but their own." But I call on leaders in industry to look upon themselves as semi-public servants, with the responsibilities of what are rapidly getting to be "National Institutions." It is their duty to turn on the light. The workmen are eager to learn the truth regarding the profits of industry; and, moreover, they imagine profits to be five or ten times larger than they really are in many industries. Why not tell the truth?

The most concrete argument of the revolutionary radical can be blown to smithereens with a few ounces of industrial truth. There is only one agency that can supply that truth, and that is the employer or manager.

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.

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The Year 1921

will see many changes in the business world. The right

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Regularly Examined by United States Government Examiners

He can set workers straight by giving them actual statistics, clothed in the same homely, unvarnished language that the agitator uses in getting his statements to the men; and that is the only way he can do it! There must be no camouflage—no attempt to conceal the profits of flush years.

It is strange, indeed, that educational matter of this kind has not been put out in large quantities years and years ago. Such industrial facts should be distributed throughout the country, in every city, village and hamlet, so that every citizen can have the opportunity to understand the real amounts of money they make or lose.

Newspaper editors, politicians, the puritanically straight-laced and so-called 100 per centers bitterly condemn in scathing terms those great masses of workers which make their discontent known through strikes and threats of strikes. If these same politicians and 100 per centers would spend a like amount of time placing concrete industrial facts before the workers as they spend throwing mud at them, there would be little misunderstanding in the industrial world today.

Industrial managers should lay their cards on the table—face up—for the information of their employes and the public. Let them but do this and the anti-Bolshevik societies, constitutional leagues and a myriad of other so-called "guardians of democracy" can close their doors and call in their "operatives"—their amateur snoopers and Paul Pry's—and put them to some useful work. Give the public the truth and there is no need to worry about the safety of the Constitution.

For two years I have urged and pleaded that such facts be published. From coast to coast thousands of business men in hundreds of audiences have voiced their approval and said, "You're right—it should be done."

Scores of newspapers and magazines have adopted glaring headlines, much first page space and have given flattering editorial endorsement of this plan.

And what has really been done?

Many of those business men went right back into the rut of secret business diplomacy. Perhaps they were soothed to mental slumber by the seductive swish of the golf stick; perhaps sidetracked by the blandishments of banquets, bridge and servile flatterers; perhaps bunked by blind advisors or union traitors.

The A. B. C's of big companies should be distributed by tens of thousands by presidents of labor unions, banks, industrial corporations, colleges, schools and societies and associations. Books of this kind covering every large company or corporation should be in every public reading room and college library in

every nook and corner of these United States; and should be used as text books in the public schools for it is the kind of educational material most needed to promote industrial peace, advance individual efficiency and (as a result) guarantee American prosperity.

Sherman Rogers.

Dangers of Dry Air in Homes.

The air of our houses in the winter time is drier than that of any desert.

This is not good for folks, one disadvantage of it being that the mucous membrane which lines the nose passages and throat is kept too dry, and liability to colds is increased.

To remedy the trouble, resort is had to various expedients, such as keeping a supply of water in receptacles attached to the furnace, in order that it may moisten the air by its evaporation. This helps, although inadequate for the purpose.

There is no such thing as absolutely dry air in nature. Always it contains more or less water, although a quantity of it may be rendered entirely waterfree in the laboratory.

The percentage of water that air can hold in suspension depends upon the temperature of the latter. In air at 70 degrees Fahrenheit there may be as much as eight grains of water to the cubic foot, but no more. It is then "saturated." This means that sixty cubic feet of air would be required to hold one pound of water.

But air at 110 degrees will hold in suspension a little more than twenty-six grains of water.

On the other hand, air at a temperature 20 degrees below zero can hold less than one-fifth of a grain of water.

A glass of ice water in a warm room rapidly accumulates moisture on its outside. This is because the air immediately surrounding the glass is cooled and thereby rendered unable to hold its water, which condenses upon the surface of the glass.

The clouds of the sky are composed of tiny globules of water. Formerly it was supposed they were hollow like soap bubbles; else, it was argued, how could they float?

Relic of the Past.

"There is talk of abolishing the nickel."

"That shows that as a people we have no sentiment."

"How so?"

"Why, if we had, we would want to keep it if only as a reminder of the good old days when we could buy something with it."

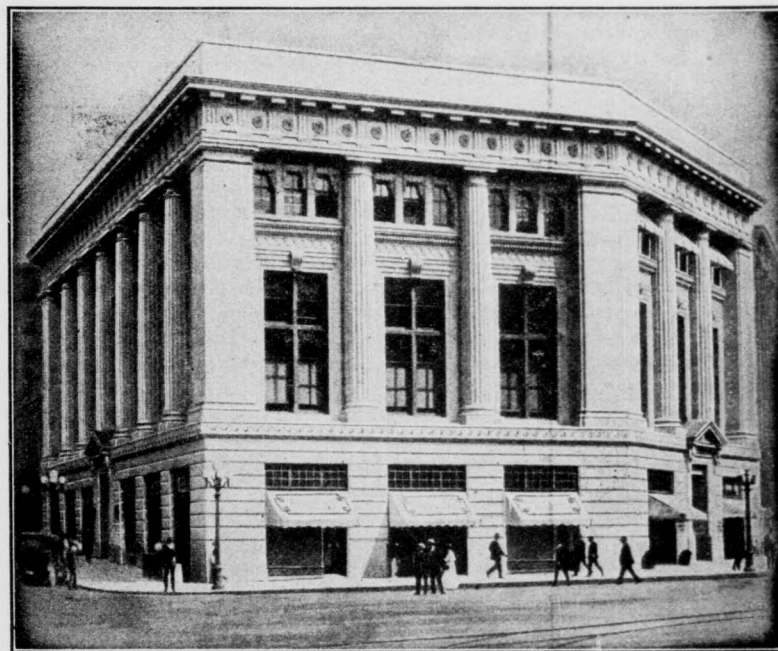
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CAMPAU SQUARE

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

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CITY TRUST & SAVINGS BANK

ASSOCIATED

The Public Accounting Department

of

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MICHIGAN TRUST
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PREPARES Income and Excess Profits Tax and other Federal Tax Returns;

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Pretty Near Peak of Our Extreme Difficulties.

This has been a winter of a most acute crisis. The whole world has suffered. Probably never before have financial and economic problems of greater magnitude or significance been faced by business men and statesmen. Not alone has the situation been most serious, but there have been many prophets of despair, some of whom are still vociferous. But in my judgment, we are pretty near the peak of our extreme difficulties.

Since the end of the war the politicians and the diplomatists have done their work, giving the best that was in them. But the evils of these distressing times have not been such as they could deal with, with entire success. The evil has been economic as well as political and it is to the economist, to the practical, clear-thinking man of business that civilization is turning to-day to remedy its disturbed condition.

Business stands as the real bulwark against disorder and distress. Business remains the one force, the only force which can start the wheels of progress going full speed again, and by reference to business my thought is of all men who participate in the progress of production and trade, whether as leaders of great corporations or as workmen in the factories, in the mines or in the fields.

The league of nations, to my mind, represented an aspiration which was in the heart of every man or woman who hated war and hoped that civilization had at last progressed to a stage at which some machinery might be established which would render a recurrence of its horrors impossible. But there are those who now doubt the wisdom of attempting to create such an understanding when the hatreds and animosities bred by war were still obscuring the judgment of those who were engaged in it.

The chief obstacle of course in the path of the league, which any student observes, is the continued political instability of a great part of Europe. We have had one recent example of the uncertainty which attaches to international agreements by individual nations in Europe, in the sudden overturn of Greece and the abrupt reversal of the foreign policy of that government.

I mention these political factors because they are so closely entwined with the economic elements as to be interdependent.

We have, therefore, a substantial interest in bringing about a settled political outlook, the restoration of National credit and currency, the removal of all trade restrictions and official monopolies created during the war, the reconstruction of transport facilities and the provision of raw materials and other essentials to the resumption and industry and the useful employment of labor in these countries.

Therefore, while the Italian public debt has grown like a snowball into hitherto unheard-of millions, and while it is being increased by the deficits in the public services, and the bread subsidy, which is costing millions of lire annually, and while that country is suffering intensely because

of lack of coal and raw materials for its industry, the Italian people are not as we have heard, on the verge of a revolution or anywhere near it.

Italy has been subjected to much Bolshevik propaganda, but I believe the effect has been unconsciously exaggerated. Although beginning with probably more revolutionary ideals, the Italian industrial situation is being solved on much the same lines as will probably obtain in other countries.

Alfred C. Bedford.

Another Evidence of "Unfair Trading."

The Federal Trade Commission is again at it, trying to brand as "unfair trade" some of the longest and best established practices in the food trade. Happily, it has, after long enquiry, determined to keep its hands off the "guarantee against decline" practice as a rule, leaving such instance to be judged by its own circumstances rather than asserting the scheme itself as fundamentally unfair, but it cannot keep its fingers out of some other phases of trade custom.

For instance, it is going after the coffee men for furnishing customers with coffee urns as an incentive to buy their brands. These urns are given or technically "loaned" to restaurants in consideration of their agreement to confine their coffee trade to the brands in question. The commission says that this "has a dangerous tendency unduly to hinder competition in commerce among the states of the United States in coffee, teas and spices," and by reason of the facts recited, the respondent is

Kent State Bank

Main Office Ottawa Ave.
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Capital - - - \$500,000
Surplus and Profit - \$850,000

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13 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

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The Home for Savings



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Cadillac, Mich.

Capital \$ 100,000.00
Surplus 100,000.00
Resources (June 30th) 3,649,021.82

4%

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Reserve for State Banks

The directors who control the affairs of this bank represent much of the strong and successful business of Northern Michigan

F. L. REED, President

HENRY KNOWLTON, Vice Pres. FRANK WELTON, Cashier

JAY J. VELDMAN, Asst. Cashier

using an unfair method of competition in commerce."

Just what kind of logic can underlie a conclusion that this is "unfair competition" does not appear to the average trader. Coffee can not be used without an urn and if one coffee roaster is willing to add an urn to the coffee he sells, it would seem entirely within the realm of free competition for him to do so; whatever might be said of buying coffee on an "urn" basis. There certainly is no reason why a competing coffee roaster can not do the same, if that method of selling appeals to him as effective. It is an open field.

It may be argued that other coffee roasters can not afford to furnish the urns, but isn't that one of the ordinary risks of trade; to run up against a competitor able to make better offers than one's self? What is there "unfair" about it? Presumably the commission will argue that it binds a restaurant to stick to one brand rather than change its sources. But is it "unfair" to so cater to the convenience and satisfaction of one's customers that they will refuse to change? Rather, isn't that the crux of successful merchandising? If the commission thinks that competition consists of stirring up constant friction, it may find the trade rather firm in opposition to any such view.

Cuba's Sugar Control Stirs Up Trouble.

The Cuban Sugar planters through their Government now propose to do the trick of sweeping back an economic ocean with a governmental broom and all the world is concerned in the probable outcome. First of all there is a good deal of mystery as to just what is contemplated in detail and, second, what effect it is likely to have upon sugar prices.

Details are not forthcoming as to all that President Manocal's committee will undertake, but the trade are distinctly apprehensive and have developed a sudden and violent passion for the dear old law of supply and demand, which they fear will be set aside despite ample evidence even under favorable war conditions that

few things are so stubborn and resisting as economic facts. The result is that Americans generally are trying to find legal and diplomatic loopholes in the plan in the hope that it may be tripped up.

That the plan of a concentrated and centralized control can be made to work with considerable success in war time is not denied. In such times there is no sound ground for challenging its operation, because National defense is the first and wholly justifiable end sought and "all bets are off" in the line of hair-splitting technicalities. But in time of peace there is very doubtful legality in the combination of producers and the enforcement of a unified price. It might go in Cuba, but when its operation is transferred to America through its own selling agencies it may possibly turn out as vulnerable. At least such is the apparent hope of some of the American sugar interests.

Undoubtedly the effect will be to advance prices on Cuban sugar; how much remains to be seen. The "allocation" will be worth watching, but there is some reason to suspect that under some conditions it would be less a question of "letting" refiners have sugar as of persuading them to take it. The happiest feature of it lies in the fact that the economic law is certain to work its own ends. If Cuban control sets prices too high, they are bound to operate as they did a few months past; open so attractive a situation as to invite outside sugars from every corner of the earth and thereby work their own reactionary remedy.

Just now it is not surprising to find refiners opposing the scheme for an open economic situation would tend to leave the Cuban planters at the mercy of the buyers. And, of course, the brokers have no use for the scheme, for it eliminates them—that is, the brokers in raws—by setting up its own selling committee to deal direct. And whatever the refiners want, to the end of low prices, is fully echoed by the jobbers and retailers. What the outcome will be, is worth watching.

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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%
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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.

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FREMONT,

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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.

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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. SENE, Sec'y



Fourth National Bank

Grand Rapids, Mich.
United States Depository

Savings Deposits

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3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

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Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$600,000

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J. CLINTON BISHOP, Cashier
HARRY C. LUNDBERG, Asst. Cashier

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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

BIGGER AND BETTER.

The Best Convention Ever Held By Retail Grocers.

The twenty-third annual convention of the Retail Grocers and General Merchants Association of Michigan, which was held in Kalamazoo Tuesday, Wednesday and Thursday of last week, was the most interesting and profitable meeting ever held by that organization. The attendance was not large—only 140 of the 1,100 members attending—but the programme was carried out exactly as originally arranged, with one exception, and the close attention given every detail of the work and the thoroughness and candor with which every topic was handled were manifested from start to finish.

The convention was called to order Tuesday afternoon by R. Bell, of the Kalamazoo Retail Grocers Association, who called upon Rev. John W. Dunning to pronounce the invocation. City Manager Freeman delivered the address of welcome, which was responded to by President Jones, R. Bell then welcomed the delegates in the name of the Kalamazoo Retail Grocers Association, which was responded to by J. A. Affeldt, Jr., of Lansing. Mr. Affeldt's response appeared verbatim in the last issue of the Tradesman. Mr. Bell then turned the convention over to President Jones, who read his annual address, which appeared in full in the last issue of the Tradesman. President Jones then announced the following special committees:

Auditing—B. E. Doolittle, Casnovia; J. J. O'Toole, Merrill; W. J. Brown, Pigeon.

Legislation—Frank McConnell, Lansing; M. C. Goossen, Lansing; J. P. Shafer, Lansing.

Nominating—C. J. Appel, Grand Rapids; R. Bell, Kalamazoo; James Holbrook, Mancelona.

Rules and Order—Theo N. Trost, Ann Arbor; Ole Peterson, Muskegon; Wm. McMorris, Bay City.

Credentials—Chas. J. Christensen, Saginaw; F. C. Wood, Port Huron; L. A. Smith, Petoskey.

Question Box—Herman Hanson, Grand Rapids; Alden Faunce, Harbor Springs; Frank Preuss, Lansing.

The suggested Sales Tax was then discussed, pro and con, by Charles Christensen, of Saginaw, and Herman Hanson, of Grand Rapids. Both efforts appeared verbatim in the last Tradesman.

In the evening the delegates were entertained by a minstrel show in the convention hall.

Wednesday.

On assembling Wednesday morning, Secretary Bothwell read his annual report, which was published verbatim in last week's edition of the Tradesman.

Treasurer Schmidt presented his annual report, as follows:

Feb. 23, 1920, bal. on hand.....	\$ 94.80
Receipts	2528.64
	\$2623.44
Disbursements	2236.80

Bal. on hand Feb. 19, 1921.....\$ 386.64
Reports of local secretaries were then received as follows:

Grand Rapids.

In looking back over the past year's record of our Association some features stand out prominent because of interest manifested and of results obtained.

In January, 1920, we began a battle against the commissary stores, those operating and selling to factories and employes of factories. We have waged this war until this system has been greatly discouraged, with a result that just lately a statement was made by one of the leading men operating a commissary store for a certain number of factories that the store was not a success and never would be and that those who are conducting the stores are now growing tired of carrying this burden just for the sake of accommodating the men who do not appreciate their efforts. We believe it is only a matter of time until the system of commissary stores will be a matter of history only.



John A. Affeldt, Jr., President.

In February, 1920, the Grand Rapids Association had the pleasure of entertaining the Association of Retail Grocers and General Merchants of Michigan and we wish to assure you that this was, indeed, a pleasure, and Grand Rapids stands with open arms to again receive you when you desire to cast your eyes our way.

During the early part of 1920 we were bothered considerably by the jobbers of our city selling to the consumers and to restaurants. This matter was threshed out between the Association and the jobbers, with a result satisfactory to the Association.

Grand Rapids has a moving van ordinance which requires all removals to be reported to police headquarters on Monday of each week. We were finding considerable trouble with the ordinance, because of the fact that some would neglect to report the removals. A few arrests were made and this matter was cleared up. We find much improvement now in the report of the removals.

Our collection department had a fairly good year, although not quite equal to that of 1919. The falling off in collections was due to labor conditions and began to show in the latter part of October, 1920. Our collections this year amounted to \$14,856, while in 1919 the record shows \$18,341. Collections will be a difficult problem until labor conditions are adjusted and the employees are again set to work.

The Association gave its annual picnic August 15, which a large number attended. The picnic was held at Jenison Park on Black Lake. The day was spent in enjoying numerous sports, fishing and boating.

No meetings of the Association were held during July, August and September, but at the next meeting, held November 9, we had the pleasure of having Mr. Bothwell, our worthy State Secretary, present and at this time received into the Association fifty

new members. The total number of new members received during the year was 158. The number lost, 129, leaving a gain of 29 for the year. The total number of membership January 1, 1921, was 427. Of the 129 members lost, 46 were cancelled, 62 selling out, 13 failed, and 8 closed out and quit business. It is plain to be seen that to hold and maintain a large organization is quite a difficult problem because of numerous changes taking place. We never have any trouble in holding a member who takes advantage of the benefits of the organization. It is always with the man who becomes a member and fails to ever turn in a claim for collection, who never calls for a report or attends a meeting of the Association and then complains that the Association does not do any good.

The system upon which our organization is conducted is a broad and liberal plan and is intended for the benefits of members only and all who take advantage of its benefits can vouch for same.

Ypsilanti. -- -- --
Ypsilanti comes to you this year with two delegates, but have to report that we have no association in our city. We are a progressive lot of fellows, however, and some day will come here and report that a fine association has been formed.

We have had a successful co-operative delivery for some years and are now talking of changing from horses to motors. If there is anyone here who has had any experience in such a change, I would be glad to get in touch with them. We have the usual competition with the chain stores, but there is a new one developed recently, in a large number of small neighborhood stores, started in a room in their houses, by men who have saved some money made in factory work, and are now thrown out by the closing of the factories. They put in a stock of groceries and while each one is small, their number makes them a strong competitor for the cash trade.

Cadillac.
The Association in Cadillac is made up of grocers, meat dealers, bakers, hardware men, dry goods and retail lumber dealers for the good they derive from the credit system.

Safe extension of credit is as necessary, if not more necessary, than prompt collections, since if your credit customers are good, it may not always be convenient to make collection at stated periods, but if the account is a good one, no difficulty will be experienced in making the collection.

Our Association endeavors to keep track of all new comers to town and

get a rating on them as soon as possible. A customer leaving a store without having paid his bill or giving some good reason for not doing so, is reported by the secretary to all the other members, so in this way a record is had of floaters who impose on their merchant by leaving unpaid bills.

Meetings are held each month or oftener, if necessary, and we are taking the first step to get ordinances that are to our advantage in the control of transient trading, auction sales and others who try to unload goods that are not standard or by unfair means of competition.

Retail food stores are closed every Thursday afternoon the year round. While this practice has resulted in some criticism, it has worked out to the advantage of all parties, as each one gets an opportunity to seek his own pleasure during the afternoon and feels the better for it.

We thoroughly believe in the fact that business men must be organized and that a united effort must be made to counterbalance the many unfair methods of competition that is used by some dealers.

Bay City.

Let us make 1921 the greatest year in the history of this Association.

Co-operation will do it. We need the eyes and brains of all our members and our friends.

Co-operation must come through human contact. Whoever has learned to co-operate with others has discovered the most important secret of success. Ever since the world began the keynote of progress has always been co-operation.

Two heads are better than one in seeing both sides of a question. When you join with other merchants to discuss and uphold policies that are fair and square, you thereby not only protect yourself against the reckless type of competition, but you do a service for the entire community as well.

This meeting has been designed to call your attention to matters of deepest concern to all of us. Some men are too busy to see the modern points and ideas which this meeting will bring out for our mutual benefit.

Let us teach our dollars to have more cents.

Your success is our success. Merely wishing you success will not bring it to you. Let us help each other.

We have had our jobbers and their credit men, also other good speakers, talk at our meetings. This has had a beneficial effect in building up our Association this year.

We have an honor roll of all active members which have sold or gone out of business, which they are very proud

STRAIGHT LINE METHODS

Survival of the Fittest

This law is just as immutable in Business as it is in Nature, and just as desirable. All progress is based upon it. In such times as the present it is THE ONE GREAT LAW.

That business enterprises may be fit, that waste may be eliminated and competent organization built up, that the executive may have at all times comprehensive and dependable facts and figures of his business—Ernst and Ernst offer their

Straight Line Methods of System, Organization and Business Control

ERNST & ERNST
AUDITS - SYSTEMS
TAX SERVICE

Grand Rapids
304 Nat'l City
Bank Bldg.

Detroit
Dime Bank
Bldg.

OFFICES IN 23 OTHER CITIES
STRAIGHT LINE METHODS

TRY THIS NEW DELICACY FROM CALIFORNIA

"Blue Ribbon" quality dried peaches, packed in attractive sanitary packages, bring to you a rare new delicacy.

Fine, large, golden peaches are chosen, and specially selected. They are picked off the trees only when fully ripened—then exposed to the sun to dry. The rich flavor of the fresh fruit has been retained—only the water and fuzz removed. They are rich in natural sugar—are laxative and possess many properties that promote health.

Blue Ribbon dried peaches are most economical—enough for six heaping dishes of peach sauce in our smallest package. They deserve a prominent place in every home, not only for their economy, but also for their delicate flavor and high food value.

Buy a package of Blue Ribbon dried peaches and prepare one of the many and delicious desserts which can be made from this wholesome fruit food. You will serve them often, for they are delicious and versatile. Remember, they can be used the same as fresh fruit in any recipe. Ask your grocer for Blue Ribbon dried peaches in packages.

A RECIPE BOOK FREE

A handsome and convenient recipe booklet has been prepared, showing "44 different ways" of serving Blue Ribbon dried peaches. You will want this booklet for reference and we will gladly send it to you free upon request. Drop a postcard to:

PRODUCED AND PACKED BY 1212

Like Mountains of Gold

BLUE RIBBON PEACHES

After rich in taste, to the mountain who

NET WEIGHT 11 OZ.

BLUE RIBBON PEACHES

PRACTICALLY PEELED

PRODUCED & CALIFORNIA PEACH GROWERS INC.
MAIN OFFICE

PACKED BY CALIFORNIA PEACH GROWERS INC.
FRESNO, CALIF.

OVER 5,000,000

Over 5,000,000 readers see these advertisements in beautiful four-color pages now appearing in the Ladies Home Journal, Delineator, Designer, Woman's World and other magazines with nationwide circulation.

This is creating a steady day-after-day demand which dealers can take advantage of by making shelf, counter and window displays.

Let your customers know you have BLUE RIBBON PEACHES.

CALIFORNIA PEACH & FIG GROWERS INC. MAIN OFFICE FRESNO, CALIF.

ARE YOU GETTING THE FULL BENEFIT OF OUR ADVERTISING?

WE are making BLUE RIBBON PEACHES known all over the country through our big advertising program.

Your customers are reading about them and will want them. Keep your shelves filled—make counter and window displays. Let your customers know that you can supply them with BLUE RIBBON PEACHES, in sanitary packages.

We will help you with beautiful window cards and other advertising aids. Ask your jobber or write to us and we will supply you.

CALIFORNIA PEACH & FIG GROWERS, Inc.

Main Office - FRESNO, CALIF.

of. They attend most of our meetings.

A little extra work by our President and Secretary did the trick. It was some job, but we did it.

We work with our Board of Commerce and, in turn, they help us to do some things for our city.

Our Mayor and City Council cooperated with us in regard to Sunday closing; also making our annual outing a civic holiday and a success.

We held our annual outing last year, which met with great success, as usual. The people of our city would be at a loss if we discontinued our outing, as this is one big feature of the season.

Another very important subject is the annual inventory. There are many reasons why every merchant, large or small, should take an inventory, at least once a year. He should know just what profit or loss he has made. The Government requires it for tax purposes. It enables him to make an exact statement of his financial condition for credit purposes and it is necessary to secure a fair insurance adjustment in case of fire.

We recommend that the 1921 State convention be held in Bay City. We therefore extend to you a very cordial invitation to be our guests.

We further recommend that before this convention adjourns that a committee be appointed by the chairman to draft a suitable letter of condolence upon the death of our late deceased brother, M. L. De Batts, and also ask the permission of this convention to place the draped picture of our late brother, M. L. DeBatts, in this room during the reading of the letter of condolence.

At a regular meeting, held Thursday, Feb. 10, a rising vote of thanks was extended to the President, Secretary and officers of the State Association for their great work and accomplishments during the last year. Lansing.

Lansing Association wishes to report as follows: That we have had twenty-two successful meetings during the year.

We collected \$28 for our flower fund. Sixteen bed-sides of the sick and flowers for three funerals were furnished.

We had eight speakers at different meetings held. That gave us the market conditions on different lines.

We have had three banquets and had nine different speakers. The first banquet we had with us President Jones and Secretary Bothwell; at our second banquet, Guy W. Rouse, President Worden Grocer Company; at the third banquet, S. W. Roth, introducing the Roth system of merchandising.

At our business meetings referred to were Mr. Morris, of the Sawyer Biscuit Co., Lansing; E. A. Boucher, of Elliot Grocer Co., Lansing; H. U. Biggar, of the Worden Grocer Co., local branch; Bart Thoman, of the Thoman Milling Co., Lansing; V. F. Huntley, on Waterman blood test; Fred W. Rauhut, of the National Grocer Co., local branch; Chas. H. Davis, of the Chamber of Commerce, Lansing; W. C. Hedrick, of the Michigan Agricultural College.

Our credit and rating bureau collected approximately \$3,000 for clients and members.

We also brought a check for \$150 to pay our dues.

We also had a picnic during last August.

We had a communication from the Merchants Bureau to bring the convention to Lansing in 1922 and put on a food show.

A resolution of sympathy to Mrs. M. L. DeBatts was published in the Tradesman Feb. 2.

With the above advantages of many speakers, we have had the best talent to keep us posted on market conditions, not least among them was M. R. Carrier, who took great pride in giving the best advice and when he talks, he says something that the boys don't forget.

At our annual election, Fred C. Wilder was re-elected President, but declined because the work was too stren-

uous for his age and he preferred a younger man. Hence Frank McConnell was made President; George Dashner and Elmer Clapham, Vice-Presidents, M. C. Goossen, Secretary and Treasurer; Fred Barrett, Assistant Secretary.

