

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Eighth Year

GRAND RAPIDS, WEDNESDAY, APRIL 20, 1921

Number 1961

THE THREE SISTERS

Madam Virtue and Miss Genius,
With their sister, Reputation,
Traveled once through distant countries
On a tour of observation.

Ere they started Genius hinted
That by some unlucky blunder
As they traveled through the kingdoms
They might chance to drift asunder.

Virtue said: "If I am missing,
And you deem me worth the trouble,
Seek me at the courts of monarchs
Or the dwellings of the noble.

"If among the high and mighty
You should fail to find me present,
You may meet with better fortune
In the cottage of the peasant."

Genius said: "If from my sisters
I should chance to prove a roamer,
Seek me at the tomb of Shakespeare
Or before the shrine of Homer."

"Ah!" said Reputation, sighing,
"It is easy of discerning,
Each of you may freely wander
With the prospect of returning.

"But, I pray you, guard me closely,
For despite your best endeavor,
If you miss me for a moment,
I am lost and gone forever."

Red Crown



Canned Meats

A different meat for every meal

The Quality Brand that **SELLS** and **SATISFIES**

Sold by Wholesale Grocers

Acme Packing Company
GREEN BAY, WIS.
(Formerly Chicago)



Franklin Golden Syrup



Made from cane sugar. The delicious cane flavor and attractive color of this syrup is known to the housewife through its use on the table and in cooking.

The demand for Franklin Golden Syrup must follow the knowledge of its quality and flavor.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



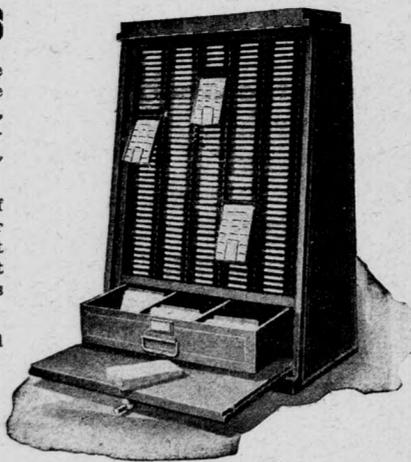
Ninety Per Cent of the World's

business is now and always will be based on credit and as success is the ultimate goal of every business man, modern devices and up-to-date methods must be used in this age of keen, energetic competition.

We have the solution of many of your present accounting problems, for we manufacture the "Canton Credit Register." This machine has put NEW life in credit stores in 39 states and 19 foreign countries.

Let us tell you more about it and how easy it is to get one.

THE THOMAS-PETER CO.
(Dept. C)
CANTON, OHIO



Patented-Fireproof

VITAMINE

That New Vital Element in Food

You have on your shelves the article which supplies this vitamine, so essential to health—

Fleischmann's Yeast

Tie up your store with the great, ever-increasing demand that is being created for it.

Have your customers place a standing order.

SUGAR IS OUR SPECIALTY

We are in position at all times to quote you the lowest market prices on both

FINE EASTERN CANE OR BEET

in either car or less-than-car lots. We have connections with the largest refiners in the country which assures us in receiving the lowest market prices and a constant supply at all times.

Write or call us for our prices—we can save you money.

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WHOLESALE GROCERS
GRAND RAPIDS MICHIGAN

The Machine you will eventually Buy



VICTOR ADDING MACHINE

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

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

135.00 ALL MACHINES FULLY GUARANTEED

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MICHIGAN TRADESMAN

(Unlike any other paper.)
Frank, Free and Fearless for the Good
That We Can Do.
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY.
Grand Rapids.
E. A. STOWE, Editor.

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.

CHARACTER OF THE BUYING.

It is a curious circumstance that the idea persists in so many minds that business conditions can be regulated according to the calendar, and that times can be fixed when any one set will come to an end and another take its place. This is what is back of the enquiries so often made for some definite date when prices will be stabilized and the normal resumption of buying will again begin. Never have enquiries of the kind been so persistent as they have been since the beginning of the current year. One may pardon or excuse the impatience resulting from the continuance of the unsatisfactory state of affairs which has prevailed for nearly a year, but any attempt to fix a date for its termination must needs be futile. The factors are too uncertain, and the most baffling of all is the mental reaction of the general public. It was not so difficult a matter to predict, approximately, when the deflation process would set in after the general orgy of extravagance following the armistice. This was bound to occur about the time of the harvest of 1920, and it was foretold many months before in these columns. The influences that are now at work are much more complete. They include the settlement of the German indemnity, which is keeping Europe in a turmoil, the financial disturbances in so many countries in all parts of the globe, the readjustment of wages in nearly every industry and the very serious question of the cost of shelter. The mere enumeration of these is sufficient to show that any approach to the normal will be a gradual one and that the disinclination to buy in the usual fashion will be removed only by degrees.

No one should suppose, however, that buying is at a standstill at present or anything like it. As a matter of fact, a fair business is passing, but it is peculiar in its way. A considerable number of large retail houses have recently been represented in market by buyers. But these have been frankly after bargains and have taken

pains to announce this fact. Goods for "basement" sales have been, and are, eagerly sought. This is in recognition of the fact that cheapness just now is a great lure to the buying public. But dealers in various parts of the country have been keeping down their stocks for some time and are finding it necessary to replenish them. This leads to frequent re-ordering, but the quantities called for are usually small. Merchants who were caught with large stocks on hand when the deflation of prices began are not eager to repeat their experience and are trying to play safe. In some instances, they are overdoing this to their disadvantage. But they are still afraid to take chances, in view both of the instability of prices and the uncertainty of the mood of the consumer. It is contended that the buying power of the public is still very large and, in support of this, are cited the increase in the deposits in the savings banks and the greater holdings of Government bonds, savings certificates and the like by a larger number of individuals. But these very evidences of thrift are, in a measure, an indication of the general desire to save rather than to spend, and to make necessary an inducement to cause a change of mind.

FOOD POISONING.

Outbreaks of food poisoning or botulism in the United States within the past two years have increased in a spectacular fashion. It is paradoxical that botulism, which really means sausage poisoning has seldom been associated with meat poisoning in this country, but has occurred in connection with canned string beans, asparagus, corn, apricots, cheese and ripe olives. In fact, five of the most serious outbreaks were traced to ripe olives. The United States is not the only sufferer. Germany, France and Belgium have been hard hit. England, on the other hand, is practically exempt from food poisoning. No adequate explanation of this strange exception has yet been advanced.

Food poisoning should not be confused with ptomaine poisoning, which results from putrefactive products such as partially decomposed fish. Food poisoning or botulism is caused by a specific germ called *Bacillus botulinus*, just as diphtheria is caused by the specific bacterium *diphtheriae*. *Bacillus botulinus* is ordinarily found in food which has been carelessly preserved or stored in too warm a place. This germ is notorious for its ability to withstand temperatures which would ordinarily kill most bacteria. Therefore, prevention of food poisoning rests upon the thorough sterilization of food products.

Food poisoning has come to be associated with commercial canned

goods of poor quality. The fact of the matter is that the majority of outbreaks are due to the results of imperfect household canning rather than factory products, probably because of the superior germicidal efficiency of the methods used in large scale operations of this nature. The canning industry is conducting much research with a view to the elimination of all possibilities of food poisoning. As in all other industries, there are to be found renegades whose conduct tends to discredit the earnest efforts of those canners who are marketing trustworthy products.

Fortunately the general public has an excellent method at its disposal for preventing food poisoning. Careful experiments have been carried out by the United States Department of Agriculture which show conclusively that perfectly sound and odorless food products offer no chance for food poisoning. Therefore three infallible tests should always be applied to canned goods; odor, appearance, and taste. If canned goods have a slightly putrefactive or foul odor they should be discarded. Cooking may often provide protection, but this is a doubtful practice, since the germs are not always destroyed—and a sense of false security is engendered. Again, food the appearance or taste of which is unnatural should be treated with suspicion.

STATUS OF COTTON MARKET.

For some days, the most depressing factor in the cotton market was the great labor disturbance in Great Britain. During the last week it had more to do than any other influence in keeping down quotations. Circumstances otherwise were rather favorable toward making prices firmer. Thus, the conferences at Washington with bankers and others concerned showed a willingness and purpose to help out the holders of cotton and to aid them in exporting it. The War Finance Corporation has agreed to a loan for financing the shipment of 30,000 bales abroad. This is merely a beginning. A movement now on foot in various Southern states may have a wider and more permanent influence toward helping the position of cotton. This contemplates a system of co-operative marketing somewhat similar to that in vogue by the California raisin growers. Under it the planters would agree to turn over to the respective state associations all their cotton for a period of five years. The associations would then sell it to the best advantage here and abroad and divide the proceeds among the growers according to the number of bales each has put in the pool.

Somewhat gratifying was the census report on the use of cotton dur-

ing March, which was issued on Thursday. This showed a consumption during that month of 437,933 bales of lint and 37,991 bales of linters. This was an increase of 43,370 bales over February, although the number of spindles in operation were fewer by 353,582. Thus far, in the eight months of the cotton year, only 3,167,351 bales have been consumed in domestic mills. If the proportion is kept up, the whole year will show only about 4,000,000 bales used, which is a decided drop from previous years.

No notable change in the goods' situation has occurred during the last week. Prices have remained fairly constant and the transactions have not been large. There is not much opportunity for speculation, but the demands of business are calling for activity in certain directions. Sales at retail are stimulating operations somewhat in the primary markets on a kind of hand to mouth basis. In knit goods there is still lagging in the commitments for fall.

OUR DEAD IN FRANCE.

Owen Wister speaks very plainly of what he considers the mistake of disturbing the graves of American soldiers in the French cemeteries. He thinks the work of disinterment, where all was peace and reverence before, is the saddest sight in France. "Poor fragments of humanity," he calls the bodies taken up. "They have been dragged," he says, "from the soil their sacrifice made sacred and where as an honored and cared-for company they lay in peace, their graves tended, their memory historic and precious to France." And he declares: "No mother could come to France and see where her boy lies and not be comforted and thankful he is there." After visiting the great cemetery at Romagne, "where over 22,000 of our boys lie with the American flag floating above them and visible for miles across the country they defended," Thomas Nelson Page says: "It seems desecration to dig them up."

The British and the Belgians, who are as loyal to the memory of their fallen soldiers as we are, have been content to let their dead lie in the soil of France, at peace and gratefully tended. An American visitor to the French cemeteries this spring makes this moving appeal: "We shouldn't take away from these young men who gave their lives the honor of resting amid the scenes of their supreme sacrifice." It seems unanswerable.

Mattawan—William Downing has sold his stock of general merchandise to Lovell Clark and Ned Winslow, who have formed a co-partnership and will continue the business under the style of Clark & Winslow.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 18—Sam Kirvan, well-known merchant of Eckerman, is a business visitor here this week. He announces that he has sold out his place of business at Eckerman to Arthur Nassan, who will take over the business. Mr. Nassan comes well recommended and will, undoubtedly, make a success of the new undertaking. As Eckerman is the junction point for Shelldrake and Emerson, it has always been a lively place. Mr. Kirvan has not yet made known his plans for the future.

W. H. Ragan, for a number of years owner and editor of the Soo Times, is now editor of the Cloverland Magazine, published at Munising, although he still retains his residence at the Soo, where his family is located.

Navigation has officially opened, but one would hardly know it to be the case from the few boats which are locking through as yet. There has been no noticeable change, as in former years.

Many of our local nimrods are oiling up their fish poles for an early start, so as to be ready for other sport after July 1 and incidentally save that "dollar" which will be necessary for a license after that date.

Charles Farm, well-known pop merchant, who has been traveling since disposing of his pop business, two years ago, has opened up the Chippewa Automobile Exchange and will specialize in used cars. The location on Ashmun street is an ideal one and the sales so far have been very encouraging and will, no doubt, prove a success.

The Northern Electric Co. will move into new quarters on May 1 according to an announcement made by the manager, Ray Marriott. The company has outgrown its present location after thirteen years, and the present quarters are insufficient. The new site will be at 224 Ashmun street and, when finished, will be the finest electrical shop in the city.

Percy Elliott, the well-known Armour salesman, was wearing an extra smile last week and handing out Havanas, the occasion being the arrival of a daughter, who Percy knows will be "ever-best."

Abbie Follis is taking charge of the shoe department of the Boston Store. Mr. Follis has had many years of experience in the shoe business and the proprietors of the Boston Store are to be congratulated on securing so competent a man.

E. O. Coy, for the past few years manager of the stores department of the Kretan Company, at Johnswood, has tendered his resignation and accepted a position as Manager of the grocery store of A. H. Eddy on Ashmun street. Mr. Coy has the reputation of being one of the best grocers in Cloverland and has many friends here who will be pleased to learn of his return to the Soo.