During the early part of the year and also during the summer months very little interest in the Association was shown by the members. Only a few meetings were held and those were not well attended. In October an effort was made to create an interest in the Association and the results have been very gratifying. Since Nov. 1 two meetings have been held each month and at none of these meetings has the attendance been less than fifty. The largest attendance was at the meeting held at the office of the Worden Grocer Co., on Feb. 7, when there were seventy-five present.



Leonard Seager, 2nd Vice-President.

One reason for the increasing attendance and interest is that we have had the fullest co-operation of the wholesalers of the city. All the recent meetings have been held at the offices of the local wholesalers. We have been entertained by the Brink Baking Co., Taylor Produce Co., Lee & Cady, A. W. Walsh Co., and the Worden Grocer Co. After the business meetings were concluded, entertainment and refreshments were provided by our hosts. Not only have these meetings been profitable to the members, but they have been very enjoyable as well.

In addition to the entertainment furnished by the wholesalers at the regular meetings of the Association an indoor picnic was very recently provided by them at the Y. M. C. A. building, to which all grocers and meat dealers in the city were invited. This was one of the most enjoyable occasions of the entire season.

The next meeting of the Association will be held at the Park-American Hotel on March 7, at which time all local grocers and meat dealers are to be entertained at a complimentary dinner given by the Star Paper Co., of this city.

Several important matters of material interest to dealers in food stuffs have been taken up at the recent meetings of the Association. Among them are the regulations governing the control of the city market. Through the efforts of the Association many improvements in the management of the city market will undoubtedly be made before the market opens this spring.

Another matter of general interest recently taken up by the Association is the city ordinance requiring all grocers and meat dealers in the city to pay a license fee for the privilege of doing business. A committee from the local Association, assisted by the officers of the State Association, appeared before the City Commission last Monday evening and were given a respectful hearing. It is ex-

pected that through these efforts the ordinance will be repealed.

The future of the Kalamazoo Association looks very bright. New members are being added to our roster at every meeting. Greater interest is being shown than ever before and we feel confident that many important things will be accomplished by the Kalamazoo Association during the coming year.

George Bode, of Fremont, then read a paper on Mutual Fire Insurance, which was published verbatim in last week's paper.

Commissary Buying Clubs and Stores in Manufacturing Plants and Their Effect were discussed by Paul Gezon, of Grand Rapids, and Louis F. Loetz, of Sturgis. Mr. Gezon's paper appears elsewhere in this week's paper. The latter's paper was as follows:

The independent retailer is faced with problems, upon the proper solution of which depends not only his business life itself, but the whole structure of retail distribution as well.

The system of food distribution that we now have, as a result of much thought and experiment, is seriously threatened by an ingenious scheme, which has for its primary object, not only the elimination of our present system, but of the independent wholesalers and retailers as factors in the business life of their communities.



John A. Lake, ex-President.

What plan of distribution are we asked to accept in lieu of the one we are now operating under? The chain store plan is advanced with the claim that it eliminates the profit of the middleman, so called. That the consumer, through its beneficent workings, is enabled to get his merchandise at much cheaper prices than from the independent dealer who obtains his goods for him through the wholesale jobber. All this is made possible it is claimed, by the ability of the chain to buy in large quantities from food manufacturers, some of whom they either own or control. In other words the chain stores propose to eliminate the independent man, be he wholesale or retail distributor, because their ultimate purpose is to manufacture, distribute and retail—which means that they will undertake to do themselves what is being done by the jobber and retailer now.

If this plan succeeds, then we may look forward to the forming of powerful food combines, which will throttle competition and destroy the handsome structure of competitive business which has been erected out of the failures and experiences of the past.

Along with the chain stores, we see certain manufacturers conducting stores for their employees, at which goods are sold at cost. While it appears that these manufacturers are opposed to this principle, still by

virtue of labor conditions during and subsequent to the war, they were compelled to do this in order to hold their labor supply. However, labor conditions have changed greatly within the last few months and the pendulum is rapidly swinging in the other direction, which means that the employer can once more assert his right to conduct his business along the old fashioned lines of fairness and justice to all concerned. He very well realizes that the idea of selling goods at cost is basically wrong and since he is in a position to put an end to this unsound practice, it behooves the retail dealers to get together and through proper methods of approach, seek to have the trouble remedied. The manufacturer can readily realize that if it is reasonable to expect respect for his methods of selling and distributing his products, then he is in justice bound to observe and respect the methods of the other fellow.

The independent retailer, as well as the independent wholesaler, has a positive service to render and there is no one who can perform that service with greater economy than they. It behooves them, therefore, to be continually on the alert for means to improve their methods, to strive to increase the measure of service to their customers and educate the trade in the knowledge of the great work they are doing. Co-operate heartily with your fellow retailer and your jobbing friends, to the end that you may continue to play the important role that has been assigned you in the great work of distributing food and rendering incalculable service to America's teeming millions.

Sherman Rogers, of New York, then delivered an extemporaneous address on Let's Get Together, which is published elsewhere in this week's paper.

W. R. Roach delivered an interesting address on Why Michigan Canned Goods Are Safe To Buy.

W. A. Bothwell, of Toronto, Ont., nephew of Secretary Bothwell, read a paper on Salesmanship, which is published verbatim in this week's paper.

In the evening Sherman Rogers delivered an address on Quit Passing the Buck, which was well received.

Thursday.

The Auditing Committee presented the following report, which was adopted:

We find the Secretary's books and Treasurer's books correspond O. K. In checking up on the balance of the Treasurer we find he has a balance of \$386.64 and his bank book shows a balance of \$482.83, making a difference of \$96.19, which the Treasurer informs us is due to checks not returned.

The Committee on Resolutions presented the following report, which was adopted:

Whereas—The marketing of farm products at a price that will show a fair margin of profit to the farmer is of inestimable value to the mercantile interests of the country; and

Whereas—The value of corn when marketed as corn meal is a wholesome and cheap food, and by its sale through the usual channels of retail trade will stimulate the market on corn products, thereby giving the farmer a better market for this product; therefore be it

Resolved—That the first week in April be known as National corn meal week; that every social, civic and commercial organization in the United States should give endorsement to this proposal:

Whereas—Michigan Tradesman and its worthy editor, E. A. Stowe, is always ready and willing to give valuable space in the Tradesman for informing retail grocers and meat dealers of important matters in connec-

1921
Spring and Summer
Line now being
Shown



Quality Kept Up

Values permitting prices the Consumer likes to pay



ATHLETIC UNDERWEAR

UNION SUITS

SHIRTS

DRAWERS

The Salesmen of some 200 Leading Wholesalers who furnish HALLMARK
 IMMEDIATE DELIVERY SERVICE are now showing the line for Spring 1921, delivery.

HALL, HARTWELL & CO., Troy, N.Y., Makers of HALLMARK SHIRTS AND SLIDEWELL COLLARS



QUALITY KEPT UP. Values permitting prices the Consumer likes to pay.

SPRING 1921 **HALLMARK** SPRING 1921
HALL
SHIRTS

The Salesmen of some 400 Leading Wholesalers are showing the complete line for Spring 1921 delivery.
HALL, HARTWELL & CO., Troy, N. Y., Makers of SLIDEWELL COLLARS, AND HALLMARK ATHLETIC UNDERWEAR

tion with their business; therefore be it

Resolved—That we the Retail Grocers and General Merchants Association, in convention assembled, give the Michigan Tradesman a vote of thanks for its splendid co-operation in our behalf.

Whereas—A duplication of commissions, boards and committees, now a part of the State government, create an excessive burden of taxation on already heavily burdened business, because of expenses created by the war; and

Whereas—The duties performed by many of these commissions, boards and committees could be assumed by others whose duties are not too burdensome without causing inconvenience, but leaving free to go into producing service those now giving their time and drawing pay from the State Treasury; and

Whereas—Governor Groesbeck has given his timely help and care to reducing these superfluous and expensive commissions, boards and committees, that we recommend him for his efforts and believe he should have the support of every Senator and Representative, as well as tax payer, in his work to bring the operations of our State Government back to a commercial and sensible method of business administration; now therefore be it

Resolved—That we, the Retail Grocers and General Merchants Association of Michigan, in convention assembled, this 24th day of February, 1921, extend to our Governor and Legislature any help we may in bringing about the conditions sought; and be it further

Resolved—That a copy of this resolution be sent to Governor Groesbeck and each one of our Senators and Representatives and a copy sent to our trade paper.

Whereas—The retail grocer has a definite duty to perform in distributing goods to the consumer in small quantities, and

Whereas—Co-operative stores have not proved a success and are frequently inefficiently operated thereby causing unjust criticism and unfair competition to the regularly established grocer; and

Whereas—We as regularly established retailers suffer from the operation of this class of store; now therefore be it

Resolved—That we, the Retail Grocers and General Merchants' Association of Michigan discourage members from taking active part in co-operative stores, either wholesale or retail, and be it further

Resolved—That a copy of the Resolution be sent to each member of the Association and to the Tradesman.

Whereas—Cut rate commissary, factory co-operative stores and clubs, by the principles of operation and financing employed, tend only to drive out of business or into bankruptcy the regularly established merchants; and

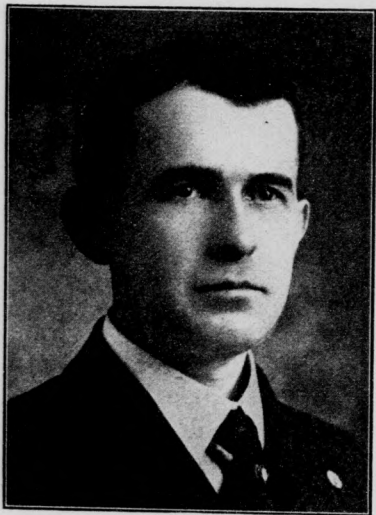
Whereas—Charitable, philanthropic or social efforts of this nature should be directed not against regularly established business, but towards helping organizations whose financial support comes from popular subscription; and

Whereas—Many manufacturers and wholesalers sell this class of distributors, without due regard for the welfare of other customers regularly engaged; now therefore be it

Resolved—That we, the Retail Grocers and General Merchants' Association of Michigan, request manufacturers and wholesalers to take necessary steps to ascertain whether such cut-rate, commissary, co-operative stores and clubs are properly equipped to compete for business against the regularly established retailer, and be it further

Resolved—That a copy of this resolution be sent to each manufacturer and wholesaler in Michigan, also others who solicit business in Michigan.

Whereas—We recognize no higher obligation to our Nation, our State, our descendants and to ourselves than being loyal citizens of the United States, holding ourselves aloof from association with any individual class or organization who would propagate or establish foreign or un-American methods of doing business, and



E. W. Jones, ex-President.

Whereas—We believe that the welfare of the American business man will be best promoted by limiting citizenship to only those who signify their willingness to conduct their business according to best American principles and who conform to real American ideals; now therefore be it

Resolved—That we, the Retail Grocers and General Merchants' Association of Michigan in convention assembled, endorse the sentiment expressed in this resolution, and be it further

Resolved—That a copy be sent to each Congressman and the Michigan Tradesman.

Whereas—The business of the retail grocer and meat dealer enables them to serve the needs of every man, woman and child, and these whom they serve being their relatives, friends, lodge, club, ball room, business and church associates; and

Whereas—The competitive nature of the business precludes any chance of obtaining more than a reasonable wage, with in most cases no interest on investment, and

Whereas—The same human element that gives man the thought, energy and ambition to successfully meet and overcome competition helps him to evade and overcome regulation of business by government officers unfamiliar with the needs and principles of retailing of food stuffs; now therefore, be it

Resolved—That we, the Retail Grocers and General Merchants' Association of Michigan, in convention assembled this 24th day of February, 1921, oppose any and all attempts at price regulation of our business by the Government, either, National, state, county or city; be it further

Resolved—That a copy of this resolution be sent to each Congressman for Michigan, each member of the Legislature of Michigan and to the secretaries of the various states and National secretary, with a request that it is published in their trade papers.

Whereas—Fraudulent advertising is a trade abuse that modern merchandising is tending to eliminate and

Commission recently classified as unfair (1) to advertise as a special sale goods sold at regular prices; (2) falsely representing that goods have been purchased in large quantities in order to sell them at less than the regular price, conveying the impression that the advertised price is less than the regular price; (3) making false and injurious statements to prospective customers concerning competitors' goods; (4) attempting to secure expert advice on the quality of goods when the advertiser is directly interested in selling the special brand or advertising any article without at first having a reasonable stock to supply the demand; therefore be it

Resolved—That we, the Retail Grocers and General Merchants Association of Michigan, in convention assembled, do hereby recommend the Federal Trade Commission in the above rulings on fraudulent advertising.

Whereas—The meat packing industry of the United States is a very important and profitable industry, serving the consuming public efficiently and with little or no waste, giving to each individual the part, kind and quantity of meat required by them and at the time they need them; and

Whereas—This condition has been brought about because of the knowledge gained in practicing the most economical, sensible and efficient methods of killing, cutting, curing and distributing the products by men who have given years of their time, energy and thought to working out these problems; and



J. M. Bothwell, Secretary.

Whereas—The appointment of a Government commission to supervise this industry, composed of men who without knowledge gained by actual experience in the business, could only result in disaster to the industry; now therefore be it

Resolved—That we, the Retail Grocers and General Merchants' Association of Michigan, in convention assembled this 24th day of February, 1921, request Congress to give careful consideration to conditions before attempting to appoint a commission for the purpose of supervising the industry, since violation of a commission order could only be settled in the courts, which are already established and open for prosecution of illegal operations; and be it further

Resolved—That a copy of this resolution be sent to each Michigan Congressman, a copy to the secretary of each State Association and a copy to the Michigan Tradesman.

Whereas—Our National Association at its convention in Salt Lake City, and again at its convention in Atlanta, adopted the Rotary code of ethics as a guide for retail grocers to follow, therefore be it

Resolved—That we, the Retail Grocers and General Merchants' Association of Michigan, in convention

assembled the 23rd day of February, 1921, do likewise adopt the Rotary code of ethics for our membership, as follows:

1. To consider my vocation worthy as affording me distinct opportunity to serve society.

2. To elevate the standards of my vocation to a higher plane.

3. To appreciate the deep responsibility and trust placed in me as the distributor of foods, upon the quality of which holds the future health, happiness and prosperity of our Nation.

4. To hold that the exchange of my goods, my services, and my ideas for profit is legitimate and ethical, provided that the parties within this exchange are benefited thereby.

5. To respect my competitors and take no undue advantage of them, should the opportunity afford.

6. To support my local, State and National Association.

7. To value my citizenship and place my country and my flag next to my God.

8. Believing in the university of the Golden Rule, "All things whatsoever ye would that men should do unto you, do ye even so unto them," I will inculcate this idea in all my dealings.

Whereas—An exhaustive study from an economic standpoint based upon a full hearing of all interested parties has been made by the Federal Trade Commission of the question of whether or not a manufacturer of standard articles, identified either by trade-mark or trade practice, should be permitted to fix by contract, expressed or implied, the price at which the purchaser may resell them; and

WHEREAS—The said commission has made a special report thereon to Congress, in favor of legislation granting to manufacturers such right and stating that bills then pending before the Congress may well be made to meet the difficulties of the situation if amended to provide for a review of the terms of resale price contracts by a disinterested agency; and

Whereas—It is understood that the Stephens-Kelly Bill (H. R. 14426) pending is acceptable to the Federal Trade Commission when amended by the addition of a section reading as follows:

"That upon complaint of any person, partnership, corporation, or association, being a party in interest, the Federal Trade Commission may, by a proceeding instituted in the manner provided by Section 5 of the Act to create a Federal Trade Commission, approved September 26, 1914, and after determination by it that the public interest so requires, terminate the whole or any part of any such contract or regulate the terms thereof, in the public interest. In the conduct of such proceeding, the Commission may exercise any and all the powers conferred upon it by such Act, and immunities therein provided for, including the right of appeal, shall likewise apply." Now therefore be it

Resolved by the Michigan Retail Grocers and General Merchants' Association in convention assembled, that the recommendation of the Federal Trade Commission be approved and that all legitimate and proper effort be made by this association and by its members to secure the enactment of the proposed legislation.

The Committee on By-Laws presented several amendments to the by-laws, which were adopted. The amended form now reads as follows:

ARTICLE I.

Section 1. This Association shall be known as the Retail Grocers and General Merchants' Association of Michigan, Incorporated.

ARTICLE 2.

Objects.

Section 1. The objects of this Association shall be the encouragement



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*

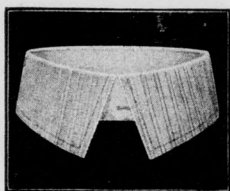
Made by Troy's Master Craftsmen

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

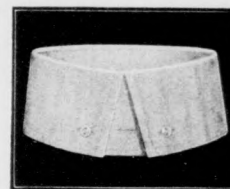
They feature extensively many new LOW models that are proving so popular. Each collar shown is made in different fabrics and grades to retail from 25 cents to 50 cents.

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

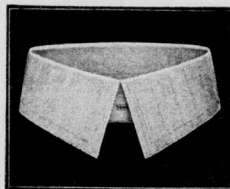
HALL, HARTWELL & CO., Troy, N. Y.
Makers of HALLMARK SHIRTS and HALLMARK ATHLETIC UNDERWEAR



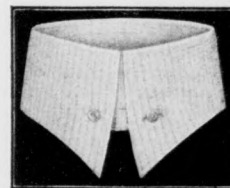
BEACH



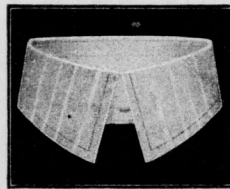
BARTLETT



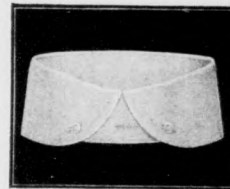
FARNSWORTH



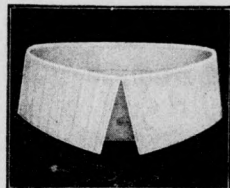
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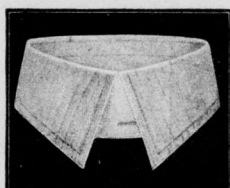
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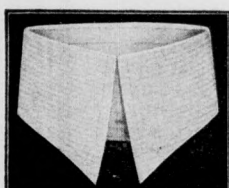
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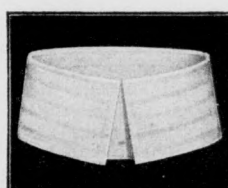
LOCKWOOD



NOYES



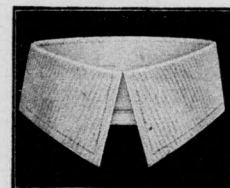
BENNETT



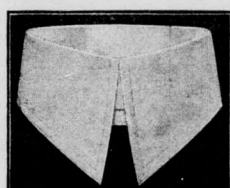
IRVING



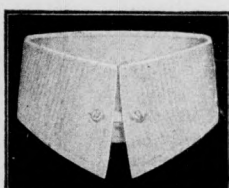
MERWIN



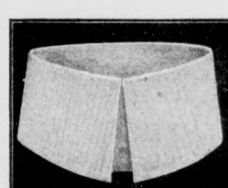
ROBERTS



ABBIE



COPLEY



PRESTON



UNDERWOOD

and bringing together of retail grocers, meat dealers, bakers, general merchants and clerks for association work.

Section 2. To disseminate trade information, encourage improvement in business methods and generally advance the interests of retail merchants.

Section 3. To abate abuse, injurious and unbusinesslike practice and to increase efficiency in the service of the retailer to the consumer.

Section 4. To correct evils attending the credit system.

Section 5. To secure state and National legislation legitimate to the interests of the retailer and oppose such legislation as would prove detrimental to the interests of retail merchants.

Section 6. The encouragement of harmony and joint action between retail merchants, wholesalers and manufacturers.

ARTICLE 3. Membership.

Section 1. Retail grocers, meat dealers, bakers, general merchants and clerks are eligible to membership for active participation in the work. Manufacturers, wholesale firms and corporations are eligible as Honorary members.

Section 2. Membership shall be secured upon direct application. All applications must be addressed to the secretary of this association and approved of by the committee on organization.

Section 3. Members shall be entitled to all privileges equally, except no person shall hold office unless he is engaged in the retail grocery, meat or general merchandising business, excepting the secretary.

New Section.

Section 4. Membership fees for active members shall be based on annual sales, amounting to \$25,000 or less, fee of \$5.00; \$25,001 to \$50,000, \$10.00; \$50,001 to \$100,000, \$15.00, over \$100,000, \$25.00; Honorary members, \$10.00.

ARTICLE 4. Dues.

Section 1. Honorary members shall pay annual dues of \$10.00. Retail grocers, meat dealers, general merchants and clerks shall pay annual dues of \$2.50, payable in advance at the beginning of each fiscal year.

Section 2. All membership privileges shall be suspended after twelve months' delinquency, but may be reinstated upon payment of dues in arrears.

ARTICLE 5.

Officers, Directors and Executive Committee.

Section 1. The officers of this Association shall consist of a President, First Vice-President, Second Vice-President, Treasurer and Secretary and Board of Directors.

Section 2. The Board of Directors shall be composed of five (5) members, together with the relieving past president, who shall serve until his successor takes office.

Section 3. Removal from state, change of occupation or loss of membership or inability to comply with the provisions of the constitution, by an officer or director, shall vacate his office, except as otherwise provided.

Section 4. The officers and directors of the Association shall constitute the executive committee, and they shall have general charge of the business and financial affairs of the Association, shall fix the compensation of officers and employees, shall have power to remove or suspend officers or employees for cause, fill vacancies, employ organizers and they shall demand that each officer or employee to whom property is entrusted shall furnish a surety bond at the expense of the Association.

Section 5. No person shall be an officer or director of this Association unless actually engaged in the retail grocery, meat, or general merchan-

dising business, except the secretary or special assistants.

Section 6. All of the above officers and directors shall hold office for one year or until their successors are elected.

ARTICLE 6. Meetings.

Section 1. The meetings of this Association shall be held annually at such time and place as each convention meeting or executive committee shall determine. Pure food shows, year books, programmes and revenue deriving thereon, as a result of these meetings shall be under the supervision of the Board of Directors, and arrangements made by them as in their judgment seems best.

Section 2. Meetings of the executive committee may be called by the President, or any three members of the executive committee, five days'



Chas. Wellman, Director.

written notice being required. Six (6) members of the executive committee shall constitute a quorum. Meetings of the Board of Directors shall be held in the office of the Secretary or such other place as the President shall appoint. They may adopt such rules and order of business as they may deem best for its dispatch.

Section 3. The Board of Directors shall meet as soon after their election as may be convenient for the purpose of electing a Secretary, and to transact such other business as may be necessary, or as frequently as necessity demands, subject to the call of the President therefor.

ARTICLE 7. Officer's Duties.

Section 1. The President shall be the chief presiding and executive officer of this Association; he shall preside at all meetings of the Association and at all meetings of the executive committee, and at the opening of each meeting of this Association, he shall appoint the following committees: Members and enrollment, credentials, rules and order of business, constitution and by-laws, ways and means and resolutions, and to them shall be referred without debate all matters belonging to them.

Section 2. In the absence or inability of the President, the Vice-President in order shall act in place of the President.

Section 3. The Secretary shall keep the records of all regular meetings and special meetings and the records of the directors' meetings, shall attend to all correspondence, keep a roll of the membership, receive all moneys, turning same over to the treasurer, taking his official receipts therefor, issue all warrants on the Treasurer, have custody of all property not entrusted to other officers. He shall keep a detailed record of all receipts and disbursements of the Association and submit a report of same to the Board of Directors, each

Millions Must Be Fed

After the war comes a great period of industrial readjustment—but in the meantime millions must be fed.

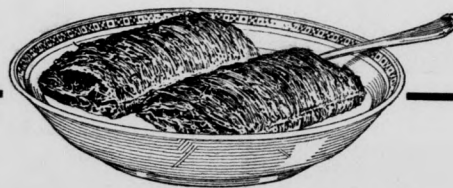
It is important that they have real food at a reasonable price.

Shredded Wheat Biscuit

is the most real food for the least money. Remember that two of these little Biscuits with milk make a complete, nourishing meal at a cost of a few cents. Our nation-wide advertising for 1921 will induce millions to substitute this whole wheat food for meat, eggs and other expensive foods. We depend upon your co-operation for the distribution of this product.

MADE ONLY BY

The Shredded Wheat Company, Niagara Falls, N. Y.



DIAMOND CRYSTAL

The Salt
that's all salt.

DIAMOND CRYSTAL SALT CO.,
ST. CLAIR, MICHIGAN.

and every month of his tenure of office.

Section 4. The Treasurer shall have charge of the funds of the Association, pay all bills upon vouchers signed by the President and Secretary when ordered paid by the executive committee. He shall render a full report of duties performed at each meeting and keep a full and accurate record of all transactions of his office, and moneys received and paid out by him.

Section 5. The Treasurer shall give a good and sufficient Bond to the executive committee in the sum of One Thousand Dollars (\$1,000) for the faithful performance of his duties to the Association, and to turn over to his successor all moneys, chattels or goods belonging to the Association.

ARTICLE 8.

Standing Committees.

Section 1. The President shall, upon his inauguration, appoint the following standing committees to serve for a period of one year or until their successors are appointed: Ways and Means, Legislation, Organization, Arbitration, Pure Food and Auditing.

Section 2. The following shall constitute the Finance Committee, namely, the President, First Vice-President and Treasurer.

Section 3. The Committee on Legislation shall work in connection with the executive committee of this Association pertaining to legislation.

Section 4. The duties of the committee on Organization shall be the promotion of this particular branch of the association's interest under direction of the Board.

Section 5. To the Committee on Arbitration shall be referred all complaints and differences of whatever nature that may be presented to the Association.

Section 6. To the Pure Food Committee shall be delegated the duty of co-operating with the State Dairy and Food Department in the enforcement of the State food laws and the advertising laws, and perform such other duties along food lines as the executive committee may direct.

Section 7. To the Auditing committee shall be delegated the work of auditing all books and accounts.

ARTICLE 9.

Miscellaneous.

Section 1. Always recognizing the inalienable right of members of each local association to manage its own affairs, it will still be the duty of this Association to secure the unification of all local associations in matters of general concern and so far as is practical to assist each other financially and otherwise.

Section 2. Questions coming within the jurisdiction of this Association and not covered by this Association will be referred to the executive committee and they will make rules governing same until the next meeting.

Section 3. Twenty members present will constitute a quorum.

Section 4. The recognized rules of parliamentary procedure shall be Roberts Rules of Order, unless otherwise provided enforced by the presiding officer, whose decision shall be subject to appeal to the meeting by any five members.

Section 5. This constitution can only be amended at a regular meeting of the Association, and then only by a two-thirds affirmative vote.

ARTICLE 10.

Order of Business.

1. Enrollment of members.
2. Opening ceremonies.
3. Appointment by president of committees on credentials, rules and order, constitution and by-laws, officers reports and resolutions.
4. Report of Officers.
5. Report of Standing Committees.
6. Communications and bills.
7. New business, papers and addresses.
8. Election of officers and selection of place for next meeting.
9. Adjournment.

ARTICLE 11.

Section 1. The fiscal year shall close with the 15th day of February preceding the annual meeting.