The Ferry Algoma, plying between the two Soos, has commenced the summer schedule this week, which will give passengers until 10 o'clock to remain in the Canadian Soo, whereas it has been until 6 p. m. This will, undoubtedly, make a large increase in traffic in consequence.

J. P. Connolly has erected a new Victor visible gasoline dispenser at his shop on Ridge street. He is prepared to do all kinds of automobile trimming and has a large patronage since opening up his new place about a month ago. The vulcanizing department and service station are under the management of Shumacher, an expert in the vulcanizing line. A feature of the new service station is the parking ground, which is electrically lighted and guarded by a man engaged for that purpose. Mr. Connolly plans to use about 400 feet of space for that purpose. The lot adjacent to the building will be used.

The Perry Coal Co. sold out last week to a firm backed by outside capital. Fred M. Hewitt will be general manager of the new firm. Owing

to Mr. Perry's health and the uncertain financial conditions the change was made necessary.

John Marchetti, the well-known soft drink manufacturer, contributed \$25 to the "Speed Reducer" last week. John says business was so rushing that he could hardly make deliveries at less than twenty-nine miles per hour, but it was suggested that he put on more cars and less speed.

"Never climb a mountain until you come to it. Then, maybe, it won't be there."

Carl Hamburg, formerly in charge of the meat market at Johnswood, has taken a position with A. H. Eddy as salesman in the grocery department of the main store. Mr. Hamburg has had considerable experience in the retail business and his many friends are pleased to hear that he intends to remain here.

It was a sad bit of news to hear that the Arnold Transit Co. would discontinue its Sault Ste. Marie division this year. This means the loss of the service of the steamers Chippewa and Islander, which will mean a loss of many visitors to the Soo who would take advantage of this means of transportation between Cheboygan and the Soo. Restrictions placed on lake vessel owners by the seaman's act are given as the reason for discontinuing same.

The Soo lost one of its well-known and highly respected citizens in the death last week of Jay W. Sutton. He was the founder of the Soo Mutual Savings & Loan Association here. He came to the Soo in 1897 and since then has been an active figure in both the business and social life of this city. In his younger days the Curling Club claimed much of his interest. He is survived by his wife, who has been an invalid for some time, and one daughter, who resides here. The family have the sympathy of their many friends.

Mrs. Minnie Reidy, one of the Soo's pioneer residents and for many years engaged in the grocery business, died at her home last Saturday. Death resulted from apoplexy. The deceased was 67 years of age and had returned only Thursday afternoon from Florida, where she had been spending the winter. The deceased is survived by one son, Edward, who is conducting the grocery business. She leaves a large circle of friends, who extend their sympathy to the family in their bereavement.

The Civic and Commercial Club is arranging for a tour of the country districts by the business men of this city, the object being to form a closer business and social relation between the country store and the city merchants.

The new stage line is now in commission between Cedarville and the Soo. It is being operated by Frank Law who has been running the service between Pickford and the Soo.

"Don't measure things from a point of view. A woman who can drive an automobile may not be able to drive a nail.

The Houghton Mining Gazette announces that the Calumet & Hecla Mining Co., which suspended all mining operations a few weeks ago, has announced a cut in wages of 25 per cent. for the men still on the company's pay rolls. A few men are at work taking care of the pumps, the smelter, the mill and the power plant. The new scale went into effect April 16.

William G. Tapert.

The Little Store Around the Corner.

Grandville, April 18—"What's the use," remarked the pessimistic citizen. "The big department stores, chain stores and mail order houses have knocked out the small store keeper for good and all. Prospects for the small merchant are glum enough!"

Facts, however, do not bear out this man's statements. There was a time when the big city mail order establishments cast a shadow over small town stores and even threatened the stability of the big city stores not

dependent on mail orders for existence.

It does seem that the blighting influence of the mail order gentry has had its day. The people seem to have recovered from the fascinating descriptions filling the big trade books sent broadcast throughout the land, and the one time rush to get things from Chicago and New York direct isn't what it was cracked up to be. Even the big stores right in Grand Rapids are not doing all the business, by any means. The little store around the corner has its uses and customers as had the "little church around the corner" in Gotham that time we all read about a few years ago.

Another thing, no one store, be it great or small, keeps everything. One meets with surprises, even in unexpected places. A man once searched for a certain article through many of the largest stores in the city, without result, finally returning to his home town and coming across exactly what he had been looking for at a cross-roads country store, and at a much less price than he had expected to pay. The saying that you never can tell is exemplified almost daily.

One mortifying result of trading abroad is that you pay for goods without seeing them. This certainly is not a satisfactory way of dealing. A farmer will send for an article, perhaps a certain kind of cultivator, which he is in daily need of at the time. When this arrives, after considerable delay, he finds the article doesn't come up to his expectations. Being in urgent need he, perhaps, will keep the implement which ever after fails to give satisfaction. He may return the article, losing precious time while awaiting an exchange, all of which is not conducive to good nature.

A man sauntering along one of the back streets of a small village chanced upon a small store of whose existence he had never suspected. Entering out of curiosity he was agreeably surprised at the neat appearance of the place. In looking about he chanced upon an article he had failed to find in his former search of city stores—an article he long had wanted—and which had been all the time within easy walking distance of his own home.

The price, too, rather surprised him. He made a purchase and took a note of the location of this modest little store, which, by the way, has since his discovery been more or less patronized by him. It pays sometimes to look about. You never can tell. Sometimes these modest little trading posts have valuable articles of merchandise, and quite as frequently undersell the big city stores.

The small town merchant is coming into his own. Big mail order concerns are falling behind in trade. As people become more appreciative of having good stores near at hand they trade less and less with the outside mammoth establishments and patronize the home merchant. Why shouldn't they. The home dealer is his neighbor and friend. Sometimes, through unfortunate management, or because of illness, the customer is obliged to seek a small accommodation. He knows better than to seek this from the far away mail order firm. Where can he go then only to his nearby merchant friend, and always, if he is an honest citizen, he can get the credit of which he is in such need.

The writer of this knows of what he speaks. He was at one time in urgent need of a short time credit which he got from his home merchant. Afterward when an outside drummer went through the farming community, taking orders for groceries to be shipped at a certain date, nothing the outsider could say melted the hardpan of his nature sufficiently to gain his order for goods which he knew rightfully belonged to the home dealer.

It is a noticeable fact that the mail order fellows never give customers credit; never offer to exchange goods for farm products; it is cash, either with the order or on delivery every time. It pays in the long run to deal

with the home merchant. It sometimes happens that it is necessary to send off for an article not in stock at the home merchant's store and which is wholly outside his line of deal, but such occasions are rare indeed. In the main one's ordinary needs can easily be supplied by the local merchant. Old Timer.

Opening Afforded Enterprising Country Printer.

Laingsburg, April 18 — Regarding the field in this village for a country printer, which you have kindly undertaken to secure for us, I beg leave to state that, in addition to twenty-three merchants, we have the following:

- Emil Lee Lumber and Coal Co.
- Farmers co-operative elevator.
- Bailey's elevator.
- Union State Bank.
- ford sales room and service station (strictly modern).
- Frances garage.
- Two live shipping associations.
- Three physicians.
- One veterinary surgeon.
- Three barber shops.
- Two lunch rooms.
- Central Michigan Telephone Co.
- High school on University list.
- Moving picture theater.
- Four churches.

In our survey of the business of the village prior to writing you, we found that the business men were willing to sign up for \$56 worth of advertising weekly.

Our high school gets out high school annual, which has been promised to our local man if he is competent to handle same. This year's edition cost them a little over \$400.

Our telephone company issues a new directory annually. This year's issue of 1,200 copies will be out April 15. The manager also promised to give a local man the preference.

If a good live editor comes, we are sure this survey would not be half the story. Hornsberger Bros.

You expect to work harder, try harder, study harder "some day." Why put it off? Your success will be measured by what you do to-day rather than on an indefinite "some day."

From the Treasury Department

AN "examination of income and profits tax return for the taxable year ended December 31 indicates that you are subject to an additional tax of \$—."

Perhaps you, too, have received such a communication from the Revenue Department.

This assessment need not be final since it may have been based on incomplete information, if so a restatement is permitted. You are also permitted representation by men as well versed in tax matters as are the Government's agents.

Certified Public Accountants especially trained in tax matters may be of material assistance.

Seidman & Seidman
Accountants and Tax Consultants
GRAND RAPIDS
SAVINGS BANK BLDG.
New York Washington Chicago
Newark Jamestown Rockford

DID YOU KNOW

That the coffee department is the most important one in your store?

That coffee can be the most profitable article you sell?

That people's likes and dislikes are more emphatic in coffee than in anything else?

That coffee properly prepared and correctly made is a healthful drink?

That the water should be boiled and not the coffee?

That it is poor policy to make the sale of a pound of stale coffee and lose a customer?

That the coffee bean is constructed of fibrous tissues and tiny cells, in which the whole value of the coffee is stored—the aromatic oils?

That the finer coffee is ground, the more thoroughly the cells are opened—the more readily the aromatic oils are yielded to the brew?

That the finer the grind, the better the coffee and the less you have to use?

That coarse ground coffee is unopened coffee—coffee thrown away?

That coffee is cooked when roasted, so that brewing is not cooking, but is the extraction of already cooked oils from the containing shell?

That practically every customer who comes into your store uses a pound of coffee each week. If you are not selling it, some one else is?

Why not retain your coffee trade and, incidentally, retain a customer for other articles in your line as well, by handling only brands of standard quality and uniform price—such as our Quaker, for instance?

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.

Movement of Merchants.

Mesick—William McNitt succeeds F. I. McClish in general trade.

Pigeon—Pigeon Lumber Co. is succeeded by R. & A. Lumber Yards.

Middleton—Ross Miller succeeds Mrs. W. C. Shepard in general trade.

Sebawaing—Sebawaing Lumber Co. is succeeded by R. & A. Lumber Yards.

Alpena—The Gebhardt, Morrow & Co. is succeeded by R. & A. Lumber Yards.

Shelby—H. E. Van Arman succeeds Fulcher & Van Arman in the grocery business.

Hudson—William Leisenring succeeds Gaskill & Treadwell in the fuel business.

Elkton—Elkton Lumber Yard is succeeded by R. & A. Lumber Yards.

Fowlerville—George E. Love Lumber Co. is succeeded by R. & A. Lumber Yards.

Mulliken—Delbert Rimmel succeeds R. J. Davis in the grocery and hardware business.

Detroit—The H. M. Grier Co., Inc., has changed its name to the Grier Battery Supply Co.

New Boston—Meisner & Dugan is succeeded by G. H. Meisner in the retail lumber business.

Mulliken—Arthur E. Thomas succeeds Willman & Barber in the grocery and meat business.

Detroit—The Master Plumber Supply Co. has changed its name to the Anchor Pipe & Supply Co.

Charlevoix—Rudy C. Kotch succeeds H. L. Brady & Son in the fishing tackle and grocery business.

Elsie—J. A. Brandau has sold his crockery and grocery stock to Harold Bates, who will continue the business.

Millburg—Fred L. West has sold his stock of general merchandise to Edward Meier, who has taken possession.

Litchfield—A. L. Ely has sold his grocery stock and store building to Henry Stoddard, who has taken possession.

Lansing—Frank Graham has opened a garage and automobile supplies and accessories salesroom and repair shop at 313½ Capitol avenue.

Hastings—The Hastings Co-Operative Elevator Co. is erecting a fire-proof tile and cement elevator in addition to its present plant.

Jackson—The Vandercook Coal Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Kay-Bœ Electric Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and \$500 paid in in cash.

Detroit—The Detroit Re-tinning & Repair Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in \$1,000 in cash and \$2,000 in property.

Owosso—Glover Smith and W. F. Greenwald have formed a co-partnership under the style of Smith & Greenwald and engaged in the farm implement and garage business at 612 River street.

Laingsburg—E. R. Lorenz, who recently purchased the store building and drug stock of W. J. Tillison, is

installing a soda fountain and making extensive improvements on the interior of the store.

Carson City—Barney and Gregory Miller, of Hubbardston and Mr. Davern, of Pewamo, have purchased the elevator of the Lewellyn Co. and will continue the business under the management of Barney Miller.

St. Johns—Chester R. Culver, formerly engaged in the dry goods business here, is now on the road for Herrick Bros., of Chicago. His stock has been taken over by Banker Ruel, of Muir, who is offering it for sale.

Grand Rapids—The Purity Co. has been incorporated to bottle and sell beverages, malt syrups and allied products, with an authorized capital stock of \$25,000, all of which has been subscribed and \$12,500 paid in in cash.

Detroit—The Midway Furniture Co. has been incorporated to deal in furniture, carpets, rugs and all household supplies, with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash.

Mason—The Telling-Belle Vernon Co., which opened the doors of its new condensery four weeks ago will build a fifty-foot addition to its plant at once. The evaporator equipment having been put in the space reserved for the company's store room.

Detroit—The estate of John F. Muenz has merged its shoe and shoe accessories business into a stock company under the style of the Muenz Shoe Shop, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in, \$100 in cash and \$14,900 in property.

Muskegon—John Kolkema has purchased the Self Servo grocery stock, corner Terrace street and Clay avenue and has removed his First avenue stock to that location and consolidated the two stocks. John is a live wire from Liveville and now has the best layout he has ever had to serve his trade in an acceptable manner. Frank Ransom, who retires from the ownership of the Self Servo, has taken the position of Manager of the grocery department of Moyer Bros., succeeding Charles Duffield, who is undertaking to organize a stock company to engage in the retail grocery business on his own account.

Manufacturing Matters.

Grand Rapids—The A. Steil Manufacturing Co. has engaged in the planing mill business.

Jackson—The Jackson Screw Products has increased its capital stock from \$25,000 to \$50,000.

Detroit—The Brotherton-Knoble Co. has increased its capital stock from \$17,000 to \$50,000.

Detroit—The Detroit Metallic Casket Co. has increased its capital stock from \$75,000 to \$150,000.

Greenville—The Michigan Canned Food Co. is building its cannery and a large warehouse, 48x92.

Saginaw—The Eastman Salt Products Co. has changed its name to the Saginaw Salt Products Co.

Hastings—The Hastings Sporting Goods Works has changed its name to the Hastings Sporting Goods Co.

Detroit—The Neville Steering Wheel & Manufacturing Co. has increased its capital stock from \$60,000 to \$100,000.

Detroit—The Miracle Manufacturing Co., manufacturer of chemicals, has increased its capital stock from \$20,000 to \$50,000.

Kalamazoo—The New Era Manufacturing Co., special metals and alloys, has changed its name to the New Era Products Co.

Lansing—Work has been resumed on the new baking plant of Lawrence & Son at the corner of Shiawassee and Cedar streets.

Benton Harbor—The Benton Harbor Picture Frame & Novelty Manufacturing Co. has increased its capital stock from \$10,000 to \$30,000.

Detroit—The Western Toy Co. has been incorporated with an authorized capital stock of \$50,000, \$29,000 of which has been subscribed and paid in in cash.

Owosso—The Universal Lightning Rod Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—The Sanitary Baking Co. has been incorporated with an authorized capital stock of \$25,000, \$12,500 of which has been subscribed and paid in in property.

Detroit—The Detroit Steering Control Co. has been incorporated with an authorized capital stock of \$20,000, \$15,800 of which has been subscribed and \$2,000 paid in in cash.

Elsie—The Clinton Creamery Co. has been incorporated with an authorized capital stock of \$70,000, of which amount \$38,000 has been subscribed and \$8,000 paid in in cash.

Detroit—The Crown Die Casting Co. has been incorporated with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and \$2,500 paid in in cash.

Detroit—The Ament Candy Co. has been incorporated with an authorized capital stock of \$12,000, of which amount \$6,000 has been subscribed, \$20 paid in in cash and \$4,730 in property.

Bay City—The Garber Machine Co. has been incorporated with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in, \$1,000 in cash and \$9,000 in property.

Jackson—The Laughlin Farm Gate Hinge Co. has been incorporated with an authorized capital stock of \$10,000, \$5,030 of which has been subscribed and paid in, \$30 in cash and \$5,000 in property.

Detroit—The Prather Wheel Manufacturing Co. has been incorporated with an authorized capital stock of \$1,000,000, \$500,000 of which has been subscribed and paid in, \$3,000 in cash and \$497,000 in property.

Bay City—The Bay City Optical Co. has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, of which amount \$13,500 has been subscribed and paid in, \$500 in cash and \$13,000 in property.

Marquette—The Sanitary Dairy Co. of Houghton, has leased the building used as a bottling plant at the Upper Peninsula Brewery and will remodel it and equip it with the necessary machinery for a modern ice cream manufacturing plant. It will be open for business about May 1, under the management of J. H. Heinemann.

General Conditions in Wheat and Flour.

Written for the Tradesman.

The latter part of last week saw wheat take quite a decided upward turn, but the advance has all been lost again and both July and May are selling around the low mark.

Farmers are selling freely in many sections. Primary receipts of wheat last week were 765,000 bushels; same week a year ago, 346,000. Some export demand is reported, but business is not heavy. Argentine shipments for last week are estimated at 2,590,000 bushels.

Flour stocks all over this country are smaller than a year ago. On April 1 there were 2,103,000 barrels; a year ago, 2,603,000. Stocks of wheat and flour in North America in second hands are reported at 92,000,000 bushels this year, against 124,000,000 last year.

Foreign stocks, however, are larger than last year. Stocks of wheat and flour abroad in second hands given in bushels were 171,000,000 bushels last month, against 125,000,000 bushels a year ago; Argentine stocks, 4,000,000; a year ago, 3,000,000; Australian, 98,000,000; a year ago, 48,000,000; total afloat, 58,000,000; a year ago, 60,000,000.

Our winter wheat crop is in better condition than last year and estimates indicate we will produce approximately 100,000,000 bushels more than in 1920.

The seeding of spring wheat has been reasonably heavy, particularly in Canada, for although wheat is declining and reaching new low marks right along—in fact, is back on a prewar basis—the price is considerably better than that being obtained for the coarse feeding grains.

Business in general is improving. It is reported the Boston Federal Reserve Bank has reduced its re-discount rate to 6 per cent. The money market is generally easier. Many responsible authorities predict an early revival of business, and W. P. G. Harding, Governor of the Federal Reserve Board, in discussing domestic conditions recently stated, "There is no question that we have now in the making one of the most prosperous periods in the history of this country."

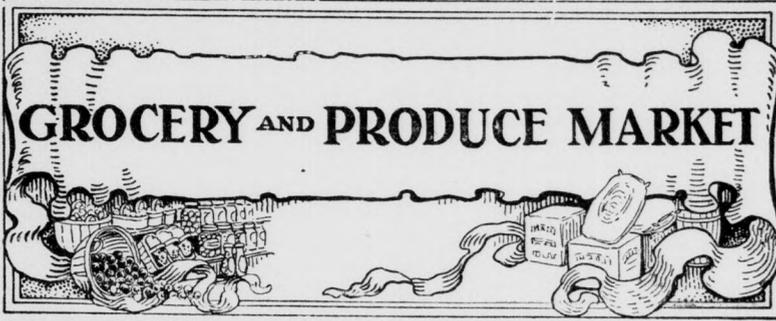
Dollar wheat is freely predicted and, undoubtedly, prices will continue to tend downward, rather than upward, on the remainder of the old crop, unless something serious happens to the growing wheat.

We have had a decline of approximately 65c per bushel in cash wheat during the past sixty days with only one reaction—that occurring the latter part of last week. It is doubtful if wheat declines as rapidly during the next sixty days; as a matter of fact, it is very doubtful, indeed, if it declines another 65c.

There is nothing in the situation, however, to warrant buying in large quantities for future delivery. We still favor the policy of purchasing for immediate requirements, buying in small quantities and often.

Lloyd E. Smith.

To live in hearts we leave behind is not to die!



Review of the Produce Market.

Apples—Sales are only fair on the following basis:

Northern Spys	-----	\$6.00
Baldwins	-----	5.50
Ben Davis	-----	4.00

Asparagus—75c per bunch for Calif.
Bananas—8½c per lb.

Beets—Home grown, \$1 per bu.; new from Illinois, \$2.25 per hamper.

Butter—The consumptive demand for butter is good. Fresh butter is cleaning up on arrival on the present basis of quotations. The market is very sensitive, owing to the approach of the extreme weather and increased production. We do not look for any material change in the present market conditions for the next few days. Local jobbers hold extra creamery at 45c and firsts at 42c. Prints 48c per lb. Jobbers pay 15c for packing stock, but the market is weak.

Cabbage—75c per bu. and \$2 per bbl.; new from Calif., \$4 per crate.

Carrots—\$1 per bu.; new, \$2.25 per hamper.

Cauliflower — Florida, \$3.25 per crate.

Celery—Florida, \$3.50@4 per crate of 4, 5 and 6 stalks; Jumbo bunches, 85c; Large Jumbo, \$1.

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

Cucumbers—\$2.25 per doz. for Indiana or Illinois hot house.

Eggs—The market is steady, with a fair consumptive demand. Considerable eggs are going into cold storage. The quality arriving is the best of the year and the production is very large. The market will probably be weaker from now on, because the stocks of storage eggs are so large, as compared with a year ago, that operators are beginning to feel uneasy. Local jobbers pay 24c this week for fresh, including cases f. o. b. shipping point.

Grape Fruit—Fancy Florida stock is now sold on the following basis:

36	-----	\$4.00
46	-----	4.75
54	-----	5.00
64	-----	5.75
70	-----	5.75
80	-----	5.75
96	-----	5.25

Green Onions—Shalotts, \$1.25 per doz.; Evergreen, 20c per doz. for Illinois and Michigan.

Green Peas—\$3 per hamper for Florida.

Lemons—Extra Fancy California sell as follows:

300 size, per box	-----	\$5.25
270 size, per box	-----	5.25
240 size, per box	-----	4.75

Fancy California sell as follows:

300 size, per box	-----	\$4.75
270 size, per box	-----	4.75
240 size, per box	-----	4.25

Lettuce—22c per lb. for leaf; Iceberg \$6.25 per crate.

Onions—Home grown in 100 lb. sacks, 75c for either yellow or red; Texas Bermudas, \$3 per crate for Crystal Wax and \$2.75 per crate for yellow.

Onion Sets—\$1 per bu. for white; 90c per bu. for red or yellow.

Oranges—Fancy California Navels now sell as follows:

125	-----	\$6.00
150	-----	5.25
176	-----	4.75
200	-----	4.75
216	-----	4.50
252	-----	4.25
288	-----	4.25
324	-----	3.75

Parsley—60c per doz. bunches.
Parsnips—\$1 per bu.

Peppers—Green from Florida, \$1 per small basket.

Pieplant—\$4 per 40 lb. box.

Pineapples—Cuban are now in market, selling as follows:

24s	-----	\$6.50
30s	-----	6.50
36s	-----	6.25

Potatoes—Home grown, 30@40c per bu. The market is weak. New stock from Florida is selling at 9c per lb.

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

Spinach—\$2.25 per bu. for Southern grown.

Strawberries—\$5@5.50 per 24 pint crate of Louisiana.

Sweet Potatoes—Illinois kiln dried commands \$3 per 50 lb. hamper.

Tomatoes—California, \$1.75 per 6 lb. basket.

Turnips—\$1 per bu.

Wax Beans—\$4 per hamper for Florida.

Essential Features of the Grocery Staples.

Sugar — New York refiners announced a decline of ¼c this morning, in consequence of which local jobbers marked their selling price on granulated down to 8½c. The market has lost all the strength it gained when the Cuban Sugar Commission took the sugar situation over. It is thoroughly dead and with a very weak undertone. It has developed that there is considerable sugar not controlled by the Cuban Sugar Commission which the holders are willing to sell under the fixed price. It is this which is tearing a hole in the market. Consumptive demand is very dull.

Tea—The demand is very light and sellers seem to consider that they have a great deal of cause for complaint. Buyers are taking tea that they need for immediate wants, but that is all. Prices show no change, although the market is by no means strong.

Coffee—The market has continued depressed during the week, due entirely to the very weak feeling in Brazils. Possibly all grades of Rio and Santos are a small fraction lower than last week. Toward the end of the week, however, some strength developed on account of news from Brazil that the Government expected to buy about 300,000 bags of coffee in order to protect the market. If this is true, undoubtedly there will be some response from the market in this country. Milds show no change for the week, but are weak and sluggish in sympathy with Brazils.

Canned Fruits—While the grades which are wanted in California fruits, standards and other similar packs, are less in evidence in the way of sacrifice sales, still the market has not picked up enough to change the general aspect of the situation. Buying is light on spot mostly and in small lots. Cherries have been advanced \$1.50 per dozen on No. 10s because of light holdings and a short pack in prospect. Apples remain quiet.

Canned Vegetables—While orders are pretty well scattered over the entire list, they are for minimum lots, and so set is the jobber that he cannot be induced to take any more stock than he actually needs, at the moment, and in the face of this policy it is impossible to talk futures with any degree of success. While the distributor may feel sorry for the canner because of his plight as regards 1921 operations, the jobber thinks charity begins at home and he is not ready to assist the cannery in a pecuniary way. He gives him sympathy and advice, which cost nothing, and he tells him to put up a reduced pack somehow or other as best he can. As a reward later on, when the jobber needs the goods, he will buy as closely as possible as a reward for the canner's endeavors. Tomatoes are without change. Corn is firm and active. The center of interest in peas is in cheap lines on spot, with extra standards neglected and strictly fancy not freely offered and anything selling close to \$1 moves well. What futures jobbers needed have already been taken in the way of the more desirable packs of well known canners. This was merely business to cover recognized trade outlets. General buying remains light.