Section 2. All elections shall be by ballot, with the exception of the Secretary, who shall be elected annually by the Board of Directors at their first meeting after annual meeting.

Section 3. All terms of office shall begin at the close of each election.

Dr. Henry, of Kalamazoo Normal College, then delivered an address on

Organization, and John A. Ulmer, President of the National Association of Retail Grocers, read an address, which is published in full elsewhere in this week's paper.

John Lubbers, the veteran general dealer at East Saugatuck, was called on for a few remarks, which were exceedingly witty and were well received.

William McMorris then invited the organization to hold the next meeting at Bay City. President McConnell, of the Lansing Association, invited the organization to hold the 1922 convention in Lansing. In the interest of harmony, the Lansing invitation was withdrawn and the members voted unanimously to hold the next meeting in Bay City.

The Nominating Committee presented the following report:

Your Committee on Nominations to suggest men to fill the various offices of the Retail Grocers and General Merchants Association of Michigan for the ensuing year respectfully recommend for your consideration the following names:

President—John Affeldt, Jr., Lansing.

First Vice-President—C. G. Christensen, Saginaw.

Second Vice-President—Leonard Seager, Cadillac.

Treasurer—Chas. H. Schmidt, Bay City.

Board of Directors—D. L. Davis,

Ypsilanti; C. J. Appel, Grand Rapids; Charles Wellman, Port Huron; J. F. Tatman, Clare; Harry Hubbard, Kalamazoo.

The report was unanimously adopted and, after felicitous speeches had been made by the retiring President and the incoming officers, a rising vote of thanks was tendered the retiring President for the painstaking effort he has given the organization during the past two years.

At a meeting of the new Board of Directors, held immediately following adjournment, Secretary Bothwell was unanimously re-elected for another year and his salary was increased from \$1,200 to \$1,500 per year.

Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising.

We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797

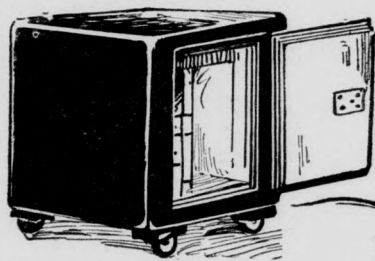
Citizens 4261

TANGLEFOOT

PRODUCTS

*STICKY FLY PAPER, STICKY FLY RIBBON,
TREE TANGLEFOOT, ROACH AND ANT POWDER.*

THE O & W. THUM CO., MANUFACTURERS.
GRAND RAPIDS, MICH. WALKERVILLE, CANADA.



Rats Steal Your Profits

There is a vital reason why every Grocer should employ the most effectual means of destroying Rats and Mice.

You pay \$5.00 to \$50.00 each year for every Rat infesting your premises. They breed six to ten times a year with an average of ten young to each litter.

Genuine Felix Girard Rat and Mouse Embalmer is not packed for you to sell to your trade. It is a Wholesale Rat Killer, put up to kill the rodents in your store.

The Embalmer is simple to apply and it clears out worst infested properties in one night—without after-odor.

It has been on the market for twenty years and has earned the highest endorsement of leading mills, factories, warehouses, stores, etc., in America.

Packed in one pound cans at \$3.00. Each pound guaranteed to clear 1500 sq. ft. of infested floor space.

Get it down in your Want book now. If your jobber does not have it, send us his name.

THE FELIX GIRARD CO., Inc.
MINNEAPOLIS MINNESOTA

A Few Pleased Users ASK THEM

ALBION, MICH.
Wochholz & Gress

BATTLE CREEK, MICH.
A. Grumerez
H. J. Klose

BESSEMER, MICH.
Arthur Lintelman & Co.

CADILLAC, MICH.
G. P. Nelson

CHEBOYGAN, MICH.
Hub Merc. Co.

DETROIT, MICH.
William A. Sebold
Booth & Wood
Merrick Grocery
Z. V. Patterson
McCume Bros.
Abe Balf

GRAND RAPIDS, MICH.
Ray Watkins

KALAMAZOO, MICH.
Stephenson & Co.
B. A. Trothen
M. O. Riddle
H. P. Maxwell

LANSING, MICH.
F. N. Arbaugh
E. Van Buren
Kirk W. Ivory
F. M. Loftus

MUSKEGON, MICH.
H. C. Slayton

RIVER ROUGE, MICH.
H. Ritter & Sons

SAULT STE. MARIE, MICH.
Joe Raffaello

AKRON, OHIO
Paul Brown

CANTON, OHIO
G. E. Reese

CHILLICOTHE, OHIO
Harvey Bros.

CINCINNATI, OHIO
Lawrence Hegner

CLEVELAND, OHIO
J. A. Sander
Harry Hope
Matthew Smith Co.

COLUMBUS, OHIO
Denune Grocery Co.

DAYTON, OHIO
William F. Koeppen
Oswald & Son
J. Stephens
H. T. Williamson
Henry Focke's Sons
E. G. Nastoll
Fred Schantz

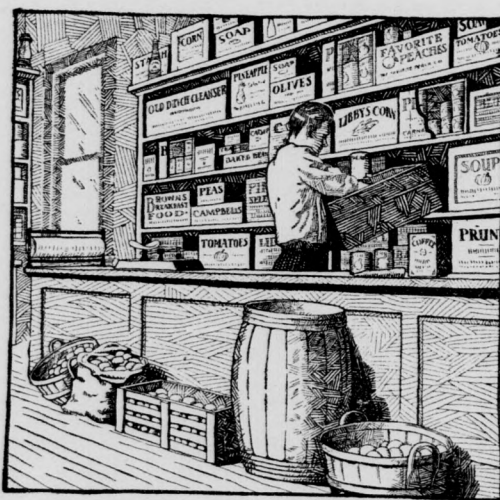
FINDLAY, OHIO
S. J. McMichael

GALLIPOLIS, OHIO
Harry Stockhoff

LIMA, OHIO
Stein Bros.

TERRE HAUTE, IND.
Root Dry Goods Co.

WINCHESTER, IND.
A. D. Hinshaw



NO SANE GROCER

would even dream of keeping his stock like a warehouse. YOU KNOW that you couldn't draw trade and sell goods by showing only the original shipping boxes on your shelves, or hiding goods behind the show cases and counters.

You wisely place every package, bottle and can as prominently and attractively as possible—you DISPLAY every item the very best you know how. Neatness, order, everything in full view, alluring colors, and appeals to the eye and appetite, are selling aids that have become second nature to you in connection with your shelf and counter merchandise.

But all too frequently grocers spoil the whole effect, lose business and profit, create the impression of having an ancient, littered, mussy, dirty, unattractive grocery by scattering fruits and vegetables in crude baskets, boxes, barrels, crates, etc., all over the store.

Don't let such a bad money-losing habit develop in your store. Handle your fruit and vegetable department the up-to-date way. Use modern equipment—Dayton Display Fixtures and get out of your department the big profits of which it is capable.

Results—the big results in the cash drawer for every user.

WE GUARANTEE DAYTON DISPLAY FIXTURES

to
—increase sales
—better display
goods in less space
—save time and

The Dayton Display
DAYTON

ARANTEE YTON FIXTURES

to
sales
display more
less space
e and labor



THE MODERN MERCHANT

realizes that the same principles of display that have built up the businesses of the great down-town commercial institutions in the cities are available for his use in selling vegetables and fruit and that such display is a merchandising force of tremendous influence.

He realizes that a Dayton Display Fixture will attract new trade: It will show the housewife the vegetables and fruit she needs, while in his store. She will not wait until the peddler calls but will buy at the store. The merchant will get business he has been losing.

He knows that it will make his store neater and more attractive and bring business to all his departments. He knows that it will reduce the floor space required for a full line of vegetables and fruits. That it will quicken turnover and reduce losses from waste and spoilage. And that it saves time in filling orders.

Most grocers using these fixtures find that they have more than doubled their volume. They turn stock more than 50 to 60 times a year instead of 12 to 15 times and that greatly increases profits. It means fresher stocks and better satisfied customers.

There is no magic about the way in which these fixtures pay for themselves in a few months and they go right on earning. You should have one in service now. Get our literature and find out how much the right model will earn for you and save for you. Our payment plan makes it easy for you to secure the fixture. Write now while you are thinking about it.

Display Fixture Co
DAYTON OHIO

A Few Pleased Users ASK THEM

MIDDLETOWN, OHIO
Albert Dimmack & Son

PIQUA, OHIO
A. Mote & Son

VAN WERT, OHIO
Peoples Grocery

YOUNGSTOWN, OHIO
J. S. Hubler

ABINGTON, ILL.
F. H. Mead

BLEND, ILL.
J. H. Schutt

CARTHAGE, ILL.
McCarthy Cooperative Co.

CHAMPAIGN, ILL.
Metzler & Schofer

CHICAGO, ILL.
Albert Wendt
A. J. Barnesback
C. H. Morgan Grocery Co.
Theo. Laipes
B. E. Law

DANVILLE, ILL.
Gammel & Lewman

DECATUR, ILL.
Buckmaster & Son

EAST ST. LOUIS, ILL.
H. J. Guillaume

EDWARDSVILLE, ILL.
Frank Catalano

HERRIN, ILL.
Ferrell Smith

HOOPESTON, ILL.
J. R. Shields

JOLIET, ILL.
Grassle Bros.

MATTOON, ILL.
J. D. Icenogle

NOKOMIS, ILL.
Kroeger & Arnold

PEORIA, ILL.
G. F. Pitsch & Son

QUINCY, ILL.
A. E. Keim

SULLIVAN, ILL.
J. H. Alumbaugh

TUSCOLA, ILL.
Thornbrue & Co.

WATSEKA, ILL.
B. M. Martin
H. F. VanNatta

WESTVILLE, ILL.
John Szilagyi

ANDERSON, IND.
Roseberry & Austin

EVANSVILLE, IND.
White Front Cash & Carry
Stores

HARTFORD CITY, IND.
Pursley & Culbertson

INDIANAPOLIS, IND.
William T. Kincaid

MUNCIE, IND.
Fred Frohmuth

THE NATIONAL GROCERS.

What Is Being Done in Their Behalf.*

It is again a privilege and pleasure to appear before you as a representative of the National Association of Retail Grocers, the officers and members of which extend to you their right hand of good-fellowship with the best wishes for a profitable and enjoyable convention.

A year ago it had been my pleasure to meet with you at Grand Rapids. Little did we dream at that time that we would experience such an upheaval in business as we are confronted with to-day, which only goes to show that we, as business men, must at all times be prepared, so as to adjust ourselves in order that we may properly cope with the many rapid changes which are continually confronting us.

I hardly know just what kind of a message I should bring to you to-day. It has always been my hobby to try and inspire a meeting of this kind with a note of optimism, but I am frank to confess that at this time I am not prepared to paint a glowing word picture as to what the future holds in store for us, yet I feel safe in predicting that, while conditions seem ever so gloomy, yet there is every possibility that we shall soon emerge from this era of business depression which has engulfed commerce, and we must be ever hopeful as to what the future holds in store for us.

There is one outstanding feature regarding the business in which we are engaged in and that is that people must have food, although they can get along with less clothing and many other articles which add to their comfort and well-being, yet they are compelled to have food for their existence.

While there seems to be a noticeable absence of the buying spirit, yet there will always be some business for the retail grocer. It is up to us to use every precaution to eliminate all unnecessary expense in the conduct of our business. We must guard ourselves against all possible chance for losses. We must be exceedingly careful in the purchases of our stocks and see that we obtain the maximum amount of turnover, avoid speculation and eliminate every possible chance for waste. By all means be careful in extending credit. It is times like the present when so many retail grocers find themselves overloaded with bad accounts. The jobber and manufacturer expect their money and the retailer who does not see to it that his bills are promptly paid will soon find himself facing bankruptcy, so I repeat, be careful and do not extend credit indiscriminately and by all means make your customers abide very rigidly to the terms that are granted by you. Most of us have experienced times like these during the past and by exercising great care, with the strict application of ordinary business principles, have been able to weather the storm. I believe that we have passed through the worst of this business up-

heaval and that we will soon be on the road to better business conditions. We must not become discouraged, but must continue to have hope, as present conditions are only what was to be expected as an aftermath of the unusual prosperity brought about by the great world conflict.

This condition cannot last. People will have to provide for their needs, which are bound to increase as time goes on. Then we shall soon see a more healthy resumption of business.

I am reminded at this time of a little yarn concerning a Jewish friend of mine who was very despondent with business conditions. He was continually praying that he might die, so that he might go to hell. Upon being asked why he desired to go to hell, he replied, "Vell, aindt all the business gone dere?"

Thank goodness, there is still some business left and it is up to each and every one of us to try our best to obtain our share.

I assume that you are more or less interested as to the activities of the National Association, which has been making rapid strides. Since our convention which was held in Atlanta last May, we have added several more states to our roster; also secured many individual memberships in states which have no organization. Recently our acting secretary received an application for membership from Henry May & Co., one of the most influential firms of Honolulu. We also have several subscribers to our National Bulletin in Alaska, so you see that the National Association is continually expanding.

A good natured rivalry has sprung up as to members by some of the leading State associations. Some time ago Ohio topped the list in members and per capita tax paid, holding that distinction for several years. New York captured the honor a few years ago, then lost to Iowa in 1918. New York regained it in 1919; but lost to California last year, when the Golden State topped the list with 1700 members. New York followed a close second with 1658 members, with Illinois coming in third. While California is determined to hold that position this year, the officers of the New York State Association claim that they are going to outstrip them this time. Many other State associations are entering into good-natured rivalry with each other to show greater increase in membership.

The year just closed showed thirty-eight states affiliated and two states now rehabilitating in an organization way, promising to line up during the present year.

Our per capita tax received amounted to \$3,531.25, representing 14,125 members in good standing with a like number or even more, organized and co-operating, upon which no per capita tax has been paid. We are hoping that 1921 will show far greater increase in the membership affiliated and per capita tax paid. While ours, no doubt, is the largest National organization of its kind we desire to make it several times as large in numerical strength, in order to more fully impress those with whom we come in contact with the importance

of giving careful consideration to our protests, suggestions and desires. On Feb. 12 I was in conference with Mr. McBain, Secretary of our Virginia State Association. Mr. McBain has prepared our Federal garnishment bill, which will be introduced in Congress very shortly. The purpose of the Federal garnishment bill will be to permit suit against the United States Government for the purpose of garnishing salaries of the civil employees in the post office, navy yards and other similar branches of the Government. No grocer desires to extend credit to a government employee because he realizes that it is very difficult to collect these bills. This works as an injustice to the honest government employees and, of course, a protection to the dishonest employees. It is the purpose of the Federal garnishment bill to protect the honest man and to compel the dishonest man to pay his bills. With this purpose in view, a fight will be made to get the Federal garnishment bill through Congress at the next session. Secretary McBain has already taken up the question of Federal garnishment with the Virginia Congressmen and has been advised that the bill in all probability would be referred to the Judiciary Committee of the House and a similar committee at the Senate. It will be a comparatively simple matter to have the bill introduced, but it will require a fight at the hearing of the committee and it is there that we shall need the assistance of every secretary and live member of our National, state and local organizations. If the bill can be enacted at the next session of Congress, it will afford proper protection to the grocer who extends credit to Government employees.

The Officers of the National Association are also preparing themselves with regard to the proposed retail sales tax, which is being advocated to replace the excess profits tax in the event of its repeal. This is a matter of grave importance to the retail grocer. As your officers we shall use our best efforts to see that the retailer is not saddled with the burden of additional expense. Should the proposed retail sales tax be imposed, the Government should provide some compulsory means of making the consumer pay this tax. Unless so provided, you, as well as I know that competition will compel the retailer to absorb the tax, which would eventually spell ruin to the retail grocery business, the standard of which is no higher than the one established by the most ignorant individual who enters into competition with the merchant who knows better.

For the present the National Association is opposed to the proposed retail sales tax and we are prepared to use our best efforts to defeat such a measure. We shall keep your officers fully advised from time to time and all we ask is to receive your whole-hearted co-operation whenever we need you.

In the discharge of my duties as National President I have tried to safeguard the retail grocer's interest at all times. There has been no side stepping of any issue, it has been my privilege to address many conventions

of wholesalers, manufacturers and canners. In every instance I have tried to impress upon these representatives of varied interests the importance of the retail grocer to the community and that we as an organization would protect his rights. I have tried to govern myself with the utmost dignity which my position commands. It has been a real pleasure to represent the retail grocers of this wonderful country of ours. I have been accorded the best of attention and have received nothing but the best of treatment wherever I went, with the result that at the present time there seems to be a better understanding between all trade factors. Most manufacturers and jobbers realize that the independent retail grocer is the logical distributor of their products and that it is to their best interest to promote a better relationship between these trade factors.

However, there are still some short-sighted manufacturers and jobbers who have no regard for anyone except their own selfish ends. Such men are devoid of all principle. It is up to the individual retailer to find out who they are and make them understand that there is only one way to gain the respect and good will of the retail grocer and that is through the square deal policy.

The National Association, through its Trade Relations Committee, addressed the manufacturers of this country on Dec. 20, demanding that they refrain from advertising retail prices upon their products until at least thirty days had elapsed after the decline or else notify the trade in advance of any contemplated decline, thus thwarting what was fast becoming a most obnoxious practice. Although eager to stimulate sales, now stagnant under present conditions, no manufacturer has the right to force the retail grocer to absorb losses on stock at hand. If the retailer is willing on his own accord, all well and good, but he will naturally resent pernicious interference and the manufacturer's product will naturally suffer because of the retailer's antagonism so created for a long time to come.

Two manufacturers of jelly deserts advertised a reduced price to the consumer during the past few months in newspaper advertisements, even before the jobbers had seen fit to reduce their price to the retail trade while the retailers were loaded up on stock that cost more than the advertised price to the consumer.

This is in direct violation of the proper ethics of business that should prevail between the various factors of the trade. I hope that every retail grocer will assert himself in no uncertain terms to manufacturers who are guilty of perpetrating this uncalled for injustice.

I have briefly tried to give you an outline of the activities of the National Association. There are many other matters of importance which are under way, but as yet not in shape to announce. Suffice to say, that your National officers are your servants and are at all times ready to promote your interests. We appreciate the loyalty of the Michigan State Association. Your worthy President and your very

*Address by J. A. Ulmer, President National Association of Retail Grocers, at the twenty-third annual convention of the Retail Grocers and General Merchants Association of Michigan.



ASIDE from the fact that they're California-quality prunes; and aside from the fact that they're priced a little lower "in the bargain"—remember that Growers Brand Prunes are the most convenient prunes you can handle! They're packed three ways—all good. For example:

You can get these fine, full-flavored prunes in the regular 25-lb. and 50-lb. wooden boxes [all sizes]; in a special 5-lb. Growers Brand carton containing medium-sized prunes [60-70's]; and the same-sized carton containing a blend of the smaller-sized prunes [70-80's and 80-90's]. The cartons will make a special appeal to housewives who like to have prunes "in the house" all the time!

CALIFORNIA PRUNE AND APRICOT GROWERS INC.
5472 Market St., San Jose, Cal. 10,000 grower-members

Ask your jobber about Growers Brand Prunes—you'll find it worth your while! Never was there such a nation-wide demand for prunes! Never was there such an opportunity to "cash in" on a ready-made market. Never was there a more timely offering than Growers Brand. Besides, it's a "better buy" because—

Growers
BRAND
PRUNES



efficient Secretary made an excellent impression upon the delegates at the Atlanta convention. We hope that when we meet in Kansas City next June Michigan will have a much larger delegation. The Kansas City local association is making preparations to entertain the largest gathering of retail grocers in the history of our National Association. From all reports we anticipate a record crowd, so I say to you men, make arrangements to go to Kansas City and attend the National convention next June. I can assure you that, besides having an enjoyable time, you are bound to receive many good ideas which are bound to make better merchants of each and every one of you.

Hard To Find Good Fruit in Small Town.

Grandville, March 8—However, it may be in the cities, the small town consumer is up against the foodstuff proposition in way that is not only unpleasant, but wholly inexcusable. For a long time now I have sought to find on sale apples that were really and truly what they purported to be—apples. Not a peck of first class apples on the market! In the city there may be genuine Spys, Baldwins, Kings and the like, but not in the small town.

I have wondered at this, but have never had my wonder satisfied. Graded fruit is not for us poor village mortals. It must be that the expert fruit grower is very little in evidence even here at the gateway of the celebrated fruit belt of Western Michigan. One cannot help wondering what becomes of all the splendid apples said to be raised in this region since none of them ever get to the market.

I have no thought that the grocer is in the blame. He has to take what he can get, while doubtless Chicago and other big cities take the velvet. Back in the days when dollar wheat and fifty cent apples were considered ample reward for the farmer, there were a few growers in our own State of Michigan who sold their apples in the Chicago market for \$6 per barrel. At that time the price seemed a bonanza, yet few there were who profited by the example of the more fortunate ones, contenting themselves with glutting the market with inferior fruit.

Even to-day our markets are glutted in the same manner—with apples that are only fit to make pig feed, and the raisers seem not to understand the significance of conditions. Many apples are gathered too early, so that even the most splendid specimens will sell for poor stock after being in the bin for a short time. Fruit that is thoroughly matured is the only kind that should ever be put upon the market.

It is surprising how little good fruit there is in the country. It may not be quite as easy to raise fancy apples as culls, yet that sort is the only kind worthy of a farmer of repute, and the only brand that fetches real profit money to the grocer, especially years when the crop is large. Nobody ever heard of a year when fancy fruit did not fetch a good price. During the world war even the scrubbiest of apples, peaches, pears and small fruit fetched enormous prices, the raisers waxing financially fat over the proceeds.

Now that the tables have turned and normal times are again on deck, the slipshod methods of war days will not pay. Better by far leave the cull fruit to rot on the ground than force it onto the market, glutting the same, reducing prices to a minimum, giving the grower excuse for bemoaning his unhappy lot because of unremunerative prices.

There has never been a glut of fancy apples. Then why not raise this kind and let the shiftless fellow grub along on low prices and slender purse strings? One year when \$1 was a fair price for peaches of the ordinary or-

chard run, one Michigan grower netted \$1,600 per acre from four acres of Elberta peaches. He got \$3 in the Chicago market, and there were no culls in the whole bunch. That was going some, and yet it can be and, no doubt, is duplicated to-day.

It has been estimated that only one in ten in the mercantile world succeeds. A small per cent, indeed, yet among farmers can we find a better rating? Perhaps so, yet those in that field of endeavor have their drones, their shiftless, half-hearted workers, so that the really wealthy agriculturists may not number more than one in ten.

The business of farming as a vocation is in its infancy. The time will come when this field of human endeavor will be much better cultivated than at the present time. Opportunities are great, yet few there are who take advantage of those opportunities. Competition in the farmer's field will become more intense as time passes. Those who are up and doing all the time, securing the best crops, both in the vegetable, grain and fruit line, are the ones who will reap the benefit.

There are many hand-to-mouth workers, both on the farm and in the industries. Perhaps, if it were not for so many of this kind, there would be less opportunities for the ones who study to succeed by excelling in the production of the best of everything that grows out of the ground. There is always room at the top. Let this be borne in mind by the young man who sets out in his life work. Let him resolve to be, not a groundling, but one of the upper-rounders on the ladder of life. Hard work with an object in view has contributed to the making of more great men in the Nation than all the colleges and other institutions of learning combined.

Just at present I would like to see good fruit and vegetables raised to stock the groceries in the small town as well as in the city.

Old Timer.

Getting Salesmen Interested.

Food product concerns often have difficulty in securing sufficient cooperation from the retail grocery trade to get them to push the sale of their products. These manufacturers are always endeavoring to find some method by which they can get the retail grocers interested in their companies and products.

One well-known milk canner recently brought out an issue of preferred stock. He sent a prospectus of the issue, and reproductions of some of the advertising, to every retail grocer in his territory. As a result, many of the grocers purchased some of the stock, and in purchasing stock, they became interested in the future of the company. Whenever they sell some of this milk they are really selling their own product, because they are financially interested in the company.

The results, over a period of time, have been worth while and show that the grocers who have bought stock are selling a larger volume of this milk than other grocers, with the same capital and ability.

R. D. Brigham.

Probably Stayed After School.

"What is an orphan?" asked the teacher. None of the children seemed to know.

"Well, I'm an orphan," said the teacher.

Then a hand popped up and the small boy remarked, "An orphan is a woman who would like to be married but nobody'll have her."

Good Time To Save Humanity and Develop Character.

With the tremendous increase in our material resources in this country, the opportunities for a young man to reach the goal of his ambitions are as good as in the past and indeed better than ever.

We hear much of the fortune which attends the coming of youths from the country to the city. They are usually frugal and industrious and as they have in them a spirit of adventure and an unquenchable ambition they go far. They represent often the very pick of a community, as they have been led by their energy and initiative to try the hazards of the city.

Whether the boy is a native of the metropolis or whether he has come from a distance, the conditions which attend his success are about equal, provided he is willing to discipline himself. A young man in order to make a success of his life must first of all decide what he is to do, and then to stick to his determination. If one is deflected from one's purpose, failure will often be the result.

Having made up his mind as to his objective, the young man who would make his life a successful one must deny himself much. If he is fond of good cigars, it is far better for him to stop smoking expensive brands and to smoke a pipe, and even that in moderation. He must, if he has ambitions, consider well the effect of all such personal habits as this upon his health and his energy.

To win success in any field, a young man in this age, as well as in the past,

must practice that trait which made the saints of old. He must cultivate the virtue of self denial. When others are going to the theaters and mingling in the pleasures of the bright White Way, or the ways of any other hue, he must stay away from gay haunts so that he may be the better prepared for the struggle of life which leads to success.

The practice of self-denial of this kind in the early years of one's life makes for the development of character and the strengthening of purpose. Over the foot of the bed of every young man, where he can see it the first thing on awakening, should be that Latin motto, Quo Vadis? The "Whither goest thou" of the old Romans was a question which has caused many human beings to stop and consider and to order their lives and ambitions in accordance with it.

As far as the gaining of wealth is concerned, the opportunities for young men to succeed now are greater than ever. There is more money, there are greater resources, and the development of great corporations has really increased the chances for able and aggressive youths to reap the full rewards of their efforts.

Surely there never was an era in the world better adapted than is this for serving humanity and developing character. It will only be a question of time when the present disturbed conditions will have passed away and in the readjustment which is to come success of the highest order will be within the reach of the younger generation. Morgan J. O'Brien.

WHEN YOUR PANTS BEGIN TO GO

When you wear a cloudy collar and a shirt that isn't white,
And you cannot sleep for thinking how you'll reach to-morrow night,
You may be a man of sorrow, and on speaking terms with Care,
But as yet you're unacquainted with Demon of Despair;
For I rather think that nothing heaps the trouble on your mind
Like the knowledge that your trousers badly need a patch behind.

I have noticed when misfortune strikes the hero of the play,
That his clothes are worn and tattered in a most unlikely way;
And the gods applaud and cheer him while he whines and loafs around,
But they never seem to notice that his pants are mostly sound;
Yet, of course, he cannot help it, for our mirth would mock his care
If the ceiling of his trousers showed the patches of repair.