Canned Fish—The main feature of the salmon market was the sale of red Alaska as low as \$2.90 spot, against a former prices of \$3@3.15 on the inside. For some reason this grade is not moving well and holders have been cutting their prices in order to find a figure which will start the stock moving. Buying is very limited even among the largest of the distributors. Pinks have been relatively firmer than red Alaska, but it is also low, \$1.05@1.10 on spot. Medium red is now being taken to some extent as a substitute for red Alaska by the less particular class of trade, but there is not much on spot to afford a free trading. Chums were quiet all week. Sardines are taken in a very limited way for Maine, California and imported lines. No jobber is doing any more than buying for his urgent wants. The market is

weak and irregular even on packs in the hands of recognized distributors.

DriedFruits—There are more or less contradictory stories circulated as to the extent of damage done to the coming prune crop in California by recent cold weather, but as no authoritative or definite estimate has been made by a reliable factor the trade here is in ignorance of the 1921 crop. As there is still plenty of old prunes to work with and the season is late, the new crop is not seriously regarded as yet, since all attention is centered on current offerings. The Northwest is reported as being closely cleaned up on 1920 fruit of the desirable sizes. On spot it is firmer, while as to California prunes, 30s, 40s and 50s are doing decidedly better and the smaller runs are picking up also. Another fruit to improve has been apricots of the Northern sections. Good Blenheims are scarce. There is little left except choice in that line and Southern goods are not so plentiful. All California reports indicate a light crop this season all over the State. The largest factor states that it has only a handful of apricots left with very little of the kinds which are most wanted. Peaches made no marked improvement last week, although the tendency is to hold for the same prices or advances on the Coast. On spot the movement is from jobber to retailer mostly, as the former is not buying heavily to replace his stocks. Pears ruled quiet all week with only the barest kind of a demand. The spring market has not boomed the sale of raisins sufficiently to affect prices or greatly broaden the outlet. Buying is limited with no great interest in stocks on the Coast. Currants, in sympathy with the firmer markets abroad, are held with more confidence here, but the movement is not large. Figs and dates are selling in a normal way for the season.

Cheese—The consumptive demand is fair. Stocks of old sharp cheese are getting lighter every day and considerably less than a year ago. The make of fresh cheese is increasing and the market is barely steady at a decline of about 1 cent from last week. If we do have any change from the present prices it is likely to be a slight decline.

Provisions — Everything in the smoked meat line is steady, with a light consumptive demand at prices ranging about the same as last week. Pure lard is very quiet at about ½c decline, with a light demand. Lard substitutes are also dull, with a light demand and selling about ½c per pound under last week. Barreled pork, canned meats and dried beef are steady at unchanged prices.

Rice—The market lacks substantial outlet and hence prices are low and on a pre-war basis, but consumption is not what distributors would like to see. In consequence the demand from the domestic trade is light and small parcels are the extent of most of the sales.

Salt Fish—The demand for mackerel is very light. Prices are merely nominal, although there is no special disposition to shade in view of the fact that sales do not hinge on price.

GONE TO HIS REWARD.

Death of Algernon E. White, the Veteran Salesman.

Funeral services for Algernon E. White, the well-known traveling salesman and member of the Masons, who died Thursday in St. Mary's hospital, were held Saturday afternoon from the residence, 518 Paris avenue, S. E., under the auspices of DeMolai Commandery, Knights Templar. Rev. G. P. T. Sargent officiated. His death followed an operation for cancer of the stomach.

Biographical.

Thirty-six years ago the Tradesman published a brief biographical sketch of Algernon E. White, who was then a grocery salesman covering the city trade for Cody, Ball & Co. The Tradesman was subsequently anxious to present a more complete biographical sketch of Mr. White, but was held off at arm's length until Sept. 2, 1914, when Mr. White consented to the following interview:

"I was born in the little town of Perth, Scotland, my mother's family all being thoroughbred Scotch people. My father's family was English. Shortly after I was born my father moved his family to London, where he engaged in business. My mother died during my infancy, my father marrying the daughter of a Captain Webster of the English army stationed at Merch, India, shortly after which I went to school at the Thorne House (Ealing) Academy until I was taken seriously ill with scarlet fever, after which I finished my education at St. Mary's Academy, Brook Green, Hammersmith, London. During this time my stepmother died, after which my father married Miss Charlotte Percy, daughter to George William Percy, valet to King William IV of England. Upon the occasion of the third wife to the dominance of the home, I was brought home from school and placed in a stock and share broker's firm, Lozier & Quilter, of Throgmorton street, London, whence I took a trip to China and Japan on the then China tea clipper, Lauderdale, owned by J. D. Willis & Co., of London, and in those days—the late 60's—one of the fastest sailing vessel plying between London, Hong Kong, Shanghai and Yokohama.

"My being here to-day I attribute to the sterling workmanship of the good old Scotch people in the building of the ship on the Clyde, as on the eighteenth day of December, 1869, when off the Philippine Islands, we encountered a typhoon in the China seas, which divested the ship of everything but the hull and left that in a very shattered condition. However, by the aid of a force of men at the pumps for eight days, of which I was one and pumped my share, we kept the ship afloat for eleven days until we reached Hong Kong the night of December 31, 1869, spending our first day ashore after a voyage of 121 days on January 1, 1870.

"On my return to England, my father wanted an expression from me as to what I wanted to do. As we had two or three Americans among our crew in whom I was deeply interested, and who from their bragadociousness gave me a yearning to

see this country, I answered my father that I wanted to go to America, so here I am. I left London with my only brother, James D., whom some of the pioneers of Grand Rapids may remember. He was associated with Ed. D. Benedict, then superintendent of the Western Union Telegraph Co., as Associated Press dispatcher. We left London, February 2, 1871, arriving at Portland, Maine, February 13 and Toronto February 15, where we remained for some days, viewing with amazement the new world.

"A venerable gentleman by the name of Hamilton, then superintendent of the Grand Trunk Railway at Toronto, noticed our trunks at the station marked respectively, J. D. W. and A. E. W., whereupon he looked at us and said, 'Do these trunks belong to you boys?' I answered 'Yes.' He said, 'I know a gentleman up the country who wants a clerk in his store. Which one of you boys will go?' I kicked my brother to say he would. I wanted to see him settled, as I felt having roughed it at sea I was better able to combat the hardships which might follow on account of our having very little money with us. He replied he would take it, so Mr. Hamilton took us into his office and wrote a letter to the General Passenger Agent to issue a pass on the Grand Trunk to what was then Widder Station, now Thedford, his destination being the little inland village of Arkana, Lambton county, then the constituency of the late Alexander McKenzie, leader of the Reform part of Canada. Upon arriving at the train despatcher's office, after questioning us as to our past career and learning from letters of introduction we held to Captain Hugherson, of their city, that we were not runaways from home, he asked me what I was going to do. I told him I proposed to remain in Toronto until I got something to do. 'Oh, fiddlesticks!' said he, 'that's the way with you boys when you come out here. You all flock to a city, where you remain out of work for days and sometimes weeks. I'll write this pass for the two of you. If Mr. Blakely doesn't want you both, he'll find something out there for you to do.'

"On arriving at Thedford that night we found Arkana was about eight miles from there. We had nothing to do but to walk it in a terrific snow storm which had been raging all day. That eight miles seemed to us like twenty—two boys in a strange land, not knowing where we were going but to ask and find out. My brother wanted to quit, but I wouldn't let him. We kept plugging along, running some and walking some, anxious, of course, to reach our destination. At last we saw the lights of the village which gave us cheer and at 11 o'clock we had ended our race for the goal, with pantlegs as stiff as a pine board from the frost and snow, and our stomachs gaunt from the cessation of supplying the inner man since early morning.

"What a difference in the morning, after a good supper, good bed and good breakfast! That eight mile walk through a blinding snow storm on a pitch dark night was easy com-

pared with selling baking powder. For some reason unknown to me, Mr. Blakely chose to keep me instead of my brother and subsequently placed him with another merchant in the village of Watford, some nine miles away; and thus our American career was started.

"In the store where my brother started was the telegraph office which soon fascinated him to the extent of becoming the operator and to this fact I owe my allegiance to Grand Rapids, for becoming very proficient in his new enterprise, the superintendent of the Montreal Telegraph Co., sent him out opening up offices in various villages over the Dominion. Among the places that he established the telegraph service was the little village of Ruthven, not very far from Detroit, on the other side of the river. His good fortune in becoming acquainted with some relatives of Mr. Fox, of Detroit, then superintendent of the Western Union Telegraph Co. for Michigan, brought a proposition from that gentleman to come to the United States and associate himself with them, which was immediately accepted at a salary of \$75 per month, which in those days was a lucrative compensation. I thought my brother a prince during the time I had been serving my apprenticeship behind the counter at a stipend of board the first year, board and clothes the second year and \$25 per month and board the third year. I soon became a great favorite in the little village and made a number of warm friends. I was eventually placed in control of a branch house in Ravenswood, a town on the shore of Lake Huron, whence I came to Grand Rapids August 18, 1873, to spend my brother's birthday with him. One sight of Grand Rapids and the hospitality shown me by Mr. and Mrs. Benedict, then living on Bostwick street, gave me a burning desire to make Grand Rapids my future home. I advertised in the Grand Rapids Eagle for a position as experienced salesman, which was answered by the firm of J. & J. C. Kendall, then the leading milliners of Grand Rapids. I accepted a position with them at the princely salary of \$10 per week. At that time, (I remember it as though it were yesterday) Hiram Gage, brother to George W. Gage, Miss Smith, now Mrs. Jay S. Utley, Miss Lou Long, afterwards Mrs. Harrington, Miss Ada Cook, now Mrs. Dennis Rogers and Mrs. Hodges, for many years conducting a millinery establishment of her own, were associates of mine in the establishment. The panic came on and I, being the last on the docket, was obliged to relinquish my hold upon my position and my princely salary but 'as Dame Fortune was smiling on me I soon found another with the firm of Donahue & Riordan, now the John Riordan Co., of Muskegon, at \$15 per week. I remained there during the winter of '73 and '74 and not liking Muskegon—it then being a pretty rough lumbering town and being obliged to sleep in the store—I returned to Grand Rapids, where I took a position with W. S. Gunn & Co. as assistant salesman in their house furnishing goods store, where I

remained about fifteen months. Joseph Dixon, of Buffalo, who instituted the New York Tea Store, 51 Monroe street, took a liking to me. Being next door neighbors in business we often came in contact with each other, which led to a proposal by him for me to associate myself with him in the tea store, where I remained until 1880, when the late Orson A. Ball, of the then firm of Cody & Olney, met me on the street and asked me how I would like to travel. I replied, 'There are two houses I would like to travel for—Cody & Olney and Freeman & Howkins.' He said Mr. Cody wanted me to travel for him and that if I concluded to take a position with them to meet Mr. Olney in the Morton House at 6 o'clock the next evening. I was there on the minute. We made arrangements at a compensation of \$1,000 a year and I started with my little satchel on the evening of June 7, 1880, for Petoskey. I remained with that house six years until the inauguration of Bulkley, Lemon & Hoops, when Mr. Lemon made me a proposition to work the city trade at an advance of \$500 a year. I accepted that and started with the new house January 1, 1886, and remained with it until the fall of 1890, when I associated myself with the Rolla Thomas Spice Co. of New York, taking the better part of the United States as my territory, and but for the death of Mr. Thomas would probably have been with him yet. The retirement of the house from business in 1895 caused me to seek some other position, and returning from Hannibal, Mo., where I had adjusted a claim, I came in contact with the Jaques Manufacturing Co., of Chicago, with whom I associated myself and started selling I. C. now K. C. baking powder in Michigan, which I have continued to do for the last nineteen years."

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OF

Merit and Safety

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Are Safe, Sane and Sound

FISCAL AGENTS

Interstate Securities Corp.

431 KELSEY BUILDING
GRAND RAPIDS, MICH.

Mr. White was married May 24, 1883 to Miss Louese Gibson. The marriage proving to be an exceptionally happy one for all concerned. Two children joined the family circle. Charles, who is now 36 years old, graduated from the Grand Rapids high school, worked five years in the office of the Grand Rapids Show Case Co. and traveled on the road five years for the same corporation and is now a resident of Denver, Colo. Geraldine, aged 25, completed her education by a college course. The family reside in their own home at 518 Paris avenue. He was a member of Doric lodge, F. & A. M., and DeMolai commandery, No. 5, Knights Templar. For more than 40 years he had been a member of St. Mark's pro-cathedral. He was a member of the Michigan Knights of the Grip until that organization disbanded. He had no hobby but business. Although he had been known to go to a ball game and yell as loud as a Comanche Indian, such an event occurred only when the stores were closed or his customers were out of town or he thought he could nail them best by going to the ball game and obtaining a seat near them. He never killed a man—except by argument. He was never arrested and in all his travels had never been molested. He owned real estate at Reed's Lake, carried a \$5,000 endowment policy and three accident policies. January 1, 1905, he was called into the house and told by President Jaques that his work with that corporation had been so satisfactory that the officers would like to see him identified with them as a stockholder. He thereupon purchased a substantial interest in the corporation which he retained and which yielded him very satisfactory returns. For some years he was an honored and respected employe of the Viscosity Oil Co.