You are none the less a hero if you elevate your chin
When you feel the pavement wearing through the leather, sock and skin;
You are rather more heroic than are ordinary folk
If you scorn to fish for pity under cover of a joke;
You will face the doubtful glances of the people that you know;
But, of course, you're bound to face them when your pants begin to go.

If, when flush, you took your pleasure—failed to make a god of Pelf—
Some will say that for your troubles you can only thank yourself;
Some will swear you'll die a beggar, but you only laugh at that
While your garments hang together and you wear a decent hat;
You may laugh at their predictions while your soles are wearing through
But a man's an awful coward when his pants are going too!

Though the present and the future may be anything but bright,
It is best to tell the fellows that you're getting on all right.
And a man prefers to say it—'tis a manly lie to tell,
For the folks may be persuaded that you're doing very well;
But it's hard to be a hero, and it's hard to wear a grin,
When your most important garment is in places very thin.

Get some sympathy and comfort from the chum who knows you best,
Then your sorrows won't run over the presence of the rest;
There's a chum that you can go to when you feel inclined to whine—
He'll declare your coat is tidy, and he'll say: "Just look at mine!"
Though you may be patched all over, he will say it doesn't show,
And he'll say it can't be noticed when your pants begin to go.

Brother mine, and of misfortune! times are hard, but do not fret,
Keep your courage up and struggle, and we'll laugh at these things yet.
Though there is no corn in Egypt, surely Africa has some—
Keep your smile in working order for the better days to come.
We shall often laugh together at the hard times that we know,
And get measured by the tailor when our pants begin to go.

Henry Lawson.

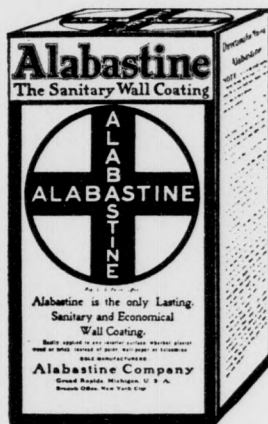
1921 Spring Advertising for Alabastine

Full Pages in Color

Woman's Home Companion
Today's Magazine (Outside Cover)
Etude (Outside Cover)
Review of Reviews
Scribner's Magazine
Century Magazine
Harper's Magazine
Atlantic Magazine
World's Work

Black and White Space

Ladies' Home Journal
Woman's Home Companion
Delineator



Designer and Woman's Magazine
McCall's Magazine
Youth's Companion
American Magazine
Today's Magazine
People's Home Journal
Good Housekeeping
Farmer's Wife
Needlecraft
Mother's Magazine and Home Life
Woman's World
American Paint and Oil Dealer
Painter's Magazine
National Hardware Bulletin
Export American Industries
American Exporter

That's Why

The Whole Country is Calling for

Alabastine

The Sanitary Wall Coating

Instead of Kalsomine or Wall Paper

Home owners in every state in the Union insist upon the use of the nationally accepted wall tint. Schools, hospitals, churches, theaters, and beautiful buildings of all kinds are specifying the durable, artistic and sanitary wall tint which through advertising has become standardized in public confidence.

Alabastine is an improvement over other materials used for interior decorating. It works smoothly and evenly in any climate at any time of the year. It is applied successfully and quickly to new or old plaster, wallboard or burlap, over paint or even wall paper which contains no aniline dyes or raised figures.



Alabastine saves time for the decorator, earns profits for the dealer, gives satisfaction to the builder and his client. It is a good product to use—a good one to sell. The cross and circle printed in red on every package identify the genuine. Your customers will look for it. Ask your jobber or write us.

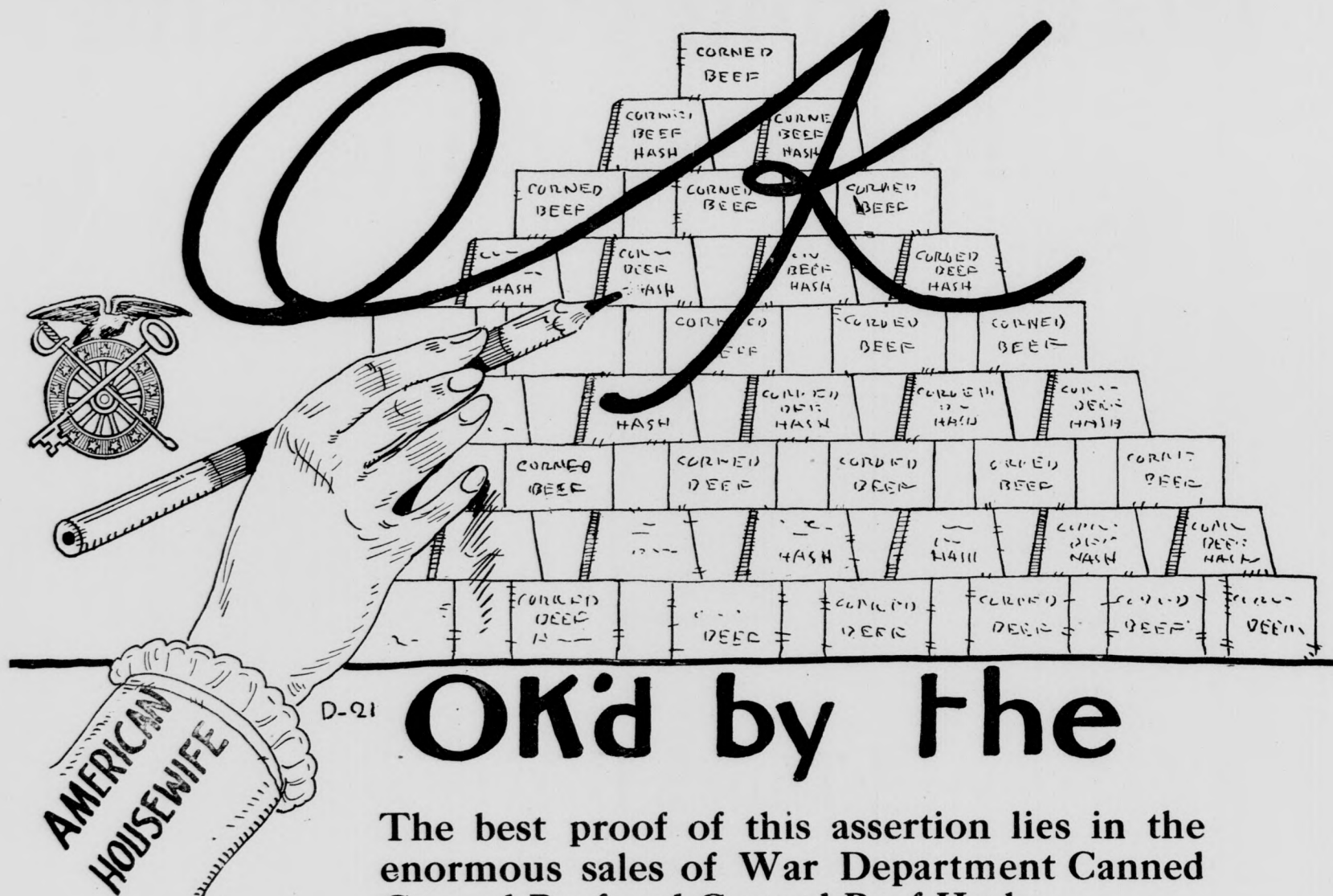


THE ALABASTINE COMPANY

448 Grandville Avenue

GRAND RAPIDS, MICHIGAN

WAR DEPARTMENT



OK'd by The

The best proof of this assertion lies in the enormous sales of War Department Canned Corned Beef and Corned Beef Hash.

Ever since Uncle Sam flung wide the doors of his vast storehouses, there has been a constant, ever-increasing demand for these nourishing foods.

Through a vigorous advertising campaign, housewives in every part of the country have learned of this big opportunity to save money, to reduce living costs; and were quick to take advantage of these sales.

Dealers everywhere began to cash in on

the crowds who thronged their stores, eager to buy War Department Canned Meats. They then realized that the sale of these delicious meats proved a great attraction, as sales in **other** departments showed a decided increase.

You, too—whether large or small merchant—can reap the profits from this nationwide demand of the housewives of America for War Department Canned Meats.

Get busy! Order a supply from the nearest depot quartermaster to-day—the response will be prompt

BUY WAR DEPARTMENT

Buy it by the Carload—Freight prepaid

CANNED MEATS



American Housewife...

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 \$ 500,001	32% net to prevail
When purchases reach 100,001	28% 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.

SURPLUS PROPERTY BRANCH

Office of the Quartermaster General

Munitions Building, Washington, D. C.

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



GOOD MERCHANDISING.

Cardinal Features Essential To Complete Success.

We must remember we are now back to the old-time competition where scientific methods will again count in the battle for success. You retailers must merchandise scientifically and aggressively from now on.

Good Goods.

You have been forced during the past few years to take goods that were off grade. The regular production of standard goods was not equal to the demand and, in order to take care of the wants of your customers, you were obliged to accept goods of new manufacturers which were not what you wanted, but were the best you could acquire.

These goods of inferior quality are now being offered in the market. The manufacturers of this class of goods are having more trouble to sell their goods than the makers of better goods. You must differentiate between these values. You must not be misled by the prices of these off-grade goods when you compare them with the prices of good goods that have helped to build your trade in the past.

Turnover.

You must again get back to the question of turnover. Turnover means the relation of your sales to your merchandise on hand. During the past few years we have lost sight of turnover, because it has been one grand scramble to get goods, and we have bought wherever we could, in order to get the merchandise. Now that the freight congestion is over and goods are received with reasonable promptness when shipped it is entirely possible to get the old turnover.

The present conditions of the declining market and the large expense accounts compel us to get the greatest possible turnover. Many of the merchants who have sprung into being during the past few years know nothing about turnover. They are the creatures of circumstances and their prosperity is due to general business conditions and not to their own efforts or ability. But from now on your success depends upon your ability to get a better turnover.

A retail drug man stated the other day that he turned his stock fifteen times a year, yet the head of a large wholesale drug house said that four and one-half times was a good average. I am inclined to think the retailer who gave this figure is a very exceptional merchant or else was guessing at his figures and, therefore, was not at all scientific in his management.

An expert said a few days ago that a retail grocer who turned his stock over eight times a year made an average showing, while twelve times is a good but rather exceptional record. There are merchants who have turned their stock something over thirty times a year. This, of course, is the extreme of good merchandising, but it shows what can be done if one studies the question of turnover and profits by his studies.

Specialize.

During this period of falling prices we must all face a decrease in our

volume from a dollar and cents standpoint at least. Do not be misled by this, but rather know how your volume compares in units, tonnage or yardage, and measure your volume by this rather than by the dollar standpoint.

Do not be tempted because of the decrease in business to add other lines. This kind of a policy will spoil your town as a merchandising town. Rather develop your business within the lines you now have to the highest possible point. Keep your store attractive. Instead of fighting the other merchants in town, get together and talk things over. Join in an effort to make your town the best trading point that is possible.

A retailer came to me a few days ago with the statement that a certain

volume from a dollar and cents standpoint at least. Do not be misled by this, but rather know how your volume compares in units, tonnage or yardage, and measure your volume by this rather than by the dollar standpoint.

One of the reasons for this is that



Guy W. Rouse.

merchant he knew was going to inventory part way between cost and market and thereby save a part of his loss for next year. To my mind this is a bad practice and I would recommend very strongly that you take your inventory at the market.

Do not worry about the loss for this year. This is bound to be a hard merchandising year and the loss will take care of itself. Rather take inventory at the market and, if you have made a loss this year, show it. The bankers know that the kind of experience the merchants, particularly the grocers, have had is such that many of them cannot show any profit to speak of.

Don't fool yourself. Don't fool your banker, but make your showing what it actually is and then merchandise harder and faster than ever.

Co-Operative Stores.

Some of you are very much disturbed over the appearance of co-opera-

One of the reasons for this is that

Fire Insurance And How Written.

Does your fire insurance cover your property, including your outside storages, your lean-to, your awnings, your signs on your buildings, etc.? Have you read your policy and do you understand it, and have you fulfilled the agreement you made when you accepted the policy? Don't forget that the mere acceptance of the policy by you has placed upon you certain obligations that you promised and agreed to fulfill, and if you do not fulfill your promises, the insurance company may be legally relieved from fulfilling theirs.

Adjustments.

If you have a fire and have trouble in getting a satisfactory adjustment, your jobber can help you.

G. W. Rouse,

President Worden Grocer Company.

Progress of the Trades Unions.

In 1922 the Plasterers' Union gained their great victory, the five-hour day.

In 1924 the Bricklayers' after doing no work for six months, during which their wives took in washing, achieved the three-hour day.

In 1926 the Affiliated Unions of Hod-Carriers and Waiters landed the two-hour day.

In 1927 the unions of carpenters, joiners, barbers, surgeons, butchers, motormen, ballplayers, paperhangers, janitors, lemonade bartenders, school children, brakemen, plumbers, burglars, mule-drivers, caddies, chiropodists and clergymen obtained the one-hour day. All the other unions automatically adopted the new world capital, Wilsonopolis, District of Democracy, to same working period.

In 1928 the universal convention of organized labor met to consider the ominous question, "What next?" "Brethren," said the chairman, "we seem to be up against it. What can follow the one-hour day? There is nothing left to conquer. Our occupation as walking and talking delegates is gone."

"Not so," responded the gentleman from Bolshevikia. "We have not yet reached the limit. Hitherto we have been agitating for 'shorter hours for labor,' but all we've gained has been fewer hours. The hours are as long as they ever were. From now on let our slogan be: 'A shorter hour for labor.'"

In 1928 organized labor secured the thirty-minute hour, with time and a half for overtime and fifteen minutes for lunch.—Life.

Vandalism Forbidden.

The traffic was at its height and there were the usual piles of passengers' baggage on the platform. In the usual way the porters were banging them about, while the owners looked mournfully on.

Suddenly the station master appeared, and, approaching one of the porters, shouted in stern tones: "Here! What do you mean by throwing those trunks about like that?"

The passengers pinched themselves to make sure that they were not dreaming, but they returned to earth when the official added: "Can't you see you're making big dents in the concrete platform?"

Credit Conditions in Dry Goods Trade.

The domestic dry goods credit conditions are showing steady improvement in the primary division. Accounts overdue are fewer in number and are confined as a rule to the smaller houses. Constant pressure to pay has necessarily forced liquidation of merchandise and left many houses with limited capital and credit for future operations, compared with a year ago. The foreign credits are still troublesome and will entail much delay in settlement. That is the crux of the delay in restoring export business, merchants say, as many enquiries coming in show that goods are wanted and that many houses have already taken their losses and made ready to go ahead.

For some time at least it is the feeling of New York exporters that the larger part of any new business that comes forward will have to be financed through assistance here. Many of the downtown houses, lacking the support of banking credits for foreign use, are hampered greatly and will be unable for some time to move forward. In the uptown district, where mills and commission houses handle goods with less direct banking assistance, more business will be developed if the domestic trade does not show more strength. At the moment the domestic demand is not large enough to take care of the probable production for the second quarter of the year and this is tending to make houses look a little closer into the prospects of financial developments abroad. A great deal is hoped for from the enunciation of new policies by the incoming Administration.

The cotton yarn markets have fallen back steadily since the cotton decline, but not altogether because of it. There has not been sufficient increase in consumption to take care of the activity in spinning circles, particularly among Southern spinners.

At a meeting held in Charlotte, N. C., last week, the latter formed a new association, combining the soft and hard yarn spinners, and while the meetings were secret, as usual, it was stated that a further curtailment of production would take place. The spinners are reported as believing in a reduction of cotton acreage this year in order to enhance the value of cotton and then of yarn.

It is a singular fact of the immediate situation that the finished cotton goods business in some lines is good, while the gray goods values are receding. This applies to bleached goods, printed percales and narrow prints, and many of the wash fabrics. The large corporation printers are so well supplied with orders that they will not undertake new deliveries within thirty days, and some of the bleached goods houses cannot give new deliveries on branded goods much before the latter part of March. The explanation is that the demand is coming along so steadily for small lots for immediate shipment that accumulations of finished goods are not showing. The buyers of these goods want corporations and converters to carry stocks so that they can continue to order just as goods can be sold.

The converters and corporations are not yet convinced that they want to carry goods as buyers suggest, in lieu of firm orders or a definite prospect of orders for styled goods of certain grades. Consequently they are remaining out of the future gray goods markets and mills foresee accumulations of gray cloths. Some have already accumulated goods as they started machinery in anticipation of larger orders than any that came forward. Much of the gray cotton goods conditions of prices at cost or below it and no demand when finished goods are selling may fairly be attributed to general business uncertainties. These may clear up in a considerable degree within two weeks. For this reason some experienced traders are untroubled by any low prices they hear on either cotton goods or cotton yarns.

All reports coming from the wool goods industry agree that the tone and sentiment are much better since the opening of the American Woolen Company last week. The makers of cloaks, suits and dresses for women's wear have bought more liberally than the clothing manufacturers using men's wear fabrics, but the latter have not been idle by any means. The fact appears to be that the low prices named on many goods stirred to action, while the wide variety of the offerings brought forward many buyers who were showing indifference before the new lines appeared.

The suggestion made looking toward an exchange for the buying and selling of raw silk in this country is not new, but it has now assumed a positive phase in that a form of incorporation and working has been devised and will be presented to the trade in a week or two. The plan as outlined looks feasible and if there is to be speculation in this and other textiles, publicity every day in an exchange may prove very necessary. There are those in the cotton goods trade who believe that much mischief would be eliminated if unfinished cottons now traded in through brokers were traded in by the same factors in an organized exchange.

How the Future Looks to Us

The Fall and Winter season in the dry goods business has been so disastrous that retailers generally hesitate in buying for Spring and have asked us repeatedly what our opinion is for the near future. Here it is:

The situation is complicated because of the large excess supply of raw materials, such as Cotton, Wool and Silk and the restricted supply of manufactured articles, because most Mills and Manufacturers have either shut down or curtailed their production in the past few months. This has forced a shortage of staple wanted merchandise which for the immediate future will be less than the demand. We are, therefore, warning our friends and customers to take note of this situation and while the present may look bad, still you must buy small quantities of staple wanted merchandise or otherwise when the Spring trade develops, you will find yourself without merchandise and unable to get what you want, because even though the farmer and industrial worker have been hard hit they still have money and will desire merchandise to wear next Spring. This program requires some nerve and initiative but we do not think you can afford to do otherwise if you are going to stay in business. We suggest that you do not buy for delivery beyond April as it looks as if with the large supplies of raw materials and a further cut in the cost of operation and wage reductions, that there is a very good possibility of your buying merchandise a little cheaper next summer and next fall.

We shall be glad to elaborate on this candid opinion for the benefit of any retailers who may desire further information.

GRAND RAPIDS DRY GOODS CO.

Grand Rapids, Mich.

Exclusively Wholesale

No Retail Connections

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



Michigan Motor Garment Co.

Greenville, Mich.
6 Factories—9 Branches

BOYCOTT THAT FAILED.

Department Store Turned Table on Union Methods.

"Lick 'em with kindness."

This was the slogan of the Witt Clothing Co., of Oklahoma City when the labor unions of the Oklahoma capital decided to picket the Witt store because it had joined the Open Shop division of the Oklahoma City Chamber of Commerce. How well the Co. and its advertising manager, Edward B. Galloway, succeeded forms one of the most interesting labor stories of recent years.

The Witt Clothing Co. and the Scott-Halliburton Dry Goods Co. were chosen as the first victims of picketing because they were among the largest businesses of their kind in Oklahoma City. Announcement was made by the unions that pickets would be stationed at both places for an indefinite period, and that unless the rest of the business men deserted the Open Shop pretty quickly they would get a taste of the same methods.

Picketing was started on the morning of Nov. 22, with three men stationed in front of the Witt store, two on Robinson street and one on Grand avenue. In the traditional labor-union-picket manner they warned all passersby that "this store is unfair to organized labor." In addition they wore printed signs on their breasts and back, much in the manner of sandwich men. These placards read:

Open Shop

This store built and made rich by Union Labor. They now believe in the Open Shop and Sweat Shops."

On the morning that the pickets began pacing their beats, Edward B. Galloway, advertising manager of Witt's, and a former official of the Oklahoma City Advertising Club, had an inspiration.

Why not take advantage of this picketing? he thought. Why not sell the unions on the Witt Clothing Co. and sell the public at the same time?

His next advertisement was to run on Thursday. Hurriedly he made the small drawing which showed a row of three fence pickets, with the word 'Pickets' in bold hand-lettered type beneath. And his first Picket Column read:

Dear Folks: You are cordially invited to stroll down Robinson to Grand and see our three handsome pickets. Really they are nice-looking, very peaceful, neatly dressed young men. Two on Robinson, one on Grand. If you should happen to be passing and forget that we are selling men's and boys' quality clothes and furnishings at next spring's prices—they will remind you to look in our windows and see the values. Stick around until Christmas, boys, and we will give you a handsome practical quality gift, and let you "picket" out for yourself.

It was the "Clothes" of a perfect day. As we came out of the store he was standing on the edge of the curb with his back to us, and there was also something about his shoulders which indicated that he believed in a Closed Shop. It was 6 o'clock, so we closed our "Clothes Shop."

—and this is the cause of it all. We believe that the non-union man should be given the same opportunity

to work on the same job as the union man. Of course we know there are many, very many, new-fashioned ways of doing things, but nobody has yet improved upon the open-heart, the open-shop and the open-hand way of dealing with mankind in order to achieve the best results.

Mr. Galloway's first advertisement took Oklahoma City by storm. Hundreds of telephone calls kept his wire busy all day. Scores of friends, and many who had never seen him before, called in the store in person to shake him by the hand and congratulate him. Business picked up with a rush. Apparently his Picket column had told the truth. Many who otherwise would never have purchased at the store came in because their attention had been called to it by the pickets—and because they wanted to show their contempt of the picketing method.

One man from Sapulpa came into the store to purchase a suit of clothing.

"I intended to buy this at home," he told the clerk, "but when I saw those pickets outside, warning me to stay out, I decided I might as well show them they weren't running my business."

Among the callers who came to see Mr. Galloway were many union men, who told him they thoroughly disbelieved in picketing methods. They asked, naturally, that their names be kept secret, but they wanted to congratulate him and the store for refusing to be stampeded.

The books of the store showed a 10 per cent. increase in business from the time the first advertisement appeared, until—but we are getting ahead of our story.

"Lick 'em with kindness" was the store's motto—as was mentioned at the beginning of this story. And acting on that principle every employee was ordered to refrain from any remark or action that might give offense to the union men stationed around the building. They were instructed, on the other hand, to give them any assistance they might require.

On the second day of picketing a heavy, cold, north wind arose, bringing with it a penetrating cold rain. One of the store employees noticed that a picket outside was insufficiently clad. Without asking permission, he got down a heavy new rain coat from the stock, walked outside, gave it to the picket and went back to business. The picket wore the raincoat until the storm was over—wore it outside of the placard which announced that the store was unfair to organized labor.

The unions, however, were still going strong at the end of the week, and when Saturday came announced through the newspapers that they intended picketing every important Oklahoma City store. Meantime, Mr. Galloway continued printing his advertisements in which he told how much business was increased by the presence of the men outside.

Then sometime between Saturday and Monday the unions had a meeting. They discussed the picketing and the advertising campaign, and finally came to the conclusion that

they had started on the wrong store.

On Monday morning one of the pickets called on Mr. Galloway.

"We have quit," he said. "You have jollied us out of it. We started on the wrong store. We have no advertising to fight you with. We're done."

The pickets were called away from the Scott-Halliburton building at the same time—and now all is quiet along the Potomac.

Programme Prepared For Dry Goods Convention.

Wednesday, March 16.

9:30-10:30 Registration of members and guests.

10:30 Meeting called to order—John A. Brown, President of the Retail Merchants Bureau of Detroit.

Invocation.

11 Address of Welcome—John A. Russell, Vice-President Detroit Board of Commerce.

11:30 Response and Address—Pres. J. W. Knapp, Lansing.

1:30 Meeting called to order—Pres. J. W. Knapp, Lansing.

1:45 Report of Secretary-Treasurer—Wm. O. Jones, Kalamazoo.

2 Report of Manager—Jason E. Hammond, Lansing.

2:15 Merchandising Conditions for 1921—Victor W. Sincere, The Bailey Company, Cleveland, Ohio.

Followed by discussion.
3 Retail Advertising During 1921—J. B. Mills, J. L. Hudson Co., Detroit.

Followed by discussion.
3:45 The View-point of the Whole-

The Easter Trade

A good line of Men's Dress Shirts—Percalé and Madras stripes, ranging in price from \$10.50 to \$48.00 per dozen.

Packed solid sizes to the box. Sizes 14 to 17.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

A great
trade
getter

BROWN'S
BEACH
JACKET



Reg. U. S. Pat. Off.

Nothing like it for the man who spends his time outdoors. Keeps in heat, keeps out cold and wears like iron. Cheaper than a good sweater and will wear twice as long. Is clean, because it can be washed repeatedly without losing its shape. Comes with or without collar; and vest. Widely advertised.

ASK YOUR JOBBER

or write

BROWN'S BEACH JACKET COMPANY
WORCESTER, MASSACHUSETTS

saler—Frederick Stockwell, Edson, Moore & Co., Detroit.

Followed by discussion.

Experience Meeting and Smoker.

7:30 Presided over by W. P. Emery, General Manager Crowley Milner & Co., Detroit.

This programme will be full of discussions of store problems. Everything will be discussed—advertising, salaries and bonuses, deliveries, taxes, policies for future buying, disposition of surplus stocks, credits and collections. In fact, every phase of store life will be brought up and discussed. Mr. Emery will be the chairman, a sort of a "Cheer Leader," and he is going to expect you all to take an active part in the discussions.

Thursday.

9:30 Call to Order—Vice-President J. C. Toeller, Battle Creek.

10 The Pattern Situation—H. S. Shelton, President of the Johnson-Shelton Co., Dayton.

10:30 The Financial Status of the Retail Merchant—Edmund D. Fisher, Former Vice President, Bank of Detroit, Detroit.

Followed by discussion.

11 The Suppression of Shoplifting and Kindred Offenses—W. De S. Trenholm, Stores Mutual Protective Association, New York.

Followed by discussion.

11:45 Report of Committees.

Afternoon.

1:30 Call to order—President J. W. Knapp.

1:45 Price Maintenance—Percy S. Straus, R. H. Macy Company, New York, New York.

Followed by discussion.

2:30 National Problems Affecting Retailers—Alvin E. Dodd, Manager, Domestic Distribution Department, Chamber of Commerce of the United States.

Followed by discussion.

3 Retail Sales Education—Mrs. Lucinda W. Prince, Prince School of Salesmanship, Boston.

Followed by discussion.

3:30 Parcel Post Deliveries for Retail Stores—Hal Geer, Secretary, Retail Division, St. Paul Association of Civic and Business Affairs, St. Paul.

Followed by discussion.

4 Why Every Merchant Should be Interested in the Affairs of the National Association—Lew Hahn, Managing Director, National Retail Dry Goods Association, New York.