Mr. White attributed his success to hard work and none who know him will dispute that statement. In addition to that quality, however, he was remarkably shrewd in a business way and for fifty years had been regarded as the soul of honor. His word was everywhere considered good and his customers always regarded him in the light of a friend. He was one of the men who inspire such confidence in his customers that when they are not in when he calls at their places of business, they hunt him up at his hotel to renew acquaintance and add a page or two to his order book. Mr. White was not one of those traveling men who thought he must knock off Thursday night and keep shady all day Friday so as to show up at the house Saturday morning. Everyone knew that he began work Monday afternoon and stayed out until the last train Saturday night. He always insisted that Saturday was the best day of the week in which to do business and the friends he made and the customers he established and the success he achieved all testify to the correctness of his theory.

Boost.

Boost your city, boost your friend,
Boost the lodge that you attend;
Boost the street on which you're dwelling
Boost the goods that you are selling.
Boost the people 'round about you,
They can't get along without you.

Why Railroads Are On the Rocks.

So severe an indictment of the Federal control period and the "National agreements" is made by President Gorman in the Rock Island annual report, as to merit special attention.

Pointing out that after the Government had had the property for nearly three years it came back "saddled with an increase in payrolls of approximately \$44,000,000 per annum," he declares that a very substantial part of the increased burden comes from the "rules and reclassification" of employes pursuant to the National agreements.

A few specific instances of how the rules and classifications work are striking:

On Dec. 31, 1917, the last day prior to Federal control, the Rock Island had two boys at Estherville, Iowa, whose duty it was to notify the crews of the time to report for duty. One of these boys received \$49.50 per month and the other 22 cents an hour, or about \$68 per month for a 12-hour day. They have been reclassified under the so-called Clerks' National Agreement, and each now receives approximately \$190 per month.

Dec. 31, 1917, there were two stationary engineers at the 47th street shops, Chicago, whose duties consisted of starting the machinery which operates the shops as well as starting the electric generator and operating circuit breakers. The salary of the day man was \$100 per month and that of the night man \$115.50 per month; both of them stayed on the job until the work was done. During Federal control they were reclassified as electricians and placed on an 8-hour-day basis with overtime at the rate of time and one-half. One man received back pay amounting to \$1467.59, and the other \$1846.86. Their present pay is 85 cents an hour, and since they are on an 8-hour basis it is necessary to employ three men at the 85 cents hourly rate to do the work formerly done by the two; and the monthly pay of each of these three men averages \$204, plus overtime—a total of \$612, plus overtime, for work formerly costing \$215.50!

Dec. 31, 1917, a water service repair man on the Illinois division, who repaired pumps and pumping stations which supply water tanks for locomotive use, received 35 cents an hour. He was reclassified under Federal control, received \$1058.52 back pay, and now is paid 85 cents an hour with overtime after eight hours at the rate of time and one-half—a monthly rate of \$176.80, plus overtime.

Dec. 31, 1917, a so-called "front end inspector" at Trenton, Mo., was paid 37 cents an hour. His work required no skill, being merely to open up the front end of the locomotives and examine with a light to see that there were no holes or worn portions in the spark arresters. Under Federal control he was classed as a boilermaker, received back pay amounting to \$376.34, and is now paid 85 cents an hour, or \$176.80 a month, with overtime after eight hours at the rate of time and one-half.

In all the shops employes who check in and out on their own time receive an extra hour of compensation each week. This rule cost the

Rock Island in 1920 approximately \$365,000, for which no work whatever was done for the company.

And people still wonder why the railroads are on the rocks.—Boston News Letter.

Merchants as a class are influential in the business and political circles in their towns. They should bring their influence to bear at this time to get started on a large scale the road building movements which have been planned for several years, but which have been carried out only in a comparatively small way because labor and building materials have been scarce

and abnormally costly. Plenty of labor is available with which to build highways and produce the materials used in their construction. It is for the good of the country that this labor be employed. We shall come through our re-adjustment crisis much more easily and quickly if the purchasing power of our citizens is maintained at the highest possible point, and the way to do that is to keep them employed.

The fellow who will do the best work is not the one who knows most already, but the one who is most anxious to learn.



**Make every day
a HEBE day**

TELL your customers about the wonderful economy of HEBE—the good things for the table that can be made with it—its wholesomeness and convenience.

Every can of HEBE sold means an extra profit for you—a profit you do not get from any other article because there is no other product exactly like HEBE. Sell it for just what it is—"a compound of evaporated skimmed milk and vegetable fat" for cooking, baking and coffee.

HEBE

—an ideal liquid ingredient for cooking purposes—without a competitor.

Women everywhere are hearing about HEBE because it is nationally advertised. Tie up to this advertising campaign and get your share of the HEBE business it is creating. Send for window hangers, wall posters, counter cards and leaflets. Trim your windows with HEBE and every day make at least one new HEBE customer. Address 5638 Consumers Bldg., Chicago.

THE HEBE COMPANY

Chicago

Seattle

7.37%
with Safety

**Our Preferred Stock May Be Purchased at
\$95 Per Share and Dividend**

Ask any of our employees for information.

Consumers Power Company 26

ULYSSES S. GRANT.

The kaiser's war, historically considered, failed to advance, as in former wars, any American soldier to the front military rank. No name looms above all others as a great military hero. In all our history the wars of the Republic have lifted one name high above all others as a military chieftain with the exception as noted.

General George Washington was the hero of the Revolutionary war and his fame continues to grow with the growth of the Republic he founded on the continent of North America. Our second war with Great Britain fetched that magnificent soldier, Winfield Scott, to the front to be idolized as the one great, outstanding figure, to be added to later in our war with Mexico.

Thousands of George Washingtons and Winfield Scotts are among our citizens to-day who owe their patronymics to these great men. At the opening of the Civil War, General Scott still loomed large in the public eye, but, owing to advanced age and growing disability his name was soon lost sight of by the advancement of younger men to the front.

George B. McClellan at one time promised to be the leading soldier of the United States. However, his light soon went out because of his inability to meet the great responsibilities thrust upon him, and his name is now almost forgotten. Several others made an effort to gain success in a military way subsequent to the eclipse of "Little Mac," the one time idol of the Potomac army.

General A. E. Burnside was entrusted with the task at which McClellan failed, and after some brilliant maneuvers he, too, met his Waterloo at Fredericksburg in one of the bloodiest conflicts of the Civil War. Following Burnside came "Fighting Joe Hooker," one of the most capable small army commanders living at that time. Although his opportunity to braid the laurels of greatness about his brow was at hand, he lamentably failed at the battle of Chancellorsville. Meade came a little later to the head of the Potomac army in time to fight the greatest battle of the Civil War at Gettysburg, Pennsylvania.

Even this victory, great in itself, the peak, in fact, of the war, failed of satisfactory results because of the timidity to act on the part of the Federal commander when such action would have destroyed Lee's entire Confederate army and hastened the conclusion of peace. A Napoleon or a Grant in command of the Union forces at Gettysburg would have overwhelmed the enemy after defeat, before he could have recrossed the Potomac, which at the time was swollen from heavy rains, rendered impassable for several days.

Although Meade continued in command of the Potomac army until the end of the war, he was subordinate to General Grant, who was in March, 1864, appointed lieutenant-general, commander of all the Union armies. In May of that year he commenced his great campaign and fought within the next six weeks the terrible battles of the Wilderness, Spottsylvania Court House, the North Anna, Cold Harbor, Mechanicsville, Chicahominy and Petersburg.

A new star had arisen on the military horizon, a star that was not destined to set until the records of valor decay, the star of Ulysses S. Grant, the humble Galena tanner, who entered the war as colonel of an Illinois regiment, and forced his successful way through the valley of the Mississippi, across the continent to the confines of Washington, where Abraham Lincoln, recognizing a rising military genius, placed him at the head of all the armies.

It is right and just that we should celebrate the birthdays of our great Americans, whether they won their spurs on the field of battle or in the halls of legislation.

The genius of Grant, who did not rise above the rank of captain during the Mexican war, was never quite understood by many. He had no pull with the authorities at Washington; in fact, he was as unknown at the outset of the war as the veriest private in the ranks.

Our Civil War blasted many reputations among the military while making that of others wholly unknown at the beginning of hostilities. The colonel of a Michigan cavalry regiment in the early part of the struggle grew into the greatest cavalry leader of the Nation before its conclusion, and the name of Philip Sheridan is still honored wherever the English language is spoken, as the ablest of all cavalry commanders of this or any other nation.

U. S. Grant had the faculty of choosing efficient officers to carry out his orders, the result being that the names of Sheridan, Sherman and Thomas shine on into futurity alongside of that of their great commander. In celebrating the birthday of General Ulysses Grant we in a way add luster to those officers who fought under him during the last years of the Great Rebellion.

Washington and Lincoln are great names to conjure with in America today and next to them shines the name of Grant, the greatest, most magnanimous military commander of modern times. Only the name of the first Napoleon ranks higher as a general, and the humanitarianism of our own warrior quite eclipses the personality of the great Frenchman. Lincoln and Grant were the two names pre-eminent in our story of the Civil War. One was a statesman of high degree, the other a soldier the peer of any in all the world.

Ninety and nine years ago, April 27, this genius in war was born at Point Pleasant, Ohio. Another Ohio man, you see, although hailing from Illinois at the time of his great military achievements.

The name of Ulysses S. Grant has come down to us from other times as one of America's heroes. Honest, simple, unostentatious even when presidential honors were thrust upon him, he will live beside the immortal Lincoln as long as the United States of America continues to exist.

STRAW HAT SEASON.

The retail straw hat season will open locally on May 1. Warmer weather before that date may cause an earlier opening. It is to be an interesting season from both the re-

tail and wholesale viewpoint. Prices have been brought down to a range considered likely to meet popular favor, and a strong effort will be made, to have volume of sales equal the profits which were secured last year through somewhat higher percentages or through the same percentage based on greater cost. In other words, the policy this year will be to make smaller profits, but on a large number of unit sales.

Preparation for the season soon to open offered considerable difficulties, commencing with the showing of new lines by the manufacturers last July. The wholesale quotations were considered too high, and only a sprinkling of orders was obtained. Price guarantees were then adopted, so that the trade might be protected against any future revision of values. January saw a wholesale reduction of approximately 25 per cent. which, through the guarantee, was retroactive. This concession brought additional business, but not the normal purchases.

Even up to the present time, the retailers have not placed their usual orders. The amount is said to vary between one-half and two-thirds of the normal volume. For this reason, the manufacturers believe that the brisk demand to be stimulated by lower prices will cause a large re-order business likely to absorb all the supplies available. This possibility has had the tendency of stiffening prices and will offset any weakening influences that may be caused by lower quotations on braid for the next season.

From both a style and a price standpoint, the retailers believe they have every factor in their favor for a profitable business during the coming months. Styles are by no means freaky, and the designs are such as to fit the average man. There have been few changes since last year, and novelty is usually introduced only in the kind of braid used. Narrow brims with low crowns and wide ribbon bands will predominate. Prices have been put within the popular range of from \$2.85 to \$3. There are some hats offered at wholesale for \$18 per dozen, but the more desirable qualities are priced at from \$21.50 to \$24.

THE SITUATION IN WOOLENS.

The situation in wool, the world over, continues to show little change from week to week. Despite attempts to hold up prices by a gradual doling out of supplies, each public sale seems to be an occasion for recessions. The auctions at London during the last week afforded another illustration of this. Buyers there were mainly from the Continent. Americans have not been operating recently because of the imminence of the Emergency Tariff bill, although they seem to have been active enough in the first two months of the year. They were then trying to anticipate the legislation. Import figures are only available up to the end of February. In the first two months of the present year there were imported here about 64,000,000 pounds of wool and 3,400,000 pounds of tops. This was nearly

half the total of wool and five-sixths of that of tops for the eight months of the present fiscal year. For those eight months, however, the total of wool was very much less than for the corresponding period last year, the figures being respectively 134,033,591 and 305,991,776 pounds. The tops imported were very much larger, mainly because of February imports, which were 2,825,786 pounds, as against a total of 1,109,615 pounds for the eight months period last year.

The goods' market during the past week has been without especial feature. The mills have enough work to keep them busy until well along in the summer, and attention is being directed to the attempts of cutters-up to settle their labor problems, on which so much will depend. The 10 per cent. reduction in wages of the Chicago clothing workers is likely to be a precedent for the cutting-up trades in all the markets. Orders have been scaled down by the mills, sometimes with a view of producing a large allotment of fabrics which are most profitable. Makers of dress goods are in a good position so far as fall orders are concerned.