7 Banquet in convention hall, Detroit Board of Commerce.

Toastmaster—Rev. Dr. M. S. Rice, Pastor North Woodward avenue M. E. church, Detroit.

Taxes of the Future—Hugh Satterlee, New York.

Organization—James V. Barry, Metropolitan Life Insurance Co., New York.

Hal Geer, of St. Paul, will have charge of the music for the convention and banquet. Orchestra music for both evening sessions.

One Thing He Learned.

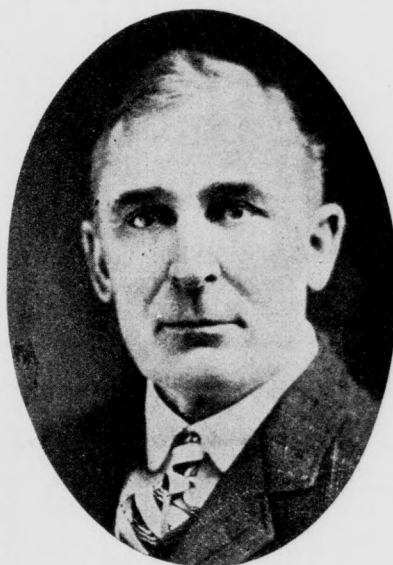
He always had said he was sure that clerking he couldn't endure. Ten years proved it true. For all he then knew Was that nighties aren't made of velour.

Some folks never borrow trouble—they just borrow \$2 and fergit it.—Kin Hubbard.

PRINCE OF GOOD FELLOWS.

Sidelights on the Career of Honest Groceryman.

To a multitude of people, young and old, the subject of this sketch needs no introduction. George W. Haskell was born in the State of New York Sept. 9, 1850. At the early age of 3 years he persuaded his parents to leave the decadent State of New York and accompany him to our congenial commonwealth, where they settled comfortably on a farm in the township of Cohoctah, Livingston county, near the Shiawassee county line. Here George at once began the life of an enthusiastic agriculturist, having had some experience in the dairy part of farming in the East. George's ideas of wresting wealth or even substance from the soil were peculiar to himself. For instance, the



George W. Haskell.

machinery for harvesting hay and grain in those days was of the armstrong pattern—for hay the scythe and snath and for certain grains the cradle. George always insisted on using the old mulley type of scythe and snath for cutting hay and the turkey wing cradle for grain. The mulley hay rig was, as a neighbor described, "one you could top in and lather out" with, and George's father (a good old Baptist deacon) once kindly remarked to him, "You are doing fairly well, my boy, with the clover. You are cutting some off, pulling some out by the roots and tramping some down, so I guess it will all die." The turkey wing cradle may have been handed down from the ancient Romans or, perhaps, it came from Germany and was about as dangerous as a modern machine gun. On the ground it was worse than a wheel barrow to fall over and to whet the scythe it had to be propped up in the corner of a rail fence and sharpened from the other side of the fence.

It is also true that George was somewhat dissipated in his earlier years. He attended as many as two Sunday school picnics in the summer and as many donation parties in the winter, besides spelling schools. These affairs were often scandalized by such pernicious plays and games as were popular then, instead of the decorous shimmy and the virtuous fox trot of

modern times. In spite of these peculiar traits, our subject struggled on through his teens and to manhood, working the farm with the crude tools of those days for the support of an invalid father and a large family of more or less near relations with the same cheerful determination that has characterized him through life. He graduated from the farm after his father's death and started on a commercial life on a tin wagon, not a ford, but a wagon to drive through the country, bartering tinware for eggs and paper rags. His career on this wagon was brief, but lurid, terminating suddenly by the wagon going sidewise down a steep hill, smashing itself and the tinware and seriously damaging the eggs. From that day to this George has had a deep and lasting prejudice against tinware and scrambled eggs. After a few years of faithful work as a clerk in a general store, George started traveling and ever since has been faithfully, industriously and good naturedly doing his stunt as a traveling salesman, mostly in the grocery line. For forty years he has represented the Worden Grocer Company of Grand Rapids, who have frequently expressed their high regard for him as a man and as a salesman. There is hardly a child on his route but knows and loves Uncle George.

Mr. Haskell was married July 1, 1877, to Miss Elvina Betterly, of Byron, who passed away Aug. 21, 1920, at their home in the city of Owosso. One daughter blessed this union, Vera A., now Mrs. Charles Sackrider, of Owosso, with whom Mr. Haskell now lives. The home life was ever characterized by love and sympathy. While he lives an active life and overcomes all difficulties, Mr. Haskell never overlooks his obligations to others or to the community in which he lives. His charities are many. He believes in using what he has accumulated in a manner best calculated to benefit mankind, winning hosts of friends with his habitual cheerfulness, ready sympathy, irrepressible humor and strict fidelity to friendship. If friends are worth a dollar apiece, George W. Haskell is nearly a millionaire. He was a loyal member of the now defunct Knights of the Grip and is a live wire in the U. C. T. He is a royal good fellow, with very few earmarks of time, but with the un-

quenchable spirit and heart of youth. He still has the enviable faculty of making brighter and happier the lives of those with whom he comes in contact, so we who know him dub him the prince of good fellows, knowing that though others may gain and be worthy of the title none can contest his.

Have one single, definite aim, and let no side targets distract your attention. You can hit but one bullseye at once.

A Service to the Revenue Department

THE tax service that Certified Public Accountants are rendering is not less important to the Government than to the tax payer.

For the seal of the Certified Public Accountant is a symbol of the correctness with which the principles of the tax law and regulations have been applied as well as of the accuracy with which the tax return itself has been prepared.

Such service is an important contribution to the efficiency of the tax department.

Seidman & Seidman

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

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.

Work for the "TURN OVER" Get rid of the "HANG OVERS"

Our "Soft Spot" offerings will bring you quick "Turn Overs" right now when you need them vitally.

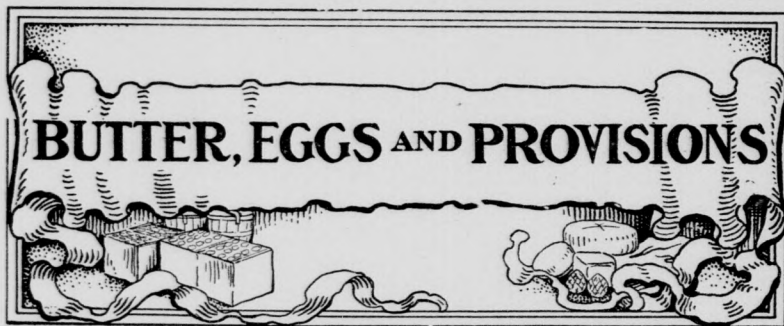
If you don't push out your "Hang Overs" they will "hang" you.

THINK IT "OVER." The antidote for "Hang Overs" is "Turn Over." We're the Doctor.

Daniel T. Patton & Company

GRAND RAPIDS
59-63 Market Ave. North

The Men's Furnishing Goods House of Michigan



Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.
Vice-President—Patrick Hurley, Detroit.
Secretary and Treasurer—Dr. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Necessity of Budding or Grafting Avocado Trees.

El Cajon, Calif., Feb. 23—Avocados, like most orchard trees, will not come true from seeds. Budding or grafting is therefore, a necessary operation, and a somewhat difficult one, in the propagation of this fruit, if desirable results are to be secured.

Few fruits have such a wide variation of good, bad and indifferent results from seed plantings as the avocado. We have a record of a seedling orchard of 160 trees that came into bearing near Buena Vista, Florida, in 1903, producing a crop of 1,163 fruits. Of the sixty-three trees that fruited, but two combined good qualities in such a way as to be of commercial merit. Forty-seven of those old enough to bear at that time bore no fruits at all. Nine of the sixty-three trees that did bear produced over half the total crop!

Although California has not planted on so large a scale, her experience with seedling planting has been none the less discouraging. There are two California bred varieties (the Lyon and Chappelow) which have born fruit remarkably like the parent trees. This may be due to isolation, which prevented cross-pollination with other varieties or to the fact that they came from a pure strain of seed, but this has not been demonstrated. The planting of seedlings of our best Guatemalan varieties would seem advisable at this time, as the fruiting habits can be more quickly determined by "top-working" them into larger seedlings.

On account of the quarantine order prohibiting the importation of the seed of the Mexican types, it would seem advisable to conserve all the California grown seeds of this type possible to procure, with a view to improving the type or supplying stock to which the desirable varieties now in existence can be budded. If there is any future for the industry, its success will depend on nursery stock for planting, the propagating of desirable commercial varieties and the development of the markets. Already a large number of the trees have been budded on Guatemalan seedlings. Seed of this type are larger and produce plants of budding size a couple of months sooner than do the Mexican variety, but, being more tender, they are more readily killed by frosts, and therefore less desirable.

The seeds are planted in pots, seed beds or boxes and, where large enough to handle safely, transplanted to the nursery, seed-bed plantings being preferable, as the root system is not in danger of permanent injury from "pot-binding." Most seed planting is done in the fall when the seeds of the Mexican type is more abundant than at any other season. The large seeds, weighing two or three ounces each, produce plants large enough to bud in six months. Open field planting is unsatisfactory on account of uneven stand. Transplanting from the seed beds to nursery is usually done in March or April and from nursery

to orchard March is the favorite month in Southern California.

Budding is done in the nursery during the first year and has been found more difficult than in the case of citrus plants. A prominent authority has expressed his belief that not much more than 10 per cent. of the budding in California has been successful. Certain it is, that nursery propagation costs mount up very fast and it is not at all strange that young planting stock is expensive.

There seems to be no more congenial host for the avocado than the root and stock of its own species. All attempts to graft it onto the stock of other trees seem to have been failures. The West Indian types of Avocados being too tender for California, there is left but the Guatemalan and Mexican type to choose from. The latter being far more hardy and vigorous, is the one preferred by nurserymen. The seed supply of these thin-skinned Mexican varieties of seedlings should and probably will be plentiful in a few years, as many of the early plantings are bearing prolifically. Some trees—as many as 5,000 annually—even though the fruit is of no commercial value, owing to its small size (about like a pullet egg), will make for considerable profit to the owner, while the quantity will make it an object for him to ship to the nurserymen. It would seem that the best stock now known is the frost-resisting, thin-skinned, Mexican type. The best trees are produced by grafting or budding to this stock the tested varieties of the Guatemalan type. This combination has produced five very acceptable kinds, some of which are, however, rather tender.

The chief objection to a pot grown plant is the danger of its being root-bound and the tap root being stunted beyond recovery. Open seed bed plantings are more vigorous and much less liable to die within the first two or three years.

The importance of selecting budwood is the key to success, if there is such a thing as success in avocado growing and producing. This important operation should be left to the judgment of an expert, in case of top-working or budding old seedlings to modern varieties. The budwood should come, not only from the parent tree of known record, but also from the limbs which have produced. It is a well known fact that some trees have barren limbs. Budwood from such limbs do not produce, as has been demonstrated in the case of the well-known Taft seedling. Only a part of the original tree has been productive. One of the main branches up to a recent date has been barren. It is logical to believe that all the non-productive offspring of Taft buds are from this "Barren Branch" of an otherwise excellent and prolific tree.

The time will come, no doubt, when parent trees will be officially registered and no buds will be sold from unregistered stocks. J. Elmer Pratt.

The Goodsless Shop.

He rented a shop that was vacant,
And left it that same way.
When folks came in for something,
He "expected it any day!"

It is the business man who does not admit himself beaten until he must admit it who pulls out of the hole at the last minute.

SEND US ORDERS FIELD SEEDS

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads
Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan



Stock Purity Nut

Recommend
It To Your Customers

Every pound of Purity Nut is
Guaranteed to Satisfy

PURITY NUT MARGARINE

The Purest Spread for Bread
Packed 10 and 30 lb. cases 1 lb. cartons

M. J. DARK & SONS

Sole Distributors in Western Michigan

Grand Rapids, Mich.

With a full line of all Seasonable Fruits and Vegetables



WE ARE
EXCLUSIVE
DISTRIBUTORS
FOR
"Dinner Bell"

ALWAYS FRESH AND SWEET

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

Branches: Muskegon, Lansing, Bay City, Saginaw, Jackson,
Battle Creek, Kalamazoo, Benton Harbor, Mich.; South Bend, Ind.

OUR NEAREST BRANCH WILL SERVE YOU



DANIEL WEBSTER

HIGH GRADE SPRING
WHEAT BREAD FLOUR

If you want quality and
an excellent REPEATER
handle

DANIEL WEBSTER

KENT STORAGE CO., Wholesale Distributors
GRAND RAPIDS, MICHIGAN

Old Indian Days on the Muskegon River.

Grandville, March 1—Seeing a lot of Indian-made baskets in a store window reminded me of the days when the redman was largely in evidence throughout Western Michigan, his wigwam dotting many cleared spots in the wilderness along the banks of the streams. Indian villages were met with here and there, while signs of his handiwork were to be seen everywhere.

The redmen were natural trappers and hunters. They readily coalesced with the whites in various enterprises along the rivers, some of them becoming pilots for the up-river rafts of lumber floated to the harbors of the big lake for transportation to Chicago.

There was Indian Bill, as honest a man as ever breathed, whether incased in white or red skin. Indian Jim became a preacher among the Indians and preached many funeral sermons, one of which I attended. His sermon was in the Indian language and wholly unintelligible to me. The singing of the bucks and squaws was very queer to a white man's ears, yet fully satisfying to those who understood.

Indian Pete was also a noted character on the Muskegon. He was for many years one of the most trustworthy river pilots. Then there was Alexander St. Peter, better known as Alixy. He was half French, the other half Pottawatomie Indian, a noted man on the river for years. He it was who was sent by the whites up among the Northern Indians to counsel and advise with them when startling stories were afloat about an Indian uprising which had for its object the annihilation of all white settlers.

This was in the summer of 1862, soon after the Indian massacre of white settlers in Minnesota, for the promotion of which some thirty Sioux Indians were executed by the United States Government. Michigan had the scare of its life that time. The Governor was appealed to for aid in the nature of arms and ammunition. Newaygo county got some fifty Springfield muskets which were used by the Newaygo home guard for the protection of the town. This was in the latter summer when crops were ripening, and it was said that watermelon patches suffered severely in consequence.

That was Michigan's last Indian war and an altogether bloodless one, so far as the sacrifice of human life is concerned. Those Government muskets were afterward carried by the "Horribles" in Fourth of July parades, much to the amusement of the people.

Alixy had two sons who were river pilots, and very good citizens.

The elder, St. Peter, was something of a politician. Usually a Republican, he became disgruntled when Thomas Ferry was up for re-election to Congress and espoused the cause of his opponent. He went around among the Indians of the district, most of whom were voters, and plugged for the Democratic nominee.

The outcome of this attempt at proselyting was something amusing. That was before the present booth system of voting was in vogue and it was known how each man voted. In the township where Alixy lived his was the only Indian ballot cast against Ferry, his two sons standing true to their colors. The rewards received were a new suit of clothes and pair of boots!

The Indians of the Michigan woods were very good citizens. Never one that I call to mind ever guilty of a criminal act. They did not steal and they were always on friendly terms with their white neighbors. The squaws manufactured baskets of all shapes and sizes, selling them to the whites at very low figures. Payment was frequently made in pork and flour.

Until the advent of the whites wheat was unknown to the redmen. Their chief dependence was on corn

and venison. Strange as it may seem, the Indians buried their corn in the fall and many of the holes made for this purpose remained to excite the curious long years after the last redman had disappeared from the haunts of the North woods.

Joseph Troutier, fur buyer and merchant, was, perhaps, the best known of all the halfbloods. He was born on the Island of Mackinac, his father being a French Indian trader. While General Jackson was President, Troutier visited Washington in the interest of the Michigan Indians with whom the Government negotiated a treaty for their lands. Troutier acted as interpreter. He was a man of splendid physique, one of the ablest of his race, and a man who would be noticeable in any gathering. He passed to his reward many years ago, but he is still remembered by the older inhabitants of the Muskegon valley.

Indian Bill was killed at Muskegon by a street car some years ago. He was a friend and pal of the first Martin Ryerson, the Muskegon-Chicago millionaire lumberman. I believe he was full blooded Pottawatomie, a true friend of the whites as white an Indian as ever lived. Frequently he asked and received credit from the various pioneer merchants during his trips up and down the river. Never did he fail to meet his bills at the time agreed upon, in which respect he was more reliable than many white settlers of that day.

The Indian settlers along the river usually turned out to vote at every general election. None of them was a member of a tribe, such being legal voters. Some of them were members of volunteer regiments at the time of the Civil War, the last one of them being loyal to the Union.

The white plague (consumption) worked havoc among the redmen of Western Michigan. Many of them deserted the river, moving upon the Pentwater Reservation. The lands the Government allotted them were gradually acquired by the late Julius Houseman at \$5 per acre—a reasonable price in those days. These lands were subsequently purchased by James F. Flood, of Hart, who finished cutting the timber thereon only a year or two ago. The sawmill he used for this purpose was sold to Panama parties on the completion of the cut. Very few if any of these Indians or their descendants survive to the present day. Their acts and lives live only in memory of a few of the oldest white inhabitants. The complete wiping out of a race seems more pathetic than otherwise.

There was a revival of interest in the past year or more ago when one William Badeaw, of Muskegon, revived a claim for land in the heart of Muskegon city once used as an Indian burying ground. I call to mind visiting this Indian cemetery when a child, at which time the now city at the mouth of the Muskegon river was but a small and unimportant trading point.

Old Timer.

REFRIGERATOR BARGAIN

We have three U. S. war order meat refrigerators suitable for grocers selling meats or for restaurants. Size 85 inches wide, 75 high and 32 deep. Ice capacity 500 pounds. Price, to close, \$200 each. Also three three-quarters above size at \$175 each. Suitable terms. Photos furnished. Leonard Refrigerator Company, Grand Rapids, Michigan.

Grand Rapids
49 Market
St., S. W.

W. E. Roberts

Cltz.
1361
Bell
M. 1361

EGGS AND PRODUCE



WE ARE HEADQUARTERS
WHOLESALE

Fruits and Vegetables

Prompt Service Right Prices
Courteous Treatment

Vinkemulder Company
GRAND RAPIDS :: MICHIGAN

ONCE upon a time there was a tramp who stopped at a farmer's house in search of a hand-out. "I'll give you five dollars a day spot cash," said the farmer, "if you'll help me dig potatoes. We'll begin right now," pointing to the big field, "because I'm afraid the frost will get them." "No," yawned the Weary Willie, "You'd better dig 'em yourself. You planted 'em and you know right where they are."

Just as it's a wise farmer who knows where his crops are, it's a wise flour merchant who knows where his business is coming from. Today business, like potatoes in the story, can only be had by digging for it. And Judson service helps you dig repeat business by so satisfying your customers that they come back for more.

JUDSON GROCER CO.

GRAND RAPIDS MICHIGAN

Watson-Higgins Mlg. Co.
GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



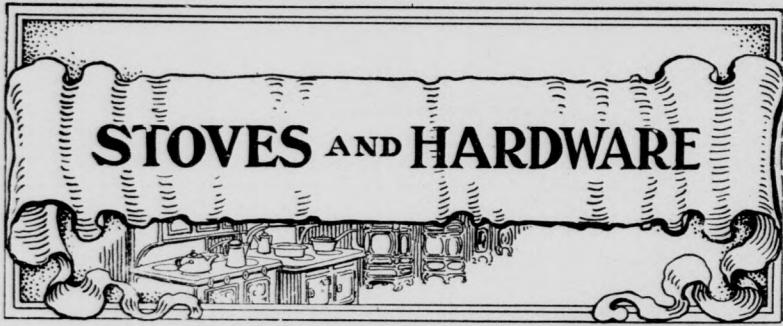
You Make
Satisfied Customers
when you sell

"SUNSHINE" FLOUR

BLENDED FOR FAMILY USE
THE QUALITY IS STANDARD AND THE PRICE REASONABLE

Genuine Buckwheat Flour
Graham and Corn Meal

J. F. Eesley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN



Michigan Retail Hardware Association.
 President—Norman G. Popp, Saginaw.
 Vice-President—Chas. J. Sturmer, Port Huron.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Hardware Dealer and Employees Should Work Together.

Written for the Tradesman.

Until the hardware junior develops a thorough interest in his work, there is little hope that he will become a thoroughly efficient salesman. The clerk who comes to his work indifferent, and remains indifferent, with no interest in the store beyond the salary he gets, will never produce anything but indifferent or negative results.

Wide-awake hardware dealers have found it to their advantage to give some study to this vital matter of getting the new clerk interested; or, rather, of maintaining and developing his initial interest.

"It is a curious but simple process, the development of a hardware clerk," said an experienced hardware dealer the other day. "Maybe the experience of other dealers is different from mine; but I have met a good many who claim to have sized up the situation similarly.

"I advertise for a young man to learn hardware business. He must have a common school education, or better. Well, he passes the physical and mental requirements, and I take him on. The first few days, in nine out of ten cases, the new chap is really interested. He doesn't know nails, let alone washing machines, but he is in a novel situation and is having new experiences.

"Then the thing begins to pall him. The first flush of enthusiasm is gone. He begins to repent his decision to link up with the hardware business, and to think he ought to have gone into a grocery, or started to study law, or something else. That is the crucial time in the development of a hardware clerk.

"A little later, the young fellow who sticks to the business develops a real interest. Then he is on the way to an A-1 hardware salesman, with proper guidance. Get a young fellow to the stage where he is interested in hardware, apart from the money he makes, and to where he hates to lose a sale and rejoices when he puts across something big—and the battle is almost won. The young fellow who reaches that stage rarely turns back; he goes ahead and develops, and is a credit to the business.

"But the crucial stage comes after the first flush of enthusiasm is past and before a real interest in the business develops when all sorts of mental reactions that the average hardware dealer is too busy to appreciate are

troubling the youngster. Then is the time when kindly interest and a word in season, of encouragement and advice, will count for a whole lot.

"I have heard hardware dealers grumble that the young fellows who come to learn the business don't know anything. I have given over expecting that they will. It has been said that the average young man fresh from school, without business college training, can't figure accurately, write legibly or take down an address without at least one mistake in the name or number. But a reasonably intelligent young fellow can be quickly taught the importance of these things as he goes along; because incorrect additions and slipshod writing are merely a matter of habitual carelessness. The young fellow who is interested enough to try can correct these deficiencies himself.

"The great thing with a new clerk is to get him interested in the hardware business, and in his own success in it. You've got to be tactful. It is a mistake to overpraise a youngster and a bigger mistake to forget to comment approvingly when he does something exceptionally well. The biggest mistake of all is to bawl out a clerk in front of customers or fellow clerks. That sort of thing needlessly discourages the clerk and irritates the customers. Once I get a clerk interested in the business, and get his mind set on making a creditable showing for himself, I know all is well. Minor difficulties will adjust themselves."

Other hardware dealers agree in the importance of getting the new clerk interested, and inducing him to co-operate with his employer and his fellow salesmen.

One hardware dealer well known for his knack of converting unpromising material into good salesmen, and for getting and keeping his "boys" interested in their work, makes a practice from the first of inviting suggestions of all kinds from members of his staff.

"The day I engage a new clerk," he says, "that very day I put the proposition to him straight. 'If you think you see any way of improving the store—if there is anything happens that puzzles you—or anything that you think I ought to know—if there is any complaint from a customer—if any idea occurs to you for the benefit of the store or the improvement of window displays or interior arrangements—just bring it to me. I try to make the boy feel that I am always open to suggestions.

"And I get suggestions—lots of them. Some are perfectly rotten, some have only indifferent value, and some are jewels. I talk them over

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with the boys, tactfully point out the weak spots, or say, 'That looks good to me—we'll try it!' Or sometimes when a suggestion is weak, I say, 'Well, you talk that over with Bill, and tell him to see me.' No matter how foolish a proposal is, I never criticize or ridicule. I like the boys to think that they are helping, for they are—even where a suggestion is impracticable, the very fact that it is made shows that the clerk is using his head to think with. Well, a clerk who can think is an asset in any store.

"You may say all this in a sheer waste of time. Well, it does take time. But here is the way I look at it. I have got to get the boys interested in the business, and the quicker I do it, the better for them and for me. And there is no quicker way than by asking them questions and inviting suggestions. It makes them a great deal more alert and observant; and while they are at work, they are thinking of the business. They feel, too, that they have possibilities, and that counts a lot with a clerk who is just beginning."

Another hardware dealer makes a practice of having a daily ten or fifteen minute chat with each member of his staff. On these occasions he asks plenty of questions—not general questions such as "How do you like it?" but concrete questions in relation to the goods handled and individual customers dealt with. "I notice you were waiting on Mrs. So-and-so just now. Did she strike you as cranky?" The clerk confesses she tried his patience. "Well, it pays to be patient with these cranky people. Once you get on the right side of such a customer, she is your friend for life." Perhaps he tells an incident of difficult salesmanship where a cranky person was concerned—rarely his own experience, more often the experience of one of his earlier clerks.

Or he will ask regarding some line of goods. "How is the aluminum wear going?" or "Have you sold any electrical goods?" He doesn't adopt the answer-yes-or-no attitude, but asks in a friendly, interested way. Incidentally he manages to give quite a few valuable facts in regard to bringing out the selling points of this, that or the other line, or the proper way to put them before a customer.

In such staff-talks, the clerk is given every opportunity to ask questions; is urged to bring his problems before the employer. It all takes time; but it helps materially to develop efficient salespeople.

In a way the hardest problem is the pseudo-smart young fellow whose great idea is summed up in dollars-and-cents. He is often a good talker, can handle customers smartly and—up to a certain point—effectively, and has an exaggerated idea of his own value. He never stops to calculate that his value to the business is largely dependent on the sales he makes but seems to think that his very presence in the store confers a favor. This type of beginner is perhaps the hardest to develop, because he has pre-conceived and utterly erroneous notions of his relation to the hardware business; and because he is apt to resent suggestions and advice. The slow, awkward and different young

chap who has no sense of self-importance is often far easier material to work with, and, once he begins to develop, is pretty sure to make a better showing.

Still, here as in other cases, the keynote of the situation is found in getting the clerk interested in the business; and here, as elsewhere, personal effort on the part of the employer counts for a good deal.

The self-important youth can often be appealed to through his sense of pride, and his natural desire to shine. Keeping tab on the selling-records of individual salespeople, or giving the self-important young some department to build up, is often helpful in making him worth as much to the store as he thinks he is. But before any such clerk can make a real hardware salesman, he must disabuse himself of the idea that the only important thing for him is the weekly pay envelope.

Victor Lauriston.

Employees Holding the Wrong Jobs.

Store morale is considered an important thing at all times by retail executives, but particularly now when the service extended to querulous customers takes second place, and scarcely that, to the merchandise values offered. The effort to induce more efficient salesmanship has resulted in the adoption of a number of different plans designed to increase the interest of the store person in his or her work. The need of improved service was especially emphasized following the post-holiday reorganizations in the stores, when the inefficient were dismissed. But, in spite of commission and bonus plans, salesmanship lectures and the weeding out of the inefficient, store executives feel there is still considerable improvement to be made in the matter of morale and service. And one of the most important factors in the task of effecting this improvement, it is felt, is having the right person in the right job, from the executive himself down to the bundle wrapper.

The misplacement of men is, of course, more peculiarly the problem of large store organizations, where mistakes of the kind are more apt to go unnoticed than in a small establishment. Where the mistake involves wrong judgment in the placing of a higher executive, the results which follow are just so much more likely to be harmful. For one thing, it is explained that a man occupying such a position is not easy to move around once he has been given his place, and for another, his influence is wider and is liable to affect a large number of subordinates. Such an instance is to be found in the case of a large retail establishment of wide reputation for the ability of its owners. According to those with an intimate knowledge of the store's affairs, one partner is especially suited to the management of personnel. His dealings with employees are on a basis that commands their respect and co-operation. Every department under his direction reflects this spirit in notable comparison with other sections of the store. Yet his specific duty, and the one taking most of his time and

thought, is the financial business of the firm. The other partner has direct supervision of the personnel. His qualifications, on the contrary, fit him ideally, it is said, for the financial end of the business. He thinks in terms of business details and the abstract problems of the store, and cannot get beyond this method of thought in his dealings with employees. A reversing of the two positions in this case might well lead to greatly improved service.

The example furnished by the experience of one store department is another which indicates, not the friction which may develop between members of the store's personnel, perhaps the most frequent cause of trouble, but the reaction of a department head to a special type of customer. This was an infants' and children's wear department, and from a merchandising standpoint, seemed to be very capably handled by the woman in charge. The right kind of goods was being bought and the prices by comparison with those of other stores seemed correct, and yet the department was not making headway. For some reason that the merchandise manager and others sought long in vain to discover, the business of this section was not coming along as it should. It was only by chance that the answer was found. In the hearing of one of the executives, following the departure of a customer with a child, the woman buyer was heard to say, "I'm glad that little brat is out of here. I hate them."

A few diplomatic questions disclosed the fact that the woman hated children and that, while for years she had studied the merchandising of the things they wore, she had never been able or willing to crush her dislike. The store in question straightaway made a change and put a motherly type in charge, with all the success that could be desired.

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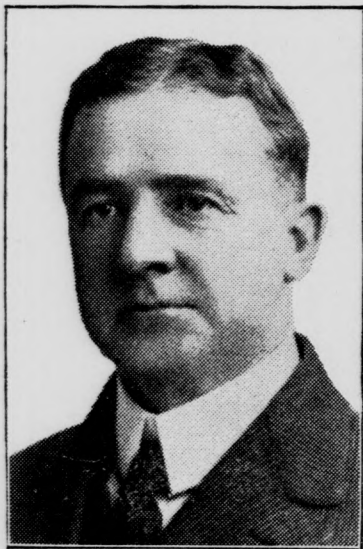
GRAND RAPIDS, MICHIGAN



Grand Council of Michigan U. C. T.
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 Grand Secretary—Morris Heuman, Jackson.
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 Grand Conductor—H. D. Bullen, Lansing.
 Grand Page—George E. Kelly, Kalamazoo.
 Grand Sentinel—C. C. Carlisle, Marquette.

Wm. T. Welch Out For United States Marshall.

In the apportionment of Federal positions soon to be made by the incoming administration, it seems that Van Buren county may be considered and honored by the appointment of one of our citizens for the position of U. S. Marshall for the Western District of Michigan which comprises the Western half of the counties in the lower peninsula and the entire Upper Peninsula.



Wm. T. Welch.

The Republicans of Van Buren county feel that in W. T. Welch they are presenting a candidate who is in every way eminently fitted for the duties of this important office. To all who may know Mr. Welch personally, we would not add to the mention made above, that he is a candidate, but for the benefit of those who are not personally acquainted with him, we wish to state that he is a Van Buren county product.

From early boyhood his home has been here at Paw Paw. Here he received his education in our high school and later on, from M. A. C.

He is a good, sturdy Republican, loyal to his friends, his party and always to his home town and county. He is most enthusiastically endorsed by hosts of prominent Republicans throughout the district.

Mr. Welch is a successful business

man and above all has had much experience along the line that will enable him, if appointed, to discharge the duties of the office in a very efficient manner.

We wish to thank the Republicans and press of our neighboring counties for the very friendly way they have endorsed Mr. Welch and recommended our county for recognition in this matter.

We feel that Mr. Welch has well earned the appointment he seeks, by the conscientious work he did, not only throughout the war period, but since, having brought into the Treasury of the U. S. more money in fines and penalties than would be required to pay his salary as Marshall for the rest of his life. We hope for this appointment, feeling that it is well deserved and merited.—Paw Paw Courier-Northern.

Opinion of Soo Merchant on Kalamazoo Convention.

Sault Ste. Marie, Feb. 24—I have been requested by Mr. J. M. Bothwell, Secretary of the Retail Grocers' and General Merchants Association of Michigan to write you concerning the impression I received while at the convention at Kalamazoo.

I left home some two weeks ago. I went to Toronto, Canada, visiting some relatives and then East as far as Port Coburn, returning to Toronto and going to Hamilton, Woodstock and London, where, in addition to visiting relatives, I also visited the better retail stores with a view of learning their mode of business and trying to get new ideas.

Leaving London, I went to Chicago, transacting some business there and, having a few days leisure time prior to the convention at Kalamazoo, I consider I put in my time quite profitably visiting the better stores and merchants in Lower Michigan, consisting of Battle Creek, Lansing and Kalamazoo. I assure you I believe it is worth any business man's time to make such a trip and exchange ideas with leading business men.

Of all places where a business man can obtain profit and knowledge of conducting retail business the State convention is the place. I have often said and heard other say that they were too busy and had not the time to attend the convention, but it is my firm belief that there is none too busy that can ill afford the time to take advantage of these gatherings where so much knowledge can be obtained in so short a time.

I greatly appreciated the address at the Kalamazoo convention by Mr. Roach. His subject was Why Canned Goods Are Safe. His address alone was worth the price of my trip, as I believe that any merchant selling goods should have a better knowledge of the manner in which these goods are packed in order to intelligently sell them with any degree of sound judgment.

Another pleasing feature of the convention was the address of Mr. Bothwell, of Toronto, Canada, representing the wholesale grocers of Canada, giving his idea of the manner in which business in Canada is conducted. He advanced many bright thoughts and

good ideas. While his experience has not been very wide, as he is a young man, he certainly bears every prospect of a bright future.

The one stunning feature of the convention was the masterly address of Sherman Rogers, of the Outlook staff. It is my firm belief that if business men, manufacturers and professional men could hear Mr. Rogers it would be a good step towards solving the problem between capital and labor. I would not have missed his address for many times the price of my entire trip and I want to say to those who did not have the pleasure of hearing him that they have missed much.

I am pleased with the courtesy with which I was received by the officers and especially by President E. W. Jones, who is, to my mind, a man of high type and one who is able to demand the respect of every business man. I admire the way he handled the convention.

I hope I may have the pleasure of attending many more conventions.
 A. H. Eddy.

Few fathers are ever forgiven by their sons for not saving when they were young.



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Gabby Gleanings From Grand Rapids.

Grand Rapids, March 1—The Pere Marquette Railway has closed the station at West Olive without any advance notice to the patrons, thus entailing a hardship on the people of that locality which cannot be computed in dollars and cents. The indignant patrons of the station have taken an appeal to the Utilities Commission which will hold a hearing on the subject sometime next week. Considering that the station was established more than forty years ago and has been maintained ever since and also considering that the receipts of the station were in excess of \$1,000 per month, according to the statement of the last agent at West Olive, it would seem as though the company has some ulterior object in view in taking such summary action.

George A. Pierce, the elongated pill peddler, insists that he is a better speller than W. F. Griffith, the pharmaceutical traveler of Howel. As a matter of fact, he furnishes no proof in support of his claim, so it must be held in abeyance until such time as he can present documentary evidence that he is a better speller; also that he can spell at all.

Michigan people who have recently called on William E. Sawyer, at Los Angeles, insist that he is getting a little bit homesick for the hills and dales of his native State and that it need surprise no one if he puts in an appearance at Grand Rapids some of these days.

Reports from Los Angeles are to the effect that Harry Winchester is rapidly gaining health and strength.

A. E. Motley (Worden Grocer Company) has secured a leave of absence for six months to enable him to make a tour of Japan and China. He will spend several weeks with his daughter and her husband at Tokyo. His trade will be covered during his absence by Lewis Hansen who has held an office position with the house for the past year or two.

Clayton Quayle, son of Richard Quayle, the pioneer merchant at Gwinn, is putting in a few days at Grand Rapids, renewing old acquaintances and making many new ones. Mr. Quayle has a fine baritone voice and spent two summers on the road with a Chataqua organization a few years ago.

C. S. Simkins and Frank J. Seibel, of the Grand Rapids Dry Goods Co., left Sunday for New York, where they will spend a week, buying goods and posting up on market conditions.

A salesman who has returned from an extensive tour of the agricultural sections of the country, particularly the South, reports that the next crops are very likely to be the cheapest ever produced in the country. He mentioned the speedy change-over to economy which is customary with farmers when conditions go against them and remarked on the quick adjustment of labor wages which has occurred in the farming communities. "There is no one who becomes tighter with his money than the farmer," he said, "when conditions make that necessary, and there is no doubt about it being necessary now. When record prices were being established for cereals and cotton, the farmers and growers had their splurge just like everybody else, made their houses more comfortable. They bought machinery and implements, and promoted land speculation. That is all over now, and the prospect this year is for the cheapest crops, conditions considered, that we have ever had. Labor is certain to be in full supply and at pre-war rates and below. In the South, I know that the colored help have lost all their ideas of high wages. Many of them, I think, will be satisfied to work for their board and keep, and there will be little soldiering on the job. If you told them down South that they could produce cotton at ten cents at a profit your life wouldn't be worth much, but that is just what I expect to happen."

It is bad enough to be forced to pay for a Pullman berth almost double

what it cost a year ago but the Pullman Company is showing a short-sighted policy in a recent order issued to its conductors that no one be permitted to use a typewriter in the open car. The company tolerates cigarette smoking behind the curtains of its berths, greatly to the annoyance and disgust of its decent patrons, to say nothing of the fire menace. There should be some space allotted somewhere by this company for the busy traveler to legibly prepare telegrams, correspondence, etc., on a moving train. A typewriter can not be construed as a nuisance—not half as much as some loud talking individuals who desire to impress upon all the occupants of the car their family history or extol the attractions of their native State. The greatly increased cost of traveling will naturally curtail it to some extent and such restrictions as the one we have mentioned will mean further discouragement.

The Sinn Feiners in America are rapidly approaching the reputation formerly possessed by other hyphenates. The Irish-American seems to be pro-Irish rather than 100 per cent. American, which is bad for him.

Genius is usually frayed at the trousers; Mediocrity is run down at the heels; but Success is always well-dressed.

A thousand years are but as yesterday, but to-morrow is the day every man hopes for and dies without seeing it.

Sell the right goods, at the right price, in the right spirit—and all the forces of good in the universe will be pulling for you.

If men really believed in minding their own business they would put their minds to it. But if they did that, they would have so much business that they would be compelled to call in others to help them mind it.

"Music washes away from the soul the dust of every day life," according to Auerbach. And that is what every form of recreation should do for the salesman. Too many so-called recreations to-day do not re-create. And certainly they do not cleanse; they deposit a mental and spiritual dirt of their own.

Judge Gary, head of the biggest business enterprise in the world, the United States Steel Corporation, is quoted in a magazine interview as saying some things about the fundamental soundness and healthiness of business conditions in this country, which it would be well for those who sell things to pass on to the people everywhere. Such optimistic statements, coming from men who are in a position to know, not only help the salesman to dispose of his goods, but they tend to give a healthier tone to popular thinking at a critical time. This high authority declares: "To my mind, there has latterly been too much pessimism. If the proper spirit of fair dealing be exercised all around, the recession (the buying slump) need not go much further or continue long. Conditions are fundamentally sound. The country already has traveled a good part of the way toward this new basis."

Late News From Michigan's Metropolis.

Detroit, March 1—Detroit week, which begins on Monday, March 7, will be a week of civic inventory taking in which the Detroit Board of Commerce proposes to show members of the board and citizens of Detroit the immense amount of constructive work which the board has done, and the things that it proposes to do for Detroit.

During the week six noon-day meetings will be held in the auditorium of the Board of Commerce and interesting speakers, whose names will be announced later, will discuss every phase of Detroit's civic and commercial accomplishments—and future needs. The week will close with a mammoth dinner meeting Saturday evening, when two of the most capable and best-known business men in

America will be the guests of honor.

During Detroit week the Detroit Board of Commerce will be placed squarely before the people of Detroit, as an institution of almost vital importance to the city. Just how necessary the board really is will become apparent when the activities which it has fostered and "put through" are generally known.

Chairman Lynn B. Dudley, who heads the committee on arrangements for Detroit week, has issued a call for a joint meeting of the board of directors and the chairmen and members of all standing committees to be held at the board on Wednesday evening, March 2, at which time the complete plans for Detroit week will be discussed. In order that Detroit week be successful it will be necessary for every member of the board to support the movement enthusiastically. The need for this support becomes apparent when it is understood that the Board of Commerce is an organization formed to express the will of its members, so that in supporting the Board of Commerce the individual member is really working for himself.

The meetings which will be held at the Board each noon during Detroit week will be most interesting. They will begin promptly at 12:15, noon, at which time luncheon will be served, and will conclude promptly at 1:30 p. m. A brief list of the topics which will be discussed during the week follows:

Monday, March 7—Heads of city departments will describe briefly the work of their departments and outline the things which they most need.

Tuesday, March 8—The Sort of Transportation that Detroit Requires and How it Can be Secured.

Wednesday, March 9—How Detroit's Foreign Population is Being Americanized.

Thursday, March 10—What the Detroit Board of Commerce Has Done for Detroit and What it Proposes to do for You.

Friday, March 11—(1) The Future of Detroit Retailing; (2) How Detroit's Wholesale Market Can be Enlarged.

Saturday, March 12—Detroit's Commercial Possibilities.

In addition, the committee is working on a series of "surprise events" in connection with Detroit week, and entertainment and music will be furnished at all of the meetings.

The first way that board members can co-operate in making the noonday success is by attending the noonday meetings and the big evening meeting, and by bringing as many of their friends with them as possible. This Detroit week must be advertised by word-of-mouth as well as by other means of publicity.

In order to make this word-of-mouth advertising effective, the committee hit on the plan of asking every board member, at least once each day during the week, to ask someone whom he meets whether he is a member of the Board of Commerce. In this way, it is believed, thousands of conversations regarding the board will be started, and in each instance Detroit week will be mentioned and the object of bringing the board favorably to the attention of the public will be realized.

It is felt that Detroit week should bring home to every member of the Board of Commerce his responsibility in the commercial and civic projects and plans of the board, and in making the board loom as a larger factor in the business affairs of Detroit. It should help to place the board in a position to do more than ever before in solving the problems presented by business men.

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 1—The Soo is to have a new jewelry store which opened for business to-day. The card of the new company bears the name of Arthur J. Trombley, as the proprietor and the words "The Soo's Smallest Jeweler." Mr. Trom-

bley has had several years' experience, having been employed as expert jeweler for Otto Supe. The new jewelry store will occupy half of the building now occupied by the Bruhn Hardware Co., also a new firm. Mr. Trombley has made many friends here who will be pleased to see him in business for himself and his future success is assured.

S. A. Marks, of the firm of Marks-Schenk, one of our largest clothing firms here, is spending a week at Chicago, accompanied by Mrs. Marks. They will visit other cities before returning to the Soo.

Signs designating the streets of the Soo will be purchased and placed at the intersections of streets before summer. This was the announcement made by our city manager last week. The order for the signs has already been placed and there will be no occasion for getting lost in our metropolis during the tourist rush next summer.

The village of DeTour is a busy place this winter with the rebuilding of the docks and the sawmill operating. It seems to be a miniature metropolis. To add to their hilarity last week an Indian came over from some place in Canada with a dog sled loaded with joy water. He offered to dispose of it on the percentage basis and about seventy-five men who are employed there "laid off" from work in order to be on time and not delay the game. While he had but a few more bottles to dispense, some miscreant ran away with the sled, scattering the bottles on the ice which were soon picked up by the customers, and the Indian was obliged to depart having no "come back" for a settlement. This is reported to be one of the liveliest times at DeTour for many years and will linger long in the minds of the fortunates.

Fred LaPoint, of DeTour, made a business trip here last week returning with a load of supplies for the various merchants.

If men are always judged by their company, it is pretty rough on some men who are alone.

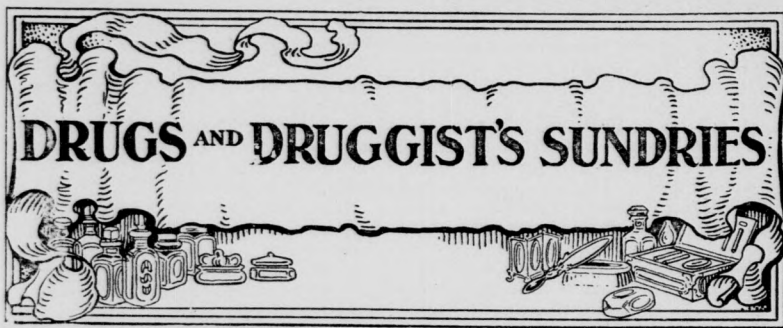
Fred Bye, one of our popular butchers, is passing around the cigars to his many friends this week over the arrival of a new butcher, who has been named Robert Vatcher, after one of our well-known divines.

According to the report of Frank D. Richards, one of the prohibition agents of Chicago, the Soo is doing a good liquor traffic without much interference. This is what he says in regard to it: "Up at Sault Ste. Marie is the real sore spot of the State. Here is where the airplane squadron dumps its huge supplies every twenty-four hours, most of the time at night under the glare of big searchlights in some outlying field. The airplane booze running gag so far has not been checkmated. The border police have no planes to go up after the booze runners. They are perfecting a bigger type of carrying plane every day and a dozen planes operating daily can deliver a whale of an amount in twenty-four hours. They're busy guys, too. A pilot who also acts as purchasing agent on the Canadian side gets wages that Charlie Chaplin could not sneer at."

William G. Tapert.

In political circles the opinion persists that railroad rates and wages may be controlled in accordance with the ethical ideas of political regulators, irrespective of outside economic conditions. This assumption, avowed or tacit, is as harmful in times of falling prices as it is in times of rising prices. General readjustment cannot come without railroad readjustment. Neither railroad rates nor railroad wages can be treated as a thing apart.

A city can get along without some men but it can't get ahead without them.



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—Grand Rapids, March 15, 16 and 17; Detroit, June 21, 22 and 23.

The Common People's Cathartic.

Twenty-five thousand tons of Epsom salts were manufactured in the United States last year, and presumably consumed—about half a pound to each individual. This salt gets its name from Epsom, England, where it was first manufactured, and has an extraordinary vogue as a mild cathartic. Four of the largest plants for its production are in Ohio.

On a certain kitchen table forty years ago there stood a quart glass jar of Epsom salts in solution. It was practically the only medicine used by a thankful woman, who at 87 years of age rejoiced in her ability to prepare delicious meals for a small family. For many, many years, whenever she felt under the weather she took a little sip from the salts jar. Her digestive power and her appetite continued good until her death in her 97th year. She had no last illness. One January morning she was found sleeping her last sleep, in her undisturbed bed.

Incurables Best Bait for Quacks.

The largest following for nostrum dealers comes from the pathetic class of incurables. To show the extent that these mendacious advertisements will go, a Virginia concern guaranteed to turn negroes white, some years ago, and the concern was suppressed by the Postoffice Department.

The story is told of a young man who wagered that, by skillful advertising, he could put a material on the market with absolutely no medicinal qualities in it, and could procure an unlimited number of testimonials regarding its cure for any disease of which he chose to make it the curative agent. He won his wager with some sweetened water product, within one year, and had collected testimonials of cures ranging from anemia to pneumonia.

The ideal basis for patent medicine is a drug, such as opium or cocaine, that produces immediate effect, and gives its user the habit.

To quote from Samuel Hopkins Adams in his articles on the nostrum evils in Collier's Weekly:

"How shall the public protect itself against quackery? A few very simple rules, while not all-embracing, will pretty thoroughly cover the field. Any physician who advertises a positive cure for any disease, who issues nostrum testimonials, who sells his services to a secret remedy, or who diag-

noses and treats by mail patients whom he has never seen, is a quack. Any institution which publishes other than in a medical journal testimonials or endorsements, is a quack institution. Any publication, medical or otherwise, which editorially or otherwise endorses secret or dishonest remedies or methods of cure, is a quack publication. Shut your eyes to the medical columns of the newspaper and you will save yourself many forebodings and symptoms. Printer's ink, when it spells out a doctor's promise to cure, is one of the subtlest and most dangerous of poisons."

Dr. Coffee and His "Prescriptions."

Dr. W. O. Coffee "is absolutely reliable and you take no chances" in dealing with him. He says so himself, so it must be so. However, it has been shown that his reliability is not only questionable but absolutely non-existent.

An enquiry directed to him for his catarrh treatment will yield a series of beguiling, beseeching letters, a deluge of advertising, a free ten day's trial treatment. His letters are most interesting, especially the foot-note appended to each one, which heads, "Dictated by Dr. W. O. Coffee but not re-read or corrected before mailing." This little statement leaves the back door wide open for the doctor in case anyone should challenge the truth of the statements he makes in his letters.

His development of the quack game is that of direct distribution by mail of his treatment. He wants all the profit there is in the business for himself.

Before becoming a catarrh specialist, the doctor repaired eyes by mail. It was this venture of his that was so thoroughly exposed by Samuel Hopkins Adams in Colliers. At that time, he purloined pictures from the book of an authority on eye diseases, Dr. Haab of Berlin, and labeled them in a book of his own. For instance, one of Dr. Haab's illustrations showed a badly mutilated eye labeled "Lime-burn." Dr. Coffee labeled this picture as being caused by a general practitioner using sugar of lead eye-water in the eye. He offered to treat incurable diseases of the eye by mail without seeing the patient at all. This shows how much faith we can put in his reliability. But that isn't all.

In 1915, Dr. Coffee filed a petition in bankruptcy. The Des Moines papers stated that he owed \$800 back rent and \$15,000 was the extent of his indebtedness. He didn't have a cent coming from outstanding accounts, as he required cash payment in advance.

Now he is back in the game with a catarrh treatment consisting of a number of "prescriptions." These are all simple things and are sometimes used in treatment of diseases of the nose. He has one prescription for local treatment which our laboratory found to contain salt and borax; another of his tablets is an emodin bearing drug for catharsis, and still another contained iron and sulphur. There was also a small box of "Nasal Balm" which we did not attempt to waste time and chemicals on for determination of its ingredients. He asks only \$10.00 a month or \$25.00 for a three months' treatment which probably costs him from a few cents to a dollar.

Realizing the gullibility of people, especially those suffering from disease, and since almost any irritation or any disease is called catarrh by the fakir, it is evident that the "reliable?" doctor saw golden opportunities before him in this venture. Let us hope that some day, and may that day be soon, it will be a crime to obtain money by this means. Fakirs not only obtain their victim's money but very often jeopardize his chances for recovery.

A Doctor's Litany.

From patients who will not sit still,
From those who want a kidney pill,
From those who never pay a bill—
Ye gods! Preserve us!!

From women who just talk and talk,
From fat men who will never walk,
From those who at our treatment balk—
Ye gods! Preserve us!!

From soaks who want a liquor writ,
From hemorrhoids who can't sit,
From epileptics in a fit—
Ye gods! Preserve us!!

From her who says: "Please help me out,"
From patients who our motives doubt,
From groaning toppers with the gout—
Ye gods! Preserve us!!

From agents who are selling oil,
From detail men who make us boil,
From salesmen who pronounce "girl" "goil"—
Ye gods! Preserve us!!

More Trickery on Part of Express Companies?

It seems to be necessary to warn the trade again against trickery on the part of railroad and express companies, the object being to defeat proper claims for lost or damaged goods. The following letter shows how it is being worked:

Poughkeepsie, N. Y., Feb. 12—Have we been deliberately deceived by an express company for the purpose of nullifying our claim for loss and damage, and if so, what is our redress?

We shipped to a customer an oil dome. It arrived at destination broken, and was returned by the Adams Express Co.'s agent to the manufacturer in New York City to have it repaired. This was done and it was returned again to our customer. The invoice for the repairs was sent to us and we paid the bill. This bill was dated March 4, 1918.

This shade was also received by the Adams Express agent broken, and delivery by the Adams Express Co. was never made to our customer.

The writer called on the claim adjuster in person, and was assured the claim was under investigation and would be settled very promptly. This was early in August, 1919.

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

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

On October 28, 1919, Mr. C. W. Stockton, general counsel for the Adams Express Co., writes as follows: "We have written our Red Hook agent for certain information before we can adjust this claim, and as soon as we have anything definite I will dispose of the claim."

On December 31, 1919, Mr. C. W. Stockton writes that they discover they paid another party \$8 on this same claim, and "if we can determine this point we will be in position to render you a decision."

Hence it is only a trifle over one year since we have been lulled to sleep, evidently to take advantage of some law which they now want to take advantage of.

They now send us the following letter:

Replying to yours of June 21st, concerning claim which you have open against the Adams Express Co., we regret very much to advise you that if suit has not been entered in connection with this matter within the two-year-and-one-day period the company will not be able to reopen your claim under the conditions of the uniform express receipt.

R. B. Smith,
Chief Clerk Adams Express Co.

From this it appears that the carriers are up to their old trick of lulling a claimant, by one pretext after the other, past the two-year-and-a-day period, and then telling him to go. Both the railroad and express companies used to do this right along, but I am surprised to hear that they are still doing it, for in a decision dated December 2, 1919, which I discussed at the time, the Interstate Commerce Commission ruled that the whole scheme was illegal, and that the carrier could not throw a claim out on the two-year-and-a-day period unless somewhere during it they had definitely refused to pay.

This correspondent can sue the Adams Express Co. on this claim just as readily now as at any time, for apparently they have never until now refused to pay the claim at all.

The decision referred to was Decker & Sons vs. Minneapolis and St. Louis Railroad Co. The question was whether a railroad had a right to put this clause in its bill of lading:

Except where the loss, damage or injury complained of is due to delay or damage while being loaded or unloaded, or damaged in transit by carelessness or negligence, as conditions precedent to recovery, claims must be made in writing to the originating or delivering carrier within six months after delivery of the property (or, in case of export traffic, within nine months after delivery at port of ex-

port), or, in case of failure to make delivery, then within six months (or nine months in case of export traffic) after a reasonable time for delivery has elapsed; and suits for loss, damage or delay shall be instituted only within two years and one day after delivery of the property, or, in case of failure to make delivery, then within two years and one day after a reasonable time for delivery has elapsed.

The Interstate Commerce Commission decided that the clause was unreasonable for the very reason I discussed above, viz.: that the company could too easily jolly a shipper beyond the time and thus rob him of his claim. It then decided that the two-year-and-a-day limit could be enforced only when the railroad company had within six months before the expiration of that period, definitely refused to pay the claim. This was to give the shipper six months in which to bring his suit after he knew that was the only way to get his money. If payment was not refused at that time, the shipper should have six months after the date when it was refused.