BALBRIGGANS REPRICED.

Something approaching consternation in the knit goods trade, more particularly among the manufacturers, has resulted from the action of one of the best-known concerns in the country in recently repricing some of its balbriggan lines in mid-season. It was the first time in more than twenty years that the concern in question took this action, which naturally did not lessen the surprise in the trade. The response on the part of buyers, however, was not only immediate, but large.

The revised quotations cover deliveries of the merchandise during April, May and June, and they will make it possible for the retail trade to sell the goods later in the year at prices ranging from 75 to 79 cents per garment. Under the prices which governed January-March deliveries it was necessary for the retailers to ask 89 cents to \$1 for the same goods. Before the war the per garment price of this class of balbriggans was 50 cents.

The public in its buying has returned to normal times, and the day of blue sky advertising is over. That advertising will succeed which has a sound economic foundation and which performs an essential service to the customer. Much harm is being done by the merchant who talks of depression and offers crashing prices. All are going to find before the year is done that successful retail advertising is a matter of good old-fashioned plugging, sound merchandising, intensive use of space, and consistent delivery to the public of economic messages worth printing. The greatest thing that any store can put into its advertising is that it offers a solid money's worth. Good advertising cannot be made a mere price list, but the right price for the right goods is the thing to emphasize. The big space epidemic will pass. A store may be using a page a day, and yet not be using too much space; the important matter is that the space be intelligently used.

AN ATTRACTIVE INVESTMENT OFFERING

8% PREFERRED STOCK AND COMMON STOCK OF NO PAR VALUE

of the

PETOSKEY TRANSPORTATION COMPANY
Petoskey, Michigan

CAPITAL STOCK

100,000 Shares Preferred Stock
100,000 Shares No Par Value Common Stock

GUARANTEES OF THE COMPANY'S SUCCESS

All of the business it can handle, because it will be kept busy transporting the products of the Petoskey Portland Cement Company, and in hauling coal.

Its net income will be more than twice the amount required to pay the preferred stock dividend.

Its management will be in the hands of men who have made a success of every enterprise they have been connected with.

It has to solicit no business and its boats will always be employed at maximum capacity.

EARNINGS

The operation of the Company's boats will produce a net earning of over \$175,000 per year, which, after paying 8% on \$1,000,000 preferred stock, leaves \$95,000 to be distributed to the common stock. This means nearly 10% if the common stock were sold at \$10.00 per share. At the present price of \$1.00 per share, the earnings on the common stock will be a great deal better than 10%.

MANAGEMENT

The officers of the Company are: President, A. B. Klise; Vice-President and General Manager, J. B. John; Secretary-Treasurer, John L. A. Galster; Vice-Presidents, J. C. Buckbee, Henry Vanderwerp, A. R. Moore, Joseph A. Magnus, J. A. Klise, W. N. Andrews, Louis Seelbach and Homer Sly.

All of these men are heavily interested in the Petoskey Portland Cement Company, and thus a close interest and co-operation will exist between the Petoskey Portland Cement Company and the Petoskey Transportation Company, and this assures a greater success for both companies.

A REAL INVESTMENT

Every feature that makes for a strong investment is embodied in this proposition. The success of the Petoskey Transportation Company is now assured.

The stock of the Petoskey Portland Cement Company is to-day one of the most highly sought, and we firmly believe that the Petoskey Transportation Company stock will enjoy an equally strong market, as it has just as firm a foundation.

Now is the time to investigate and purchase an interest in this Company while the common stock is still selling at \$1.00 per share.

With every two shares of preferred stock at \$10.00 per share, can be purchased one share of the common stock at \$1.00 per share.

We highly recommend this offering.

F. A. SAWALL COMPANY

313-314-315 Murray Building

GRAND RAPIDS

MICHIGAN

Citz. 62209

Bell M. 3596

Gentlemen:

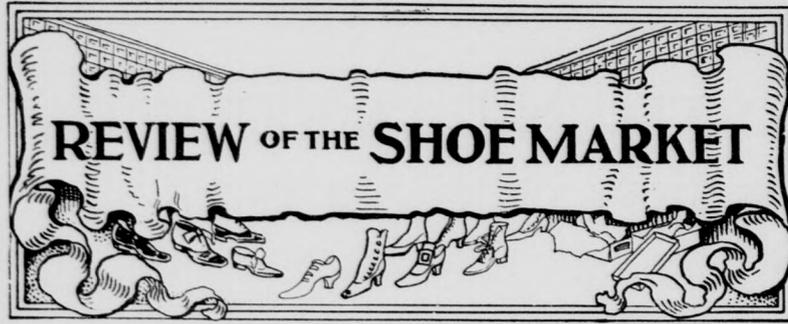
I am interested in an investment in the Petoskey Transportation Company.

Without any obligation on my part, send me all particulars regarding the Company.

Yours truly,

Name _____

Address _____



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.

Marked Progress Made By National Shoe Travelers.

President Geo. J. Nichols, Vice-President Frank B. King and Treasurer Dave Davis of the National Shoe Travelers' Association, held a conference last week in Chicago to discuss the work that has been accomplished during the first quarter of 1921.

The tenor of the annual convention held in Des Moines in January was clearly towards a more aggressive policy in the interests of shoe travelers and to this end the National officers have busied themselves in the time that has since elapsed. Messrs. Nichols, King and Davis have met with a number of the local associations in different sections and Mr. Nichols has just returned from a six week's trip extending from Boston and New York to attendance at the retailers' convention at Houston, Texas, where he met with the Southwestern Travelers' Association.

It will be remembered that the National convention at Des Moines found it necessary, owing to the growth and activity of the Association, to employ the undivided time of a secretary and resolved to attach a sufficient salary to the secretary's office to warrant a capable secretary in devoting his entire time to the affairs of the Association. Fred W. Stanton was elected to this office at the Des Moines meeting but owing to ill health and because of other interests in the shoe trade was compelled to decline the office. Mr. Stanton has been actively and whole-heartedly interested in the association work since its inception and his inability to continue in the office is deeply regretted by the membership of the organization including himself. Acting under the provisions of the association by-laws, President Nichols appointed Thomas W. Delaney, of Boston, as temporary secretary and Mr. Delaney is now in charge of the association's headquarters at 207 Essex street, Boston. According to the by-laws of the organization the appointment will receive the consideration of the Board of Governors at the first meeting of that body.

"Tom" Delaney, as he is intimately known to thousands of shoemen in many sections of the country has been a stalwart supporter of the N. S. T. A. for many years. He has been a faithful attendant at the annual conventions, proven a constructive worker and to his lot has fallen the duties of editing the association's magazine.

He is president of the Boston Shoe Travelers' Association.

The first quarter of the new year has witnessed a carefully planned campaign for new members well underway and the fine interest being manifested by both National and local bodies in the prosecution of this movement augurs well for the growth of the sectional associations and the accomplishment of greater things by the central body. From the secretary's office at Boston letters have been mailed to every manufacturer and jobber of shoes in the United States. These makers and wholesalers of footwear have been acquainted with the objects of the association identical with the interests of the manufacturers and jobbers and the latter have been asked to co-operate by supplying National headquarters with lists of their traveling salesmen and their addresses. The foregoing step has already been taken and upon receipt of these names and addresses the second step, that of "selling membership" to prospective members, will be conducted from the secretary's office in a direct effort as well as through the various local associations.

At this week's meeting in Chicago special stress was placed upon the urgent need for earnest effort by individual members of the travelers' associations towards increasing the membership of the various affiliated bodies through pointing out the advantages which accrue in such important matters as the handling of baggage, relations with the railroads and hotels and the guarding of travelers' interests against injurious legislation which may be proposed in any of the state legislatures. From reports rendered by three of the local associations the National officers were cheered with the knowledge that the Southwestern Shoe Travelers' Association, the Northwestern Shoe Travelers' Association and the Shoe Travelers' Association of Chicago, all have made substantial membership gains during the past 90 days.

That the American manufacturers of footwear might realize the desire of the National Shoe Travelers' Association to work for the interests of manufacturers on all occasions President Nichols recently visited Rochester for the purpose of acquainting Secretary Sol Wile of the National Boot and Shoe Manufacturers' Association with this intent and desire of the travelers'

body. At the time of this meeting tariff matters were engrossing the attention of the shoe and leather trades and President Nichols proffered the co-operation of the N. S. T. A. in connection with the tariff problems or in any other situation that may arise wherein the men selling shoes on the

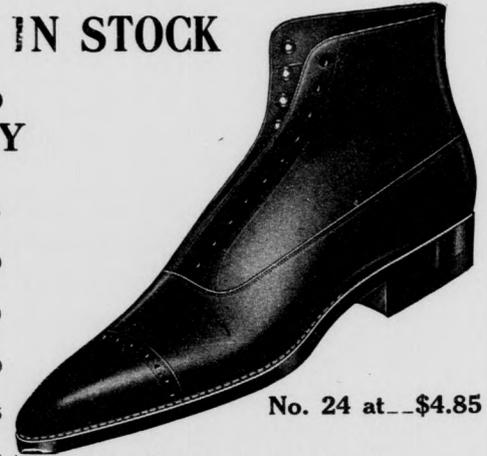
There is one lesson each of us learns as he grows older, that it is not what the man works at, it is the way in which he works at it.

Theodore Roosevelt.

MEN'S SHOES IN STOCK

Size Up
TO-DAY

- No. 43. Hav. Brown Kid Blu.
Panama Last, D -----\$5.85
- No. 32. Tony Red Calf Bal.
Panama Last, D -----\$5.40
- No. 36. Tony Red Calf Blu.
Stroller Eng., D -----\$5.40
- No. 10. Kippy Brown Bal.
Starter Eng., D -----\$5.00
- No. 28. Russia Blu. Wide
Tezer Last, E -----\$4.85
- No. 24. Russia Bal. Eng.
Stroller Last, D -----\$4.85
- No. 90. Russia Crema Bal.
English Last, D -----\$4.50



No. 24 at \$4.85

Goodyear Wingfoot Heels Attached
 Sizes 6 to 12
 Let us send Sample Order

**BRANDAU
SHOE CO.**
 Manufacturers
 WOMEN'S SANDALS
 JULIETS and OXFORDS



DETROIT
 1357 Sherman St.
 Wholesalers
 MEN'S DRESS & SERVICE SHOES

Our constant aim to produce a quality product and to maintain its standard has given the

**"Bertsch", and
"H. B. Hard Pan"**

shoe lines a following that you cannot overlook.

Men who recognize quality and who want the best know when they purchase these shoes they are receiving the utmost in value.

If you are not now handling these lines, do so at once, you will want to link these values up with your store, and yourself obtain the benefits of the prestige these lines carry with them.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

road can, through their organizations, co-ordinate with the manufacturers in united effort.

A means whereby the travelers feel that they can be of decided benefit to the manufacturers of shoes is in the collating of style information. President Nichols has placed this branch of work in the hands of Vice-President King. Mr. King has taken the initial steps towards co-operative efforts between the N. S. T. A. in the footwear field and the National bodies in such fields as men's tailoring, women's ready to wear garments, hosiery and millinery National associations and other bodies, to the end that more reliable information may be furnished manufacturers' associations in all fields producing apparel of any character. Associations thus far approached in the tailoring and women's ready to wear lines, have given the project enthusiastic endorsement and promised hearty co-operation.

It will be remembered that at the Des Moines convention the National Shoe Travelers' Association voted to petition the International Federation of Traveling Salesmen's organizations for membership. Since the convention this petition has been filed and delegates appointed to present the petition at the annual gathering of the Federation this summer. With the Federation's membership of approximately 600,000 it is obvious that greater influences can be brought to bear in such matters of common interest as railroad, sleeping car and hotel rates; in the handling of baggage transfer and in opposition to any unfair legislation which may be inadvisedly proposed than would be the case if the shoe travelers' organization with its smaller membership attempted to correct evils in these fields single-handed.

The officers of the National Shoe Travelers' Association feel that one of the greatest advantages which will accrue to the employment of a secretary's full time will result in the greater co-operation this association can accord shoe manufacturers in selecting competent traveling salesmen through the association's employment bureau. Increased attention is to be given the character of applicants filing their names for traveling positions and President Nichols and his associates are bending every effort to insure prompt and efficient attention to all requisitions which shall be made upon this bureau by the manufacturers and jobbers.

In line with the resolution adopted at the National convention, those in charge of the association's affairs are urging the local associations to exercise more interest in commercial activities in the city or section in which each local body is situated. It is realized that through such activities goodwill can be created for the craft as a whole and for the associations of shoe travelers in particular. The Minneapolis, Cincinnati, Boston, Rochester and Chicago associations of shoe travelers are now members of the chambers of commerce in their respective cities.