Later came another case, National Industrial Traffic League vs. American Railway Express Co., in which the Commission decided that the above ruling applied as well to an express company as to a railroad company.

The law at this writing is therefore as follows: First, that claim for lost or damaged goods must be made against a railroad or express company within six months; and suit to enforce the claim must be brought within two years and a day, provided the company, on or before eighteen months and a day, has refused to pay. If there is no such refusal, suit can be brought within six months after the date when refusal occurs. The company can dilly-dally as long as it likes, in other words, but it must still give the claimant six months to bring suit after it rejects the claim finally.

Elton J. Buckley.
(Copyright, 1921)

Mary's Lamb Is Dead.

Mary had a little lamb,
Her father killed it dead.
Now Mary takes the lamb to school
Between two hunks of bread.

The things you worry about you may count by the thousand. Those that actually come to pass you may count by the score.

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	@1 85
Boric (Xtal)	20@ 29	Amber, crude	3 00@3 25	Aloes	@1 65
Carbolic	31@ 37	Amber, rectified	3 50@3 75	Arnica	@1 50
Citric	70@ 75	Anise	1 75@2 00	Asafoetida	@3 90
Muriatic	4@ 6	Bergamont	8 50@8 75	Belladonna	@1 35
Nitric	10@ 15	Cajuput	1 50@1 75	Benzoin	@2 40
Oxalic	35@ 40	Cassia	3 00@3 25	Benzoin Comp'd	@3 15
Sulphuric	4@ 6	Castor	1 30@1 50	Buchu	@3 15
Tartaric	58@ 65	Cedar Leaf	2 00@2 25	Cantharides	@3 00
Ammonia		Citronella	1 25@1 60	Capsicum	@2 30
Water, 26 deg.	10 1/2@ 20	Cloves	2 50@2 75	Cardamon	@1 50
Water, 18 deg.	9@ 15	Cocanut	40@ 50	Cardamon, Comp.	@1 25
Water, 14 deg.	8@ 13	Cod Liver	2 25@2 50	Catechu	@1 50
Carbonate	22@ 26	Croton	2 25@2 50	Cinchona	@2 10
Chloride (Gran)	20@ 30	Cotton Seed	1 25@1 35	Colchicum	@2 00
Balsams		Cubeb	11 00@11 25	Cubeb	@3 00
Copaiba	80@1 00	Eucalyptus	1 25@1 60	Digitalis	@1 80
Fir (Canada)	2 50@2 75	Hemlock, pure	2 00@2 25	Gentian	@1 40
Fir (Oregon)	60@ 80	Juniper Berries	3 75@4 00	Ginger, D. S.	@2 00
Peru	2 50@3 00	Juniper Wood	2 50@2 75	Guaiac	@2 50
Tolu	1 50@1 80	Lard, extra	1 65@1 85	Guaiac, Ammon.	@2 50
Barks		Lard, No. 1	1 20@1 40	Iodine	@1 50
Cassia (ordinary)	45@ 50	Lavender Flow 12	00@12 25	Iodine, Colorless	@2 00
Cassia (Saigon)	50@ 60	Lavender Gar'n	1 75@2 00	Iron, clo.	@1 50
Sassafras (pw. 70c)	@ 65	Lemon	1 75@2 00	Kino	@2 25
Soap Cut (powd.)	30@ 35	Linseed Boiled bbl.	@ 83	Nux Vomica	@1 90
40c		Linseed bld less	90@ 93	Opium	@3 50
Berries		Linseed raw, bbl.	@ 81	Opium, Camp.	@1 30
Cubeb	1 75@2 00	Linseed raw less	88@ 96	Opium, Deodor'd	@3 50
Fish	40@ 50	Mustard, true oz.	@ 75	Rhubarb	@2 00
Juniper	9@ 15	Mustard, artifil. oz.	@ 50	Paints	
Prickly Ash	@ 30	Neatsfoot	1 30@1 50	Lead, red dry	13@13 1/2
Extracts		Olive, pure	4 75@5 50	Lead, white dry	13@13 1/2
Licorice	60@ 65	Olive, Malaga,	4 00@4 25	Lead, white oil	13@13 1/2
Licorice powd.	@1 00	green	4 00@4 25	Ochre, yellow bbl.	@ 2
Flowers		Orange, Sweet	5 00@5 25	Ochre, yellow less	2 1/2@ 6
Arnica	75@ 80	Origanum, pure	@ 50	Putty	@ 8
Chamomile (Ger.)	50@ 60	Origanum, com'l	1 25@1 50	Red Venet'n Am.	3@ 7
Chamomile Rom	40@ 45	Pennyroyal	3 00@3 25	Red Venet'n Eng.	4@ 8
Gums		Peppermint	8 00@8 25	Whiting, bbl.	@ 4 1/2
Acacia, 1st	50@ 55	Rose, pure	15 00@20 00	Whiting	5 1/2@ 10
Acacia, 2nd	45@ 50	Rosemary Flows	2 50@2 75	L. H. P. Prep.	3 75@4 00
Acacia, Sorts	25@ 30	Sandalwood, E.	13 00@13 25	Miscellaneous	
Acacia, powdered	40@ 45	Sassafras, true	3 00@3 25	Acetanalid	50@ 55
Aloes (Barb Pow)	30@ 40	Sassafras, arti'l	1 25@1 60	Alum	10@ 18
Aloes (Cape Pow)	30@ 35	Spearment	10 00@10 25	Alum, powd. and	11@ 20
Aloes (Soc Pow)	1 25@1 30	Sperm	2 75@3 00	ground	
Asafoetida	4 00@4 50	Tar, USP	48@ 60	Bismuth, Subni-	3 75@4 00
Pow.	5 00@5 50	Turpentine, bbls.	@ 65	trate	
Camphor	1 30@1 35	Turpentine, less	72@ 80	Borax xtal or	
Guaiac	@1 25	Wintergreen,	12 00@12 25	powdered	11 1/2@ 16
Guaiac, powd'd	1 25@1 50	tr.		Cantharides, po	2 00@5 50
Kino	@ 85	Wintergreen, sweet	7 00@7 25	Calomel	2 22@2 30
Kino, powdered	@1 00	Wintergreen art	95@1 20	Capsicum	45@ 50
Myrrh	@1 40	Wormseed	5 50@5 75	Carmine	6 50@7 00
Myrrh, Pow.	@1 50	Wormwood	22 50@22 75	Cassia Buds	50@ 60
Opium	11 50@12 00	Potassium		Cloves	35@ 45
Opium, powd.	13 00@13 60	Bicarbonate	55@ 60	Chalk Prepared	16@ 18
Opium, gran.	13 00@13 60	Bichromate	47@ 55	Chloroform	63@ 72
Shellac	90@1 00	Bromide	75@ 80	Chloral Hydrate	1 70@2 10
Shellac Bleached	1 00@1 10	Carbonate	65@ 70	Cocaine	15 85@16 90
Tragacanth	4 50@5 50	Chlorate, gran'r.	33@ 45	Cocoa Butter	50@ 80
Tragacanth, pw.	3 50@4 00	Chlorate, xtal or	28@ 35	Corks, list, less	40%
Turpentine	35@ 40	Cyanide	30@ 50	Copperas	3@ 10
Insecticides		Iodide	3 80@3 90	Copperas, Powd.	4@ 10
Arsenic	20@ 30	Permanganate	85@1 00	Corrosive Sublim	2 01@2 10
Blue Vitriol, bbl.	@ 09	Prussiate, yellow	65@ 75	Cream Tartar	50@ 55
Blue Vitriol, less	10@ 15	Prussiate, red.	1 10@1 20	Cuttlebone	70@ 80
Bordeaux Mix Dry	17@ 30	Sulphate	@ 75	Dextrine	07@ 10
Heliochrome, White	38@ 45	Roots		Dover's Powder	5 75@6 00
powdered	38@ 45	Alkanet	75@ 85	Emery, All Nos.	10@ 15
Insect Powder	60@ 80	Blood, powdered	40@ 50	Emery, Powdered	8@ 10
Lead Arsenate Po.	24@ 39	Calamus	35@1 00	Epsom Salts, bbls.	@ 04
Lime and Sulphur	11@ 23	Elecampane, pwd	35@ 40	Epsom Salts, less	4 1/4@ 10
Dry	11@ 23	Gentian, powd.	20@ 30	Ergot, powdered	@1 50
Paris Green	48@ 58	Ginger, African,	29@ 36	Flake White	15@ 20
Ice Cream		powdered	29@ 36	Formaldehyde, lb.	25@ 30
Arctic Ice Cream Co.		Ginger, Jamaica	50@ 55	Gelatine	2 00@2 25
Bulk, Vanilla	1 25	powdered	50@ 55	Glassware, less	50%
Bulk, Chocolate	1 25	Goldenseal, pow.	7 50@8 00	Glassware, full case	50.10%
Bulk, Caramel	1 45	Ipecac, powd.	4 75@5 00	Glauber Salts, bbl.	@03 1/2
Bulk, Grape-Nut	1 35	Licorice	40@ 45	Glauber Salts less	04@ 10
Bulk, Strawberry	1 35	Licorice, powd.	25@ 30	Glue, Brown	21@ 30
Bulk, Tutti Fruiti	1 35	Orris, powdered	40@ 45	Glue, White	19@ 25
Brick, Vanilla	1 40	Poke, powdered	40@ 45	Glue, White Grd.	35@ 40
Brick, Chocolate	1 40	Rhubarb	@1 00	Glycerine	27@ 40
Brick, Caramel	1 60	Rhubarb, powd.	@1 25	Iodine	1 50@1 80
Brick, Strawberry	1 60	Rosinwood, powd.	30@ 35	Iodoform	5 70@5 90
Brick, Tutti Fruiti	1 60	Sarsaparilla, Hond.	1 25@1 40	Lead, Acetate	20@ 30
Piper Ice Cream Co.		ground	1 25@1 40	Lycopodium	5 50@6 00
Bulk, Vanilla	1 15	Sarsaparilla Mexican,	95@1 00	Mace	75@ 80
Bulk, Vanilla Special	1 25	ground	@ 80	Mace, powdered	95@1 00
Bulk, Chocolate	1 20	Squills	35@ 40	Menthol	6 25@6 50
Bulk, Caramel	1 20	Squills, powdered	60@ 70	Morphine	11 48@12 73
Bulk, Grape-Nut	1 20	Tumeric, powd.	25@ 30	Nux Vomica	@ 30
Bulk, Strawberry	1 25	Valerian, powd.	@ 75	Nux Vomica, pow.	26@ 35
Bulk, Tutti Fruiti	1 25	Seeds		Pepper black pow.	32@ 35
Brick, Vanilla	1 40	Anise	33@ 35	Pepper, white	40@ 45
Brick, Chocolate	1 40	Anise, powdered	38@ 40	Pitch, Burgundy	15@ 20
Brick, Caramel	1 60	Bird, ls	13@ 19	Quassia	12@ 15
Brick, Strawberry	1 60	Canary	10@ 15	Quinine	99@1 72
Brick, Tutti Fruiti	1 60	Caraway, Po.	22@ 25	Rochelle Salts	42@ 45
Ices	1 15	Cardamon	@2 25	Saccharine	@ 38
Sherbets	1 15	Celery, powd.	35@ 40	Salt Peter	20@ 30
Leaves		Coriander pow.	25@ 15	Seidlitz Mixture	40@ 45
Buchu	@3 50	Dill	15@ 25	Soap, green	15@ 30
Buchu, powdered	@4 00	Fennel	30@ 40	Soap mott castile	22 1/2@ 25
Sage, bulk	67@ 70	Flax	06 1/2@ 12	Soap, white castile	@16 00
Sage, 1/4 loose	72@ 78	Flax, ground	06 1/2@ 12	less, per bar	@1 75
Sage, powdered	55@ 60	Foenugreek pow.	10@ 20	Soda Ash	05@ 10
Senna, Alex.	1 40@1 50	Hemp	10@ 18	Soda Bicarbonate	4@ 10
Senna, Tinn.	30@ 35	Lobelia	2 50@2 75	Soda, Sal	2 1/4@ 5
Senna, Tinn. pow	35@ 40	Mustard, yellow	15@ 20	Spirits Camphor	@1 25
Uva Ursi	20@ 25	Mustard, black	30@ 35	Sulphur, roll	04@ 10
Oils		Poppy	30@ 40	Sulphur, Subl.	4 1/2@ 10
Almonds, Bitter,		Quince	1 25@1 50	Tamarinds	25@ 30
true	16 00@16 25	Rape	15@ 20	Tartar Emetic	1 03@1 10
Almonds, Bitter,		Sabadilla	25@ 35	Turpentine, Ven.	50@6 00
artificial	2 50@2 75	Sunflower	7 1/2@ 15	Vanilla Ex. pure	1 50@2 00
Almonds, Sweet,		Worm American	30@ 40	Wild Hazel	1 60@2 15
true	1 75@2 00	Worm Levant	2 00@2 25	Zinc Sulphate	10@ 15

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

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

Cheese

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 Cerl 8 10
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat 4 30
Quaker Brfst 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

Standard 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 ----- 15 1/2
Paraffine, 12s ----- 16
Wicking ----- 60

CANNED GOODS

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

Blackberries

3 lb. Standards ----- @5 25
No. 10 ----- @5 25

Beans—Baked

Brown Beauty, No. 2 1 35
Campbell, No. 2 ----- 1 30
Fremont, No. 2 ----- 1 30
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 ----- 115 @2 35
Red ----- @1 10

DECLINED

Cocoa Nut

Prunes
Hominy
Rice
Galv. Tubs
Flour & Feed
Crisco

Clam Boullion
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
Mustard, 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 40

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 ----- 4 75
Extra ----- 4 75

Pumpkin

Van Camp, No. 3 ----- 1 60
Van Camp, No. 10 ----- 4 50
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 @7 00
California Soused ----- 2 00
California Mustard ----- 2 00
California Tomato ----- 2 00

Sauerkraut

Hackmuth, No. 3 ----- 1 50
Silver Fleece, 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 ----- 1 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 ----- 31
New York ----- 30
Michigan Full Cream 27 1/2

CHEWING GUM

Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Calif. Fruit ----- 70
Adams Chiclets ----- 70
Adams Sen Sen ----- 65
Adams Yucatan ----- 65
American Flag Spruce ----- 65
Beeman's Pepsin ----- 65
Beechnut ----- 65
Doublemint ----- 65
Juicy Fruit ----- 65
Spearmint, Wrigleys ----- 65
Zeno ----- 65

CHOCOLATE

Walter Baker & Co.
Caracas ----- 48
Premium, 1/4s ----- 47
Premium, 1/2s ----- 44
Premium, 3/4s ----- 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
Pais, 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.
Diplomatics, 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.
Delicades, 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
Lioba, 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. ----- 58 00
Hemmeter Cham-
pions, 50s ----- 60 00
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. ----- 41
Cleveland ----- 48
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, 1/4s ----- 46
Lowney, 5 lb. cans ----- 31
Van Houten, 1/4s ----- 12
Van Houten, 1/2s ----- 18
Van Houten, 1/4s ----- 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 ----- 20
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 ----- 28
Peaberry ----- 22

Package Coffee

New York Basis
Arbuckle ----- 23 00

McLaughlin's XXXX

McLaughlin's XXXX pack-
age coffee is sold to retail-
ers only. Mail all orders
direct to W. F. McLaugh-
lin & 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 ----- 6 50
Van Camp, Baby ----- 4 50
Dundee, Tall, doz. ----- 6 60
Dundee, Baby, 8 doz. 6 00
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
Boston Sugar Stick ----- 30

Mixed Candy

Broken ----- 22
Cut Loaf ----- 22
Grocers ----- 14
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 ----- 35
Coffy Toffy ----- 35
Fudge, Walnut ----- 28
Fudge, Walnut Choc. ----- 28
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 ----- 26

Chocolate

Assorted Choc. ----- 29
Champion ----- 24
Honeysuckle Chips ----- 36
Klondike Chocolates ----- 36
Nabobs ----- 36
Nibble Sticks, box 2 ----- 25
Nut Wafers ----- 36
Ocoro Choc. Caramels ----- 32
Pearo 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 ----- 2 25
Smith Bros. ----- 2 00
Putnam Men. Hore
Hound ----- 1 80

CRISCO

36s, 24s and 12s ----- 18 1/2
6 lb ----- 17 1/2

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 ----- 55
3 lb. boxes ----- 60

DRIED FRUITS

Apples
Evap'd, Choice, blk. ----- 12 1/2

Apricots

Evaporated, Choice ----- 30
Evaporated, Fancy ----- 35

Citron

10 lb. box ----- 52

Currants

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 ----- @09 1/2
70-80 25 lb. boxes ----- @10
60-70 25 lb. boxes ----- @12
50-60 25 lb. boxes ----- @14
40-50 25 lb. boxes ----- @16
30-40 25 lb. boxes ----- @19

FARINACEOUS GOODS

Beans
Med. Hand Picked ----- 5 1/4
California Limas ----- 10
Brown, Holland -----

Farina

25 1 lb. packages ----- 2 80
Bulk, per 100 lbs. -----

Hominy

Pearl, 100 lb. sack ----- 3 00

Macaroni

Domestic, 10 lb. box 1 00
Domestic, brkn bbls. 8 1/2
Skinner's 24s, case 1 90
Golden Age, 2 doz. 1 90
Fould's, 2 doz., 8 oz. 2 00

Pearl Barley

Chester ----- 5 75

Peas

Scotch, lb. ----- 4 1/2
Split, lb. ----- 7

HIDES AND PELTS

Hides	
Green, No. 1	05
Green, No. 2	04
Cured, No. 1	06
Cured, No. 2	05
Calfskin, green, No. 1	09
Calfskin, green, No. 2	07½
Calfskin, cured, No. 1	11
Calfskin, cured, No. 2	09½
Horse, No. 1	2 50
Horse, No. 2	1 50

Pelts	
Old Wool	25@ 50
Lambs	25@ 50
Shearings	25@ 50

Tallow	
Prime	@4½
No. 1	@4
No. 2	@3

Wool	
Unwashed, medium	@15
Unwashed, rejects	@10
Fine	@15
Market dull and neglected.	

Raw Furs	
Skunk	2 50@1 50@80@40
Raccoon	4 00@3 00@2 00
Mink	7 00@5 00@3 00
Muskrats	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.	5 50

JELLY GLASSES	
8 oz., per doz.	44

MINCE MEAT	
None Such, 3 doz.	
case for	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
Elberts, 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
Peanuts, Spanish	25
100 lb. bbl.	24½
Peanuts, Spanish	24½
Pecans	95
Walnuts	55

OLIVES	
Bulk, 3 gal. kegs, each	6 50
Bulk, 5 gal. kegs each	10 50
Stuffed, 3½ oz.	2 25
Stuffed, 9 oz.	4 50
Mitted (not stuffed)	
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19 oz.	5 50
Queen, Mammoth, 28 oz.	6 75
Olive Chow, 2 doz. cs.	2 50
per doz.	

PEANUT BUTTER	
Bel-Car-Mo Brand	
8 oz., 2 doz. in case	24
24 1 lb. pails	12
12 2 lb. pails	5
5 lb. pails, 6 in crate	10
10 lb. pails	15
15 lb. pails	25
25 lb. pails	50
50 lb. tins	100
100 lb. drums	

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



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8 oz., 2 doz. in case	24
24 1 lb. pails	12
12 2 lb. pails	5
5 lb. pails, 6 in crate	10
10 lb. pails	15
15 lb. pails	25
25 lb. pails	50
50 lb. tins	100
100 lb. drums	

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. 808, Bicycle	4 50
Pickett	3 50

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS.	
Beef.	
Top Steers and Heifers	17
Good Steers and Heifers	15
Med. Steers & Heifers	14
Com. Steers & Heifers	12

Cows.	
Top	14
Good	12
Medium	11
Common	9

Veal.	
Top	17
Good	16
Medium	14
Common	13

Lamb.	
Good	18
Medium	16
Poor	14

Mutton.	
Good	13
Medium	12
Poor	10

Pork.	
Heavy hogs	11
Medium hogs	12½
Light hogs	12
Sows and stags	9
Loins	18@20
Butts	17
Shoulders	14
Hams	21
Spareribs	14
Neck bones	5

PROVISIONS	
Barreled Pork	
Clear Back	28 00@30 00
Short Cut Clear	24 00@26 00
Clear Family	34 00@36 00

Dry Salt Meats	
S P Bellies	26 00@28 00

Lard	
80 lb. tubs—advance ¼	
Pure in tierces 14 @14½	
Compound Lard 11 @11½	
69 lb. tubs—advance ¼	
50 lb. tubs—advance ¼	
20 lb. pails—advance ¼	
10 lb. pails—advance ¼	
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
Hams, dried beef	
sets	38 @39
California Hams	16½@17
Picnic Boiled	
Hams	34 @36
Boiled Hams	38 @40
Minced Hams	18 @20
Bacon	24 @44

Sausages	
Bologna	18
Liver	12
Frankfort	19
Pork	18@20
Veal	11
Tongue	11
Headcheese	14

Beef	
Boneless	24 00@26 00
Rump, new	25 00@27 00

Canned Meats	
Red Crown Brand	
Corned Beef, 24 ls	3 60
Roast Beef, 24 ls	3 60
Veal Loaf, 48 ½s	1 75
Vienna Style Sausage,	
48 ½s	1 40
Virginies, 24 ls	3 50
Potted Meat, 48 ½s	65
Potted Meat, 48 ½s	1 10
Hamburger Steak and	
Onions, 48 ½s	1 75
Corned Beef Hash,	
48 ½s	1 75
Cooked Lunch Tongue,	
24 ½	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, 2½ oz.	1 90
Sliced Beef, 5 oz.	3 65

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	
½ bbl., 100 lbs.	7 50

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

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
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Mess, 8 lbs.	2 85
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No. 1, 50 lbs.	13 00
No. 1, 10 lbs.	2 85

Mince Meat

Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

Pig's Feet	
¼ bbls.	2 15
¼ bbls., 35 lbs.	3 75
½ bbls.	10 00
1 bbl.	17 50

Tripe	
Kits, 15 lbs.	90
¼ bbls., 40 lbs.	1 60
¾ bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	@65
Beef, round set	22@24
Beef, middles, set	50@60
Sheep, a skein	1 75@2 00

Uncolored Oleomargarine	
oShid Dairy	28@29
Country Rolls	30@31

RICE	
Fancy Head	10@11
Fancy Head	7@11
Blue Rose	5 00

ROLLED OATS	
Monarch, bbls.	6 50
Rollad 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, ½ 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 dz.	3 50
Snider's large, 1 doz.	3 50
Snider's small, 2 doz.	2 35

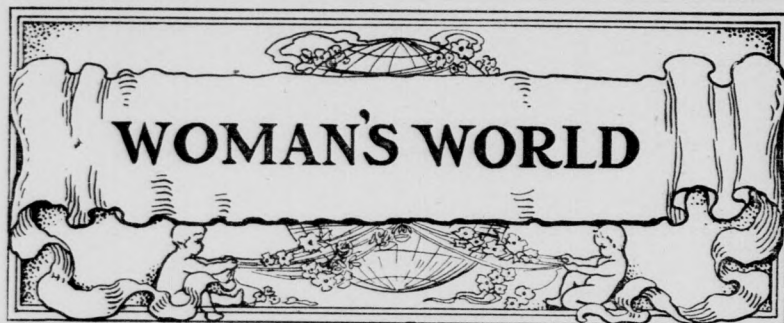
SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 75
Wyandotte, 100 ¼s	3 00

SAL SODA	
Granulated, bbls.	2 50
Granulated, 100 lbs cs	2 75
Granulated, 36 2½ lb.	
packages	3 00

SALT	
Solar Rock	
56 lb. sacks	75

Common	
Granulated, Fine	3 00
Medium, Fine	3 25

Wyandotte, 100 $\frac{3}{4}$ s -- 3 00
SAL SODA



Confidence of Father and Daughter Can Be Complete.

Written for the Tradesman.

"I did not know my father very well when I was a girl. I was fond of him, of course; I knew that he was a fine man. He was very kind to me in every way; but I think perhaps I was a little afraid of him. Maybe he was a little afraid of me. He always said he didn't know anything about girls."

The gray-haired woman who said this to me a while ago had been talking at the Woman's Club about the relations between fathers and daughters, and telling a group of women, of whom I was one, that she thought fathers ought to take more pains to know their daughters. It was on our way home that she spoke thus of her own father.

"Why, I thought you and your father were peculiarly close," I said. "I remember thinking when he died that you were losing your best friend."

"So I was. Nobody ever will fill his place, and the inspiration of his companionship will be with me until I die myself. But it was not until I was nearly twenty that I came to know my father, or he to know me. I had him much in mind in what I was saying this afternoon."

"How did you come at that age to know him so much better?" I asked. "If you care to tell me."

"Yes, I was going to tell you. I almost told the women at the club. Here is my house; come in, I want to show you something that will help you to understand. Maybe you can tell the story to your readers, and so help some father, perhaps, to get closer to his daughter."

From her desk she took a folded paper, much yellowed with time, and worn at the creases as if it had been much read and carried about. She held it in her hand as she went on with her story.

"There came a time in my college course when I began to go down hill. I had kept up with my studies during the first two years—made a rather remarkable record, in fact—and was regarded, I know, as one of the star girls in my class. But in my senior year something happened in my life that rather pulled the ground from under my feet. I shall not tell you what it was; it would make a long story which isn't necessary for what I want to tell you now. It was pretty terrible for me, because it was a thing I had to go through alone. At least, I thought I had. For one thing, my mother was not very well, and I did not want to trouble her with it. Be-

sides, she could not have done anything about it.

"Just in the middle of the thing, when I was almost desperate with perplexity and loneliness, and my work at college had got to be pretty bad—compared with what it had been, at least—I went home for a weekend. Everybody was lovely to me. Mother said I had been working too hard, and ought to stay home a few days more and rest; even my brothers, who generally teased me about being a 'toothless shark,' and other things designed to show that in their eyes I was down from my pedestal as a student, were unusually considerate, and seemed to sense the fact that there was some good reason for my fall from high standing. It seemed almost impossible for me to go back to college; but I went, to face my trouble again.

"Father was particularly thoughtful—went out of his way to be gentle with me. That made it all the harder to shut the door upon myself and go back to my trial. He went with me to the station and put me on the train. He said nothing about college, but for the first time in my life talked about himself, about the struggles he had had as a young man; told me of some mistakes of his life, and how

it had helped him to find in one crisis a friend with whom to talk things over.

"It was all immensely interesting to me. For the first time I began to see my father as after all only a human being, with personal weaknesses and troubles to overcome. I did not understand why he should tell me all this.

"But two days later I understood, and it changed the whole current of my life. I received from my father this letter, which I want you to read: My Dearest Daughter:

Although you did not tell me so when we talked last night on the way to the train, I somehow feel that you are in trouble, and that it is something that you are trying to bear alone. I want you to know that whatever it is, it would give me only the greatest comfort to be allowed to bear it with you. Whether it is, little or big, whether it is something in which you blame yourself or others blame you—it makes no difference. Nothing that could happen, nothing that you could do in this wide world, now or at any time in the future, could be so bad—no matter what it was—as to make me anything but your devoted friend, eager to help you in any way, no matter what it may be. Don't you want me to come up there and talk things over? Often two heads are better than one, and I can keep secrets. What is a father good for, if you can't tell him all about it?

"Well, he came, for of course I asked him to. And we had a wonderful talk, and he straightened me out, and I came to know as I never had known before what a wonderful man he was; how broad and clear-eyed and sympathetic. And it was the beginning of a close friendship and understanding that lasted without a break until he bade me farewell and closed his eyes for the last time."

Prudence Bradish.

[Copyrighted 1921.]

Types of French Hats.

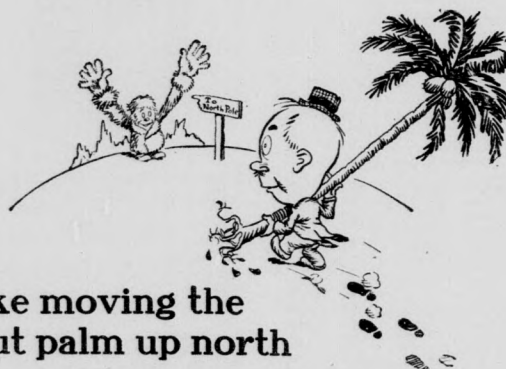
A recent importation of French hats displayed here last week was marked by the variety of the trimming used, which ranged from narrow loops of cire ribbon to mammoth "cabbage" roses of taffeta and silk. Glycerined, curled and uncurled ostrich trimmings were also used, according to the bulletin of the Retail Millinery Association of America. Describing the hats themselves, the bulletin goes on in part:

"Fabrics, such as crepes, faille taffetas and chiffons, were favored and were more prominent than straws. The shapes were medium-sized and large with but few small, close-fitting hats evident. The 'forward poke' brim, accentuated by trimming, was noticed, and brims slit at the side like an artist's palette were shown. Lace, used to veil brims or droop in trailing scarfs, seemed favored, and many of the semi-tailored hats were adorned with flowing veils.

"One of the few small hats shown, and perhaps the most interesting model in the collection, was a turban shape from Georgette made of rust-color hemp. The brim, in front, was a tightfitting cuff with a high line, while in back it narrowed into a protruding cuff bound with an edging of faille ribbon. Enormous red and dark brown poppies with petals of velvet and lacquered green leaves were placed at each side of the hat so that they almost covered the crown and brim."

If you are going to know what is new in your lines you cannot get along without subscribing to and reading one or more good trade papers.

Any job well done is a good advertisement for the man or company that did it.



just like moving the coconut palm up north

Imagine coconut in a tin shell plucked from the shelves of the dealer instead of from the swaying palms of the tropics!

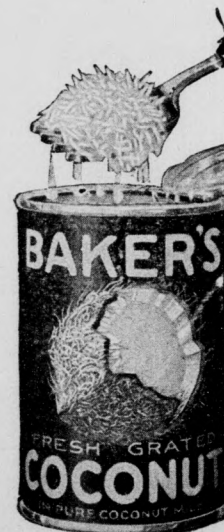
And there is no stretch of the imagination necessary to apply the tin shell idea to Baker's Fresh Grated Coconut. Baker's way is Nature's way. The fine white meat of the coconut is packed with the milk in Baker's containers.

There's nothing left out but the shell. All the food value that Mother Nature "canned" in the nut is also found in Baker's can.

No wonder Baker's canned-in-its-own-milk Coconut is in demand in the homes of discerning housewives everywhere.

THE FRANKLIN BAKER COMPANY
Philadelphia, Pa.

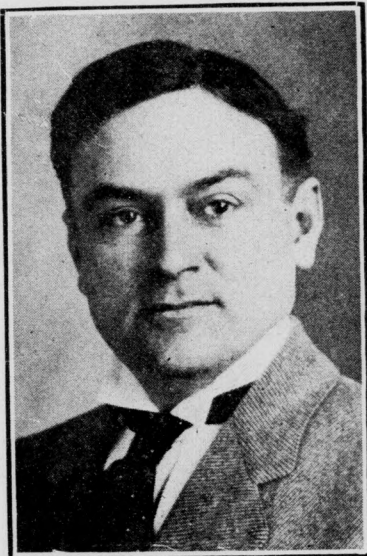
Baker's Dry Shred Coconut—the old-fashioned sugar-cured kind is also sold—in paper packages.



SUCCESSFUL SALESMEN.

Fred Hanifin, Representing the National Biscuit Company.

Fred J. Hanifin was born at Pentwater July 17, 1877. His father was a merchant's tailor by trade and of Irish descent. His mother was a Yankee. When he was 5 years old the family moved to Stanton, where Fred attended the public schools until he was 15 years of age. He then removed to Greenville, where he put in one year in the high school. His first dip into business life was as clerk in the grocery store of Alexander Massie. He subsequently worked in the retail grocery store of Bradley & Seaman. The next three years he devoted to learning the drug



Fred J. Hanifin.

business in the pharmacy of John H. Passage. Twenty-one years ago he entered the employ of the National Biscuit Company as traveling salesman. His territory comprised Central Michigan, East of Grand Rapids. He resided in Grand Rapids from 1907 to 1911, since which time he has made his home in Owosso.

Mr. Hannifin was married Sept. 10, 1912, to Miss Nettie Wood, of Owosso. Two years ago they erected their own home at 524 North Ball street, where they have since resided.

Mr. Hannifin is an Elk, K. P. and member of the U. C. T. He is one of the Grand Councilors of the latter organization and chairman of the Legislative Committee. In his religious belief he is a Congregationalist.

Mr. Hanifin has two hobbies, base ball and a passion for specializing on some item in his line to the extent of putting it in the hands of every retail grocer in his territory. So marked is the last trait that he frequently takes all of the goods accorded to the Grand Rapids house of a certain brand. Last fall he sold all the fruit cake awarded to the Grand Rapids branch.

Mr. Hanifin attributes his success in life to hard work, but, of course, other things are equally responsible for the position he has gained, the friends he has made and the customers he has secured. One peculiarity of his career is that he has never seen the inside of a court room. It

is possible that he is the only man in the United States who enjoys such an enviable record.

Nearly Fifty Years in the Harness.

Traverse City, March 1—After forty-eight years in the clothing business in Traverse City, a reorganization of the Hamilton Clothing Co. has been effected, whereby Hon. Frank Hamilton retires from active participation in the company and the management has been taken over by E. E. Shriver, of Pittsfield, Ill., an experienced clothier who has been in this branch of merchandise for many years.

Mr. Shriver will have entire charge of the business and be the largest stockholder. B. H. Bracken and C. I. Troutwine, in addition to Mr. Hamilton, will hold the remainder of the stock. Mr. Shriver announces that the business will be maintained on the same high standard maintained by Mr. Hamilton in his half century of experience in Travers City.

It was in 1868 that Mr. Hamilton came to Traverse City and in 1873, five years later, that he first engaged in business. J. W. Mulliken was his business partner and their first store was a double building standing where the O. A. Johnson grocery store is now located, on Front street. In 1889 Mr. Hamilton and Mr. Mulliken erected the Hamilton & Milliken block of three stores and several offices, on the corner of Front and Cass streets, which has sheltered these concerns since that time. Several years ago the firm of Hamilton & Milliken divided their holdings, Mr. Hamilton keeping the clothing business and Mr. Milliken the dry goods.

Mr. Hamilton has been one of Traverse City's most interested and sincere citizens since the day he arrived at what was then a small lumbering village. In civic and county affairs, he has been a faithful and diligent worker.

About twenty-five years ago, when farmers of the Grand Traverse Region were hauling their produce to market through mud or sand, depending upon the weather, little signs began to appear on fence rails and trees saying, "Hurrah for good roads! The Hamilton Clothing Co." This was the beginning of Mr. Hamilton's career as a good roads builder.

Since that time he has been recognized as the man who knows more about good roads than any man in the county. This reputation finally gained him state recognition and he was made a member of the executive committee of the State Highway Association. Then came National attention when he allied Michigan with the states South in putting through the Dixie Highway.

Consider your various advertising and selling policies and think whether or not you would like them in a store you patronize. What you like as a merchant you might not like as a customer.

EVEREADY

STORAGE BATTERY

PEP

Guaranteed 1½ years
and a size for

YOUR car

SHERWOOD HALL CO., LTD.,
Distributors
Local Service Station,
Quality Tire Shop,
117 Island Street,
Grand Rapids, Michigan.

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

Wanted—A YOUNG LIVE, EXPERIENCED DRY GOODS and ladies' ready-to-wear SALESMAN, card writer, window trimmer and assistant to owner. Fine position for right man. Good references required. C. D. Carpenter, Big Rapids, Mich. 230

UPHOLSTERING BUSINESS—ESTABLISHED, in a good, live town, for sale on account of death. Write to A. Alm, 814 Newell St., Kenosha, Wisconsin. 231

Wanted—An all round butcher—young man. Address Century Market, Ann Arbor, Mich. 232

Michigan, sixteen acres, modern home, five acres grapes fruit trees. \$8,000. Dietrich Bros., Paw Paw, Mich. 233

Wanted—Two first-class grocery clerks. None but experienced need apply. References required. Good wages and a permanent position to the right party. A. H. Eddy, "Soo," Mich. 234

Salesman Wanted—By wholesale furnishings goods house, to travel the Michigan Thumb district. Must be willing to reside in the territory. Man with automobile will be especially considered. Must be experienced, energetic, and a worker. Daniel T. Patton & Co., Grand Rapids, Mich. 235

For Sale—Store carrying confectionery, ice cream, small stock groceries. Also building for sale or trade. D. Delbridge, Rhodes, Mich. 236

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

LINOTYPE OPERATOR WANTED—Must be rapid and accurate—Open Shop—Michigan Tradesman, Corner Ionia and Louis, Grand Rapids, Mich.

For Exchange—Eighty acres of fine cut-over land six miles from Roscommon, Michigan. What have you? Address Joseph Weiler, Olney, Ill. 221

Wanted—To travel for a pharmaceutical firm, by a graduate pharmacist and physician. A. D. Heinemann, M. D., M. Ph., 1023 Jackson Ave., Memphis, Tenn. 224

If you are thinking of going in business, selling out or making an exchange, place an advertisement in our business chances columns, as it will bring you in touch with the man for whom you are looking—THE BUSINESS MAN.

EXCHANGE—Improved and unimproved wheat and corn land to exchange for merchandise, hardware, furniture, and garages. EQUITABLE ESTATE AND INVESTMENT CO., 419 Hoyt Bldg., Wichita, Kansas. 225

Wanted—Drug business in live town. Box 618, Bay City, Mich. 226

FOR SALE—Butchers scales. We offer cheap brand new Toledo computing Butchers Scales. Cost \$231. We took them on debt and will price to move. Farmers Bank, Mt. Vernon, Missouri. 227

PRINTING AND EMBOSSED business stationery and all commercial work. Best workmanship, prices below average consistent with work. We pay charges. Send copy for prices. Prompt delivery. THE PRINT SHOP, Manton, Mich. 229

FOR SALE OR TRADE—2000 acre Michigan stock and grain farm. Splendid set of buildings, two tenant houses, four barns, hog stable, garage, scales, \$25,000 worth of stock and tools. 1500 acres under cultivation. All free and clear. Will trade for large stock of merchandise. No junk. Address No. 212, care Michigan Tradesman. 212

For Sale—First class wholesale bakery, good home trade, splendid shipping trade. \$40,000, half cash. Poor health makes this sale advisable. Write or see Tradesman. 215

FOR SALE—General store, with dwelling connected, doing good business. Very reasonable. Address G. W. Taylor, Clarion, Mich. 217

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.

Orange Grove For Sale

Farm of 80 acres, 40 acres in pecans and oranges. Part of oranges should bear this year. On main road, nine miles from Gulf, five miles from tidewater, one mile from depot and good live town.

P. J. COONEY,
Foley, Alabama.

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.



**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building



Diamonds Now Worth \$550 Per Carat.

Diamond prices increased 600 per cent. between 1880 and 1920, according to Chicago trade experts. They advanced 200 per cent. during the war. They reached the peak of all the ages in 1919 until the middle of 1920. There has since been a small decline.

"In 1880," said Sidney Ball, a Chicago expert, "diamonds of high quality retailed at \$100 a carat, in 1890 at \$150, in 1900 at \$250, in 1910 at \$350, in 1914 at \$400, in 1917 at \$500, in 1918 at \$600 and in 1919 at \$700. The price now is \$550.

"The best diamonds, blue-whites, canary-colored, browns and those of other tints known to the trade as 'fancy,' command as much as \$1,000 a carat. No set rules govern the value of the larger stones. Prices depend on size, color, brilliancy and cutting.

"The advance of diamond prices up to the war period was due to the arbitrary business methods of the De Beers Consolidated Mines, Ltd., that controls the output of the South African mines which yield 98 per cent. of the world's diamonds. When mining was inexpensive and the output was around 5,000,000 carats annually, the prices continued to advance despite a seemingly inexhaustible supply. The company's announced policy was to prevent the ancient jewel of kings from becoming cheap and common.

"Record prices in war times were due to labor shortage and a consequent shortage of output at the mines and unexampled prosperity in the United States which made working people the Nation's greatest diamond buyers. For years the United States has absorbed 85 per cent. of the South African output.

"The United States, according to Government statistics, imported \$1,000,000 worth of diamonds in 1867, the year the South African fields were discovered. Imports last year were valued at \$89,000,000."

Flavoring Men Not Denied All Alcohol.

Several questions connected with the rulings of prohibition officials which have been puzzling the Flavoring Manufacturers' Association have been cleared up by a conference R. H. Bond, chairman of the legislative committee, had recently with Dr. A. B. Adams, chief of the permit division. In a circular letter to the association Mr. Bond said:

It developed that it was not the intention of the department to deny legitimate users of non-beverage alcohol the use of such alcohol in the manufacture of imitation flavors except the imitation liquor flavors, such as whisky, rum, brandy and wine flavors; but it was their intention to deny the use of alcohol in these flavors.

It was stated they were having considerable trouble with some of the seemingly necessary imitation flavors, such as peach, but, as stated above, it was not their intention to deny the use of non-beverage alcohol in such products except to such people as had been or were selling such extracts for beverage purposes or under circumstances from which it could be deduced that they were to be so used.

It is my belief that in making out applications for permits for the use of non-beverage alcohol our mem-

bers ought to give full information concerning their products; that is, give the formula as complete as possible and state to whom the goods are to be sold.

It developed that the reason for disapproval of the permits for the use of alcohol in soluble extract of ginger was due to the fact that applicants did not state that same was to be sold exclusively to manufacturers of carbonated beverages. It is not their intention to deny the use of alcohol to the manufacturer of soluble extract of ginger when such soluble extract of ginger is sold exclusively to this class of trade and not to general storekeepers, housewives and to the public generally for supposedly culinary use.

In making application for the use of alcohol for making soluble extract of ginger, or ginger ale extract, if the applicant will set out under the heading "For whom manufactured," that the product is to be sold to manufacturers of carbonated beverages and to soda fountains exclusively such permits will be granted.

Fiber Containers For Oranges.

Florida oranges and grape fruit may soon be had by the consumer in sealed fiber containers carrying one, two or three dozen to the package at a cost, it is claimed, of 50 per cent. less than under the old system. The first packing house in Florida to introduce the new method is the Florence Villa Growers' Exchange, Florence Villa, Fla., which is using the fiber containers manufactured especially for the citrus trade by the Philadelphia Paper Manufacturing Company, of Philadelphia. The exchange plans to pre-cool, pack and ship its fruit in individual packages, reaching the consumers through the chain stores of the country.

Among the advantages claimed for this new method is the high quality of the fruit because of precooling, less cost to the consumer, and as it is in small units of from one to two and three dozen to the package will be more attractive to the buying public and tend to cause the sale of oranges and grape fruit by the dozen rather than by smaller quantities.

It is stated that the fiber boxes can be manufactured or assembled at the packing house and that other packing interests in the State are considering the adoption of the individual package, which some believe will revolutionize the citrus fruit industry in the State, since the price of wooden boxes has been soaring of recent years because of the growing shortage in the lumber supply. The use of fiber boxes in replacing other materials for containers of every sort has grown by leaps and bounds in recent years.

Model Advertisement for Retail Grocer.

Godfrey Gundrum, the Leroy grocer, recently published the following advertisement in the local newspaper under the heading of The Meaning of Service:

Service is one of the most important matters to be considered in conducting a grocery store successfully.

When a grocery renders good service, in addition to handling good products, it is assured the good will of the public and has achieved an ideal.

Such an ideal is ours. By buying the right goods at the right prices, and selling them at right prices we are able to give our customers the best on the market for the least amount of money. Should

we buy foolishly we would be forced to sell high, but this would not constitute the service for which this store aims.

Our store is clean and inviting. Our goods are neatly and attractively displayed—as they should be, and you are served by courteous and attentive clerks.

Prompt deliveries, careful checking and satisfactory adjustments to please you at all times are a few of the additional outstanding features of our store service.

Service means your good will, which in turn means our success. We want your business because we know we can please you.

Proceedings in Local Bankruptcy Court.

Grand Rapids, Feb. 18.—The final meeting in the matter of Donald R. Wood was held on this day. The bankrupt was present in person, as also was the trustee. Some additional claims were proved. The trustee's report was received and approved. There being no objection interposed to the discharge of the bankrupt, the referee made an order closing the estate, except as to the necessary proceedings to complete the discharge. An order was made for the payment of the remaining of the administration expenses and for the payment of a final dividend to creditors in the amount of 6½ per cent. The final meeting of creditors was then adjourned without date.

Feb. 21.—On this day was held the first meeting in the matter of Jacob Vander Molen, bankrupt No. 1930. The bankrupt was present in person and by attorney Charles V. Hilding. Creditors were represented by Wolf & Houseman, attorneys. No claims were proved. The creditors present failing to elect a trustee, the referee appointed George B. Kingston as such and fixed the amount of his bond at \$200. The bankrupt was then sworn and examined by the referee. The assets disclosed were of questionable value and the trustee was directed to investigate and report as to the advisability of appointing appraisers and appraising the property. The meeting was then adjourned without date.

The first meeting in the matter of Santo Scacciam, bankrupt No. 1931, was also held on this day. The bankrupt was present in person and by attorney, Joseph R. Gillard. Attorneys George H. Nichols and C. L. Palmer appeared for the creditors. Many claims, mostly those of the farmers in the vicinity of Martin, Orleans and Butternut, who had furnished milk to the factories of the bankrupt, were proved. By majority vote of those present, J. Frank Isham, of Butternut, was elected trustee and the amount of his bond fixed by the referee at \$500. The bankrupt was sworn and examined by Mr. Palmer and several interesting documents were introduced as exhibits during the progress of the examination. Appraisers were appointed to appraise the Butternut and Orleans properties. The meeting was then adjourned to March 14.

Feb. 23.—This being the day fixed for the first meeting in the matter of Oliver R. Waters, the following proceedings were taken: The bankrupt was present in person and by attorney, Charles V. Hilding. Creditors were present in person. Some claims were proved. The bankrupt was sworn and examined by the referee without a reporter and in the course of the examination it developed that the bankrupt was earning \$4 per day on the police force, which fact seemed inconsistent with the sworn statement made, at the time the petition in bankruptcy was filed that he was wholly without funds to pay the initial filing fee. An order was accordingly entered that he pay the initial filing fee on or before April 11. As the estate disclosed no assets, an order was made dispensing with the election of a trustee. An order was made confirming the bankrupt's exemptions and adjourned the case to April 11.

Feb. 25.—On this day the American Conservation Products Co., of Grand Rapids, a corporation dealing in fire appliances, was adjudged a voluntary bankrupt. The proceedings have been referred to Benn M. Corwin, as referee, who has also been appointed receiver. The time for the first meeting has been fixed at March 14. The bankrupt schedules assets in the sum of \$559.11 and liabilities in the sum of \$1,124.64. A list of the creditors of the bankrupt corporation are as follows:

Citizens Telephone Co., Grand Rapids	\$ 19.99
Forbes Stamp Co., Grand Rapids	.25
G. R. Label Co., Grand Rapids	13.53
Western Union Tel. Co., Grand Rapids	9.49
Hesselink & Phillips, Grand Rapids	14.75
Fitzsimmons Bros., Grand Rapids	2.50
Don. G. McAfee, Grand Rapids	16.80
Armstrong Cork Co., Pittsburgh	8.40
Underwood Typewriter Co., Grand Rapids	1.00
Hazel-Atlas Glass Co., Wheeling, W. Va.	16.81
J. W. Bedell, Wakefield, Mich.	3.54
P. W. Ellinger, Three Rivers	.45
Fuller & Son, Wakefield, Mich.	1.00

Miller Chemical Co., Chicago	4.25
Nu-Ex Fire Appliance Co., Columbus	44.75
Scott B. Ormsby, Eau Claire, Wis.	26.13
Standard Extinguisher Co., Boston	941.00

The Way of the Transgressor Is Hard.

Harrison Parker, who once upon a time sued the Tradesman in the United States Court for \$100,000 damages, subsequently slipping over to Grand Rapids and clandestinely withdrawing the case when we were not looking, appears to have an unhappy faculty of keeping himself in the limelight. Because he assumes to hold himself superior to the law, he frequently finds himself in trouble. His latest exploit of this character is thus described by a Chicago newspaper:

Louis L. Emmerson, Secretary of State, through Attorney General Edward J. Brundage, has filed suit in the Superior Court to restrain Harrison Parker, N. A. Hawkinson and John Coe, as trustees of the Co-operative Society of America, from further selling or disposing of "beneficial interests" in the Society.

The petition states that the Co-operative Society of America was created Feb. 20, 1919, and that the trust agreement provides for a division into 400,000 aliquot parts, each designated as a "beneficial interest."

The petition states that no statement concerning the "beneficial interests" were filed or submitted to the Secretary of State for approval, as required by law, and that the Secretary of State is empowered, under section 24 of the Illinois securities law, to institute injunction proceedings when the law is not complied with.

Union Stands For Slovenly Workmanship.

Fred Geyer runs a plumbing shop in San Antonio. It was a union shop with all the closed frills and restrictions. So one Saturday, when Mr. Geyer found he needed an extra plumber for the following Monday, he notified the business agent. Later in the day, a fellow plumber offered him the loan of a competent mechanic, so he advised the business agent that it would not be necessary to send a man from his office.

But Monday morning dawn came the business agent's man. Mr. Geyer happened to know that the man had been fired by another plumber for incompetency. The man had done a job of pipe fitting which would not pass the gas inspector; he did it a second time and again the inspector refused to pass it. He had then been told by the employer that he could do the job over on his own time. When he refused, he was fired.

The business agent, however, insisted that the man must be hired, incompetent or not, and in spite of the fact that Mr. Geyer didn't need him. What would you have done if you had been in Mr. Geyer's place? Well, Mr. Geyer wouldn't stand for it. And now he is running an open shop.

Those who encourage business agent control are apt to forget that they help pay the bills.

Worry is really a form of cowardice. It is born of fear and comes from the consciousness that we are not equal to cope with the obstacles that confront us.

It Pays to Stop Occasionally and Look Things Over



THE fisherman who is too lazy to pull up his line occasionally to see if his bait is all right, will eat pork for his supper.

The business man who does not keep a keen eye upon every part of the commercial boat is more than liable to run up against a snag some day that will wreck his craft.

Better, far better, to be overly careful than to be thoughtlessly negligent and full of regrets.

If when you leave your store at night you do not place your books of account and valuable papers in a dependable safe, you are, to say the least, thoughtlessly negligent.

DO NOT DELAY BUT WRITE US TO-DAY FOR PRICES

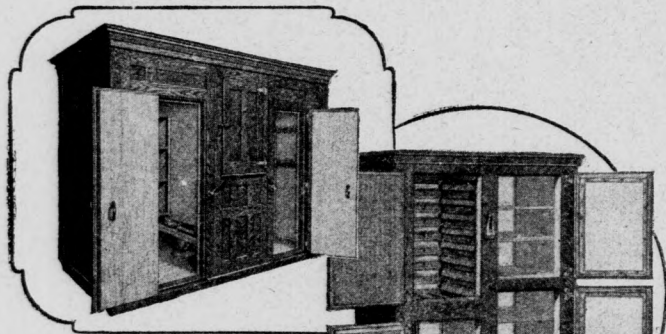
GRAND RAPIDS SAFE CO.

Tradesman Building

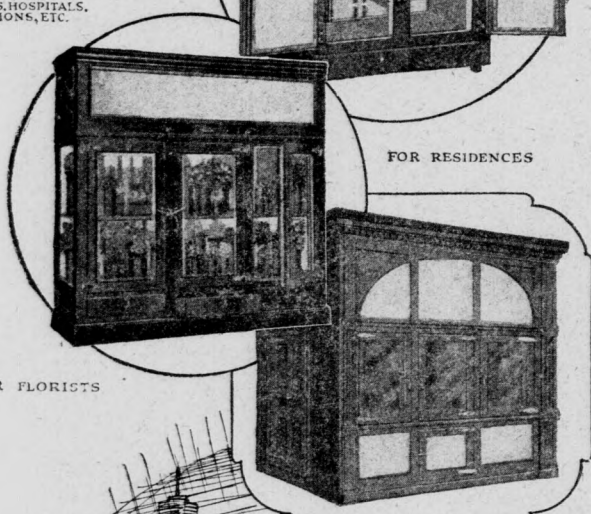
Grand Rapids, Michigan

McCRAY

REFRIGERATORS for ALL PURPOSES



FOR HOTELS, CLUBS,
RESTAURANTS, HOSPITALS,
INSTITUTIONS, ETC.



FOR RESIDENCES

FOR FLORISTS



for Grocers

FOR MEAT
MARKETS

THERE is but one test for refrigerators—the test of *actual service*. For over thirty years the McCray has been the choice of the grocery and market trade.

You are dealing in perishable goods and cannot afford to take a chance with poor refrigeration. Put a McCray on the job—it saves loss from spoilage, saves perishable goods—that means quick turnover and bigger profits.

There is a constant circulation of cold, dry air throughout every compartment of the McCray, due to the patented cooling system. This patented system *guarantees perfect preservation*. Besides being a better refrigerator the McCray is an excellent display case for perishable goods.

McCray not only carries a large variety of refrigerators, coolers and display-case refrigerators in stock for prompt shipment, but builds them to order in any desired style or size for all purposes.

Easy Payment Plan—You can pay for any McCray Refrigerator or Cooler while you use it. In this way it will pay for itself. Ask about our Easy Payment Plan.

Get our catalog:

- No. 72 for Grocers and Delicatessen Stores.
- No. 64 for Meat Markets.
- No. 53 for Hotels and Restaurants.
- No. 95 for Residences.

McCRAY REFRIGERATOR CO.

3144 Lake St., KENDALLVILLE, INDIANA

Salesrooms in All Principal Cities

Detroit Salesroom, 36 East Elizabeth St.



FOR DELICATESSEN STORES