Autograph Letter Written By Andrew Jackson.

Col. Wm. V. Jacobs, of Glencoe, Ill., who was in Grand Rapids last

week as the guest of an old friend, had in his possession an autograph letter written by Andrew Jackson less than three months before he died. The letter was addressed to Captain Jesse Duncon Elliott and reads as follows:

Hermitage, Tenn., March 27, 1845—Your letter of March 18, together with the copy of the proceedings of the National Institute furnished me by their Corresponding Secretary, on the presentation by you of the sarcophagus for their acceptance, on condition it shall be preserved and in honor of my memory, have been received and are now before me.

Although laboring under great debility and affliction, from a severe attack from which I may not recover, I raise my pen and endeavor to reply. The steadiness of my nerves may, perhaps, lead you to conclude my prostration of strength is not as great as here expressed. Strange as it may appear, my nerves are as steady as they were forty years gone by, whilst, from debility and affliction, I am gasping for breath.

I have read the whole proceedings of the presentation by you of the sarcophagus and the resolutions passed by the board of directors, so honorable to my fame, with sensations and feelings more easily to be conjectured than by me expressed. The whole proceedings call forth my most grateful thanks, which are hereby tendered to you and through you to the President and directors of the National Institute.

But with the warmest sensations that can inspire a grateful heart, I must decline accepting the honor intended to be bestowed. I cannot consent that my mortal body shall be laid in a repository prepared for an emperor or a king.

My republican feelings and principles forbid it. The simplicity of our system of Government forbid it. Every monument erected to perpetuate the memory of our heroes and statesmen ought to bear evidence of the economy and simplicity of our republican institutions and the plainness of our republican citizens, who are the sovereigns of our glorious Union, and whose virtue is to perpetuate it. True virtue cannot exist where pomp and parade are the governing passions. It can only dwell with the people, the great laboring and producing classes that form the bone and sinew of our confederacy. For these reasons I cannot accept the honor you and the President and directors of the National Institute intended to bestow. I cannot permit my remains to be the first in these United States to be deposited in a sarcophagus made for an emperor or king. I again repeat, please accept for yourself, and convey to the President and Directors of the National Institute, my most profound respects for the honor you and they intended to bestow.

I have prepared an humble depository for my mortal body beside that wherein lies my beloved wife, where, without any pomp or parade, I have requested, when my God calls me to sleep with my fathers, to be laid, for both of us there to remain until the last trumpet sounds to call the dead to judgment, when we, I hope, shall rise together, clothed with that heavenly body promised to all who believe in our glorious Redeemer who died for us that we might live and by whose atonement I hope for a blessed immortality.

I am with great respect your friend and fellow citizen,

Andrew Jackson.

Captain Jesse Duncon Elliott was the maternal grandfather of Col. Jacobs. He was the son of Col. Robert Elliott, who was Colonel and Commissary in Gen. Anthony Wayne's division of the Revolutionary army. He was born in Maryland

in 1782, entered the U. S. Navy as a midshipman in 1804 and in October 1812, won the first American Naval success on the lakes, capturing two British brigs, the Detroit and Caldonia, near Erie. He commanded the Niagara in the battles of Lake Erie the following September, being second in command of Perry, whom he succeeded a month later as the commander of the Lake Erie fleet. When Perry's flagship, the Lawrence, was sunk by the British, Perry escaped to the Niagara and made that vessel his flagship during the remainder of the engagement. In 1815, during the war against Algiers, Elliott was in command of the Ontario, under Decatur. He was appointed captain in 1818. The eleventh Congress voted him the thanks of that body for his heroism in

both engagements, presented him with a medal and also a \$1,000 sword, which was obtained in Paris. The sword bears the inscription: "He captured ships under the guns of the enemy and gave them to his country."

The sarcophagus referred to in the above letter was obtained by Captain Elliott in Egypt while he was with the Mediterranean squadron. On the refusal of Andrew Jackson to accept the gift intended for him, it was presented to Stephen Girard and now houses his remains at Philadelphia.

Shoe Store and Shoe Repair Supplies
SCHWARTZBERG & GLASER LEATHER CO.
 57-59 Division Ave. S. Grand Rapids

Double Wear Guaranteed

With

Howard Celoid Chrome Soled Boys' Shoes

Not a mere statement, but an absolute guarantee that gives you the strongest selling argument you could offer your customers.

Every test has shown from 100 to 200% more wear. One pair actually giving 22 consecutive weeks of service under all kinds of conditions.

More Wear, More Style, Greater Economy the three essential factors in boys shoes are embodied in The HOWARD Line.

REVISED PRICES.

Boys Black or Tan Eng. or Nature Bal. B-E 2½-6	\$3.85
Youths Black or Tan Eng. or Nature Bal. B-E 12½-2	3.60
L. M. Black or Tan Eng. or Nature Bal. C-E 9-12	3.35

Write for details of our double wear guarantee.

RINDGE, KALMBACH, LOGIE CO.

GRAND RAPIDS, MICHIGAN

Makers of Good Shoes Since 1864

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



Sentimental Considerations no Longer Rule in Business.

Carlyle held the sentimentalist to be the "barrenest of all mortals;" and when sentimentalism alone governs the location of an industry it, too, is likely to become the barrenest of business.

Many manufacturing plants in the United States are situated in the birth-place or the adopted city of that individual whose personality created and informs the business. This may be due to restricted funds. It may be due to a lack of forethought. Whatever the cause the result is disadvantageous and often the disadvantages are revealed in heavy overhead expenses, sometimes in difficulty of access to raw materials, or to distribution.

In this day of close competition sentiment is commonly regarded as bad form. No industry stays where it is because the grandfather of the industry was born there. And so it has come about that cities desiring to expand enter upon systematic campaigns for new business and "sell" themselves by a series of advertisements and follow-up letters.

A city, that is to say, is sold much as a typewriter or a filing system or a plow would be sold. A location advantageous to one industry because of its nearness to necessary raw materials and its favorable location with regard to the market, may be wholly unsuited to another. Sound principles govern the manufacturer when he changes the location of his plant or decides to build an additional factory in a new city. When the American Locomotive Company determined not long ago to establish a \$2,000,000 plant near St. Louis, its officials took these things into consideration. When a new wheel factory was built at Tonawanda, N. Y., there were similar motives. Baltimore, which has been campaigning actively and successfully for new industries, figures out a cost sheet showing the manufacturing superiority of that city over its rivals for the industry it is seeking.

The day of hurrah campaigns to raise locally large funds to attract new business is past. Artificial inducements are as obsolete as sentiment. The city, through its Chamber of Commerce, as a rule, presents its claims on a sound economic basis. If it fails to win the industry it is seeking it fails because it is not the most advantageous location for that particular business.

Reading his favorite magazine or newspaper the president of a misplaced industry who has been calculating the cost to him of long hauls on raw materials and finished products, sees leaping at him from the page

a group of facts picturing an ideal location for him. He calls a meeting of his board of directors, there is a rapid exchange of correspondence, and one city's loss of an industry is another's gain. Nor are the cold commercial assets the only factors taken into consideration. Housing, schools, churches, clubs, parks and opportunities for comfortable and contented home life are sometimes decisive factors.

Some there are who think an automobile drive through New Orleans means rough going over miles of cobblestones. Some there are who think that the Tonawandas are an outpost of Kamchatka. Some there are who doubtless have grotesque ideas about St. Louis. It is to undeceive these persons and to bring the truth to the attention of the public that municipal advertising campaigns are planned and carried out. Some of them are being prosecuted successfully even now. In all of them it will be found that the statements have been stripped of exaggeration and that the advertisements are placed with magazines or newspapers of influential circulation.

St. Louis is a notable instance of this, because it is the first old city of the conservative type to make a serious demand for its place in the sun. A coterie of business men of the Chamber of Commerce there, backed by an aggressive mayor, is telling the city's story through advertising, not so much with the intention of exploiting St. Louis as to present the facts of its commercial prowess, alertness, and strategic industrial position. The Mississippi River forms a natural outlet to the sea for shipments to Cuba, Porto Rico, Central and South America. St. Louis expects in time, with the improvement of the river, to become an inland port. St. Louisians are confident that within the next few months, the complete river fleet planned for Mississippi operation by the railroad administration will be in service. This equipment will total forty steel barges, each with a capacity of 2,000 tons, and six steel twin-screw towboats. These facts are set down not as a boost for St. Louis, but as a record of one of the "pulling" statements in its advertising campaign.

Baltimore and the Tonawandas use similar arguments. Baltimore, for instance, is a big and growing seaport, and, aside from tax exemption, offers no bonus or special inducements to new industries. The city advertises extensively and the Merchants and Manufacturers Association circularizes other industrial centers. Various business and trade bodies also subscribe to the expense of obtaining data and citizens are continuously on the lookout for tips about industries sus-

Fourth National Bank

Grand Rapids, Mich.
United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$600,000

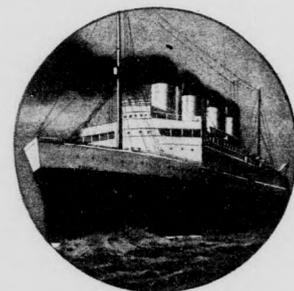
WM. H. ANDERSON, President
J. CLINTON BISHOP, Cashier
HARRY C. LUNDBERG, Ass't Cashier
LAVANT Z. CAULKIN, Vice President
ALVA T. EDISON, Ass't Cashier

Steamship Tickets

Cornelius Wagenaar

agent for

Steamship Lines



To All Parts of the World

may be seen at

Our Foreign Department

for information as to sailings, tariffs, accommodations and such other information as prospective travelers may require.

Mr. Wagenaar has on file information regarding travel to and from all countries and his services are at the disposal of any who may contemplate a visit to foreign lands or who may desire to make arrangements for others to come to this country.

Steamship accommodations for summer travel are being taken up rapidly, so it is advisable to make reservations as soon as possible.

Funds for Travelers

Our Foreign Department issues Travelers' Letters of Credit, makes Cable Payments and sells Money Orders, Post Remittances and Drafts on all parts of the world.

THE OLD NATIONAL BANK

Monroe at Pearl

Grand Rapids

Regularly Examined by United States Government Examiners



ceptible of transplanted. As soon as these hints reach the Merchants and Manufacturers Association, they are turned over to the Industrial Bureau which writes or telegraphs and follows up with other letters until the business under fire has reached its decision. To influence the decision Baltimore sets forth the fact that it is the deep water gateway for three great railroad systems and is 150 miles nearer Chicago and the Middle West than any other seaport city. The accessibility from Baltimore of the Panama Canal, Cuba and the East coast ports of South America; the cheapness of coal, gas and oil for fuel and of electricity generated on the Susquehanna River, are other factors in the equation.

Several new plants have been located recently in the Tonawandas as a result of a similar campaign. "In the heart of America's purchasing power" is the slogan. The city sets forth the advantages of cheap electric power from Niagara, of its position as a marine and rail gateway between the Great Lakes and the Atlantic, the United States and Canada, its superior labor supply, its diversified raw materials, its good working conditions, equable climate and the riches of the agricultural and fruit lands lying around it.

Primarily the generous rivalry and active competition manifested by these typical American cities benefits the cities themselves, but it has the added general advantage of spurring the sluggish and contented business man to a scrutiny of the conditions prevailing in his own plant. The time has come when location must be reckoned as an intimate part of unit costs. Sentimental considerations are dead or dying. That city "sells" itself which can deliver the goods.

F. O. Watts,
President First National Bank of St. Louis.

The Greatest Game in the World.

A young man about to go into business for himself asks me to tell him how he can make a success.

I can't tell him how to make a success, but I can perhaps direct him along the road which successful business men usually follow.

In the first place this young man must decide what he means by success. He may be satisfied to make money only; he may want to confine himself to activities which he personally enjoys; he may prefer to have some leisure even at the expense of profits.

Lots of men could be more successful than they are in the eyes of the world—if they were willing to pay the price. To make big money requires big sacrifices. To be a "big" lawyer, doctor, musician, artist, actor—is only possible by a large payment

in constant self-denial and self-discipline.

Before you can be anything you must decide what you want to be. To yearn for wealth and at the same time to yearn for freedom from responsibility is utter folly. Thousands of brilliant men who have the capacity for making big money do not achieve outstanding success because they have no desire to assume the burdens which money-making brings. They prefer the ease and quiet of a less strenuous life.

So I say to this young man: Chase what you want and then go after it. There is little difference between working for yourself and working for an employer. When you are in business for yourself you have a dozen or a thousand employers. These employers are your customers, and they are very exacting bosses.

If you can satisfy the wants of these dozen or thousand bosses better than any of your competitors can satisfy them, you will always be sure of plenty of work, because men apply the same tests in buying goods that they apply in buying service.

Do not try to grow too fast. If you try to carry a load too big for your financial strength it may crush you, as it has thousands of others. Many men who ought to be giving their attention to production and selling problems are entirely absorbed in problems of finance, and no business can prosper under such conditions.

When you get a customer hang on to him with all your strength. It is always easier and cheaper to keep an old customer than it is to get a new one.

Finally, don't try to do everything yourself. A business is an organization, and responsibilities must be freely delegated. If you attempt to do everything yourself you will be swamped. A watch is a delicate mechanism, but a business organization requires even finer adjustments, and you will have to be the adjuster.

Running a business is the greatest game in the world, and if you are temperamentally suited to it, it is more fun than anything else. In the successful business man are combined the skill of trout fishing, the bull of poker, the concentration of chess, the daring of aeroplaning, and the luck of dice.

It is a great life—if you don't weaken.—Stowe's Magazine.

Clarified.

"You advertised, didn't you, that there was an opportunity here for the right girl?"

"Yep."

"Well, I've made good, haven't I?"

"Yep."

"What's the opportunity?"

"To hold the job if you keep on making good."

**WE OFFER FOR SALE
United States and Foreign Government Bonds**

Present market conditions make possible exceptionally high yields in all Government Bonds. Write us for recommendations.

HOWE, SNOW, CORRIGAN & BERTLES

401-6 Grand Rapids Savings Bank Bldg., Grand Rapids, Mich.

A Well-Earned Record:

In active business since 1889, we have established a reputation for careful, effective handling of all kinds of Trust business for persons and corporations.

All property and affairs in our care are well looked-after.

The continuity of this service is not affected by changes of personnel, or the absence of any member of our large force.

Let us serve you.

Loans on Real Estate. High grade bonds for investment.

Public Accounting.

Safe Deposit service on ground floor.

**THE
MICHIGAN TRUST
COMPANY**
GRAND RAPIDS, MICHIGAN

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK**

ASSOCIATED



CAMPAU SQUARE

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

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

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK**

ASSOCIATED

Crisis Is Over and Recovery Has Begun.

The present industrial situation is the worst that this country has experienced in many years. The so-called panics of 1893 and 1907 were not so disastrous because the reversal was neither so severe nor so sudden. This time we fell from the heights of seeming prosperity to the depths of depression almost over night. The wave of great volume, high prices and unprecedented profits broke, and we were confronted with an industrial panic in which buying almost ceased, cancellations of former orders were numerous, prices melted and profits gave place to losses. In the last few months of 1920 many business concerns not only lost the profits of many preceding months, but in some cases of many preceding years. This was due to the fact that while all expected a reversal some time, most men were too close to their own business, too pressed with unfilled orders, and too burdened with the difficulty of procuring their raw materials to be able to sense the hour of the approaching change. As a rule, therefore, they were caught with heavy inventories to be written down, and correspondingly heavy indebtedness to be arranged with their bankers. Followed the passing of dividends, the cutting of overhead expense, the cessation of unfinished new building, the discharging of employees—all of which were necessary to the life of the particular business, but harmful to the general situation by curtailing the general buying power.

As one-half of our population lives by agriculture, the situation in that sphere of labor is fundamental. The industrial conditions just described were preceded, or accompanied by a shrinkage in the value of last year's crops, estimated at \$5,000,000,000, and live stock suffered a corresponding decline in value. The quoted values of some staples such as cotton and wool became merely nominal, and the stuff was practically unsalable on a large scale. In many states speculation in land had been a natural concomitant of the high prices for farm products, and as such transactions usually involve a small cash payment and time obligations for the balance of the purchase price, the country districts and the country banks found themselves, when the crash came, with more hopelessly "frozen credits" than the cities.

In former periods of depression we could sell largely to Europe and lean on her for financial support, but now Europe hangs like a millstone about our necks—owing us billions on which she is as yet unable to pay the interest, and prevented from buying freely from us by her post-war political confusion, her financial inflation, and the consequent breakdown of her ex-

changes.

In a discussion of this kind the facts must be faced. Naturally, the man on the street asks how such facts are possible in the richest country in the world, and who is to blame. If he reads a labor paper he will be told that the whole thing is a conspiracy on the part of capital—and particularly "Wall street"—to break the unions. If he reads the magazine articles of some professor of political economy, he will be told that the banks—and particularly the Federal reserve board—are to blame for allowing such expansion of credit and currency that prices soared and the inevitable crash followed. If "Wall street" is to blame it must have used its supposed power as Samson used his—not only to destroy his enemies but himself—for if anyone is walking the floor these nights it is "Wall street," where all the business troubles of this country come to a head; and if the bankers are to blame, they now find themselves partners in numerous enterprises the condition of which gives them grave concern. The truth is that no one was to blame. Parallel conditions exist in all countries. We, and all the so-called civilized world have been and are in the grip of economic forces too strong for any class, any monetary power or any government to avoid. The expansion of credit, the high prices for labor and for goods, the fictitious prosperity and the resulting industrial crash were the inevitable and unavoidable aftermath of the costliest war in history. They are all explicable by and attributable to the workings of the law of supply and demand.

No conservative banker will commit himself to very definite prophecy at the present time. This, however, may be safely said—that the crisis has been passed, that the worst is over, and that recovery, although slow, has begun and will be sure. If the new administration at Washington disposes of our chief problems wisely, I

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources

13 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings

RATES

As low as is consistent with good business and safe underwriting.

Live Agents Wanted.

MICHIGAN AUTOMOBILE INSURANCE CO.
Grand Rapids, Mich. A Stock Company.

When Money Takes Wings

WHAT will become of the money and property you will some day leave behind you? Do you care?

Do you intend your wife and children to be the ones who will be provided for?

Then consider these questions:

Would your wife know how to arrange your business affairs without loss to your own or your associates' interests?

Would she know how to re-invest income?

Are there any relatives who would obtain loans from her—which may never be repaid?

Could she resist the appeals of stock promoters, who promise "get-rich-quick" returns?

Is it fair or wise to leave money in bulk to those who have had but little experience in business? How long would your estate last in inexperienced hands?

Drop in at our office, ask for our trust officer, and let him explain how our company can manage the money and property you leave, for the benefit of your dependents. It will be a pleasure to talk the matter over—no obligation.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

INSURANCE IN FORCE \$85,000,000.00



WILLIAM A. WATTS
President

RANSOM E. OLDS
Chairman of Board

MERCHANTS LIFE INSURANCE COMPANY

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

STOCKS AND BONDS—PRIVATE WIRES TO THE LEADING MARKETS

HILLIKER, PERKINS, EVERETT & GEISTERT
8221 M. 200. SECOND FLOOR MICHIGAN TRUST BLDG. CITY 6341

STOCKS

BONDS

INVESTMENT BANKERS
TRADE EXCHANGE

Fenton Davis & Boyle

MICHIGAN TRUST BUILDING
Telephones Main 5139
Citizens 4212

Chicago

GRAND RAPIDS

Detroit

see no reason why the present year should not witness a return to fairly normal business. Revision of Federal taxation, the tariff and railroad freights are fundamental. They are too complicated to discuss here, but they must be studied and settled scientifically—not politically.

Two things I think the Government ought to do: First: The debts of the allies to the United States should be funded. At present we hold simply I. O. U.'s, on which no interest has been paid. Although a suggestion was made by Great Britain that all inter-allied debts be cancelled (a transaction which would be a loss to her and not a gain) we believe there is no sentiment in that country in favor of cancelling its debt to this country. The accumulated interest should be added to the principal, and fifty-year bonds of the various governments, with proper sinking funds, bearing a moderate rate of interest, tax free in this country, and guaranteed by the United States Government, should be accepted in payment of the debt, and sold in this country, or exchanged for a similar amount of Liberty loan bonds. This would greatly reduce our National debt and the interest thereon.

Second: The balance of our own Liberty loan issues should be refunded into an issue of bonds payable at the option of the Government, after twenty years, bearing four or four and one-quarter per cent. and tax free to the extent of \$5,000,000 in any individual holding. This would relieve the channels of business, particularly the Federal reserve banks, by the tendency it would have to drive these bonds into the strong boxes of investors, where they belong. It would also put Liberty loan bonds to par, and thus keep faith with the millions of hard-working people who invested in them.

If these two things were accomplished the chief obstacle to the improvement of foreign exchange and freer intercourse with foreign countries would be removed, and money for commercial borrowers would, to some extent, at least, be made cheaper, which would help the business recovery that we are all hoping for.

While some men whose opinions are entitled to respect are prophesying years of poor times, I am not one of those who believe that will be our experience. At such a time as this

there are always pessimists who cannot see what is ever going to happen to cause a recovery, but in a long experience I have never found that the pessimists were right. I have great faith in the recuperative powers of the United States of America, and in the consumptive demands of one hundred and seven millions of Americans.

In many lines, particularly those which were first hit, and hardest hit, orders for goods are now quite numerous. They are still small, and represent a hand-to-mouth policy on the part of the buyers, but urgency of shipment is a very noticeable and encouraging feature of these orders. When a tanner, for example, has an order for five hundred pounds of leather to be shipped more than a thousand miles by express it is good evidence that the purchaser is very much in need of that leather.

Business last year was like a man delirious with a high fever—temperature 105. Then the fever broke and the temperature went to sub-normal—say 95. At the present time it has begun to climb back to normal—perhaps half a degree—but normal is 98½—not 105!

Psychology plays an important part in all human affairs. If four people once make up their minds that recovery has set in, its progress may gather a momentum that now seems impossible.

Liquidation both in materials and wages must be well balanced. Some retailers are still trying to get war prices, and some laborers are still threatening strikes for the maintenance of war time wages. These will have to yield. Generally speaking, however, business men have taken their medicine and laboring men have shown a reasonable disposition. If all of this results in a reduction of the high cost of living, and a return to saner business ideas, the present hard experiences will not have been an unmixed evil.

Having fought and financed the great war without weakening, this country must keep up its courage and see the war's results through. The greatest needs of the time are a spirit of co-operation between all classes, a recognition that a new basis for wages, prices and profits must be established, and a hopeful, forward-looking disposition on the part of business men and bankers.

David R. Forgan.

Preferred Risks! Small Losses! Efficient Management!

enables us to declare a

**30% Dividend
For Year 1921**

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

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

WM. N. SENF, Sec'y

Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

We Represent the Following Companies, Allowing Dividends as Indicated:

Minnesota Hardware Mutual... 55%	Michigan Shoe Dealers Mutual... 30%
Wisconsin Hardware Mutual... 50%	Illinois Hardware Underwriters... 60%
Minnesota Implement Mutual... 50%	Druggists Indemnity Exchange... 36%
The Finnish Mutual Fire Ins. Co. 50%	

REMEMBER WE HANDLE THE BEST COMPANIES IN THE MUTUAL FIELD.

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

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

C. N. BRISTOL, Manager
J. D. SUTHERLAND, Fieldman
FREMONT, MICHIGAN

A. T. MONSON, Secretary
MICHIGAN

Pride in Company Reputation

Our Company has never sought to stand in a false light. It has stood on its own foundation. It has never misrepresented its position.

The Company abhors deception or sharp tactics. It desires to do right and to be square.

Good faith is needed in business. It is the very foundation of credit and underlying credit is Insurance.

We write insurance on all kinds of Mercantile Stocks and Buildings, on a 30% Dividend basis.

One of the Oldest and Strongest Companies in Michigan.

Michigan Shoe Dealers Mutual Fire Insurance Company

Main Office: FREMONT, MICHIGAN

ALBERT MURRAY Pres.

GEORGE BODE, Sec'y-Treas.

The Finnish Mutual Fire Insurance Co.

ORGANIZED 1889

ASSETS

Cash in Banks	\$ 84,701.88
Bonds and Securities	\$154,370.97
Total	\$239,072.85

COMPARATIVE STATEMENT

Policy Holders or Members	3,750
Total Fire Losses Paid	\$ 197,895.23
Total Premiums returned to Policy Holders	\$ 372,606.51
Total Insurance in force Dec. 31, 1920	\$4,452,274.15

OUR PLAN OF OPERATION FOR 1921

To write good mercantile, hotel, garage and dwelling risks at established board rate.

To collect the full premium based on their rate.

To renew the policy each year at full board rate.

The saving or dividend is paid each policy holder at the expiration of each four year period.

Dividends paid by organization never less than 50 per cent.

For further information call or write.

C. N. BRISTOL,
General Agent, Fremont, Michigan.

CAUTION AND COURAGE.

Two Qualities Most Needed By Merchant To-day.

Blaney, April 19—The year 1920 and its troubles are memories only and as a famous speaker said: "Laying aside those things which are behind us, press forward."

We should now quit mourning for the trouble we have gone through, get over being crape hangers and start out with the proper spirit and enthusiasm to make up in 1921 what we lost in 1920.

We have all had a tough time and when we feel any discouragement just remember that everyone in the retail merchandising business has been in the same boat and most of our fellow merchants perhaps a great deal worse off than we.

I take it that we have all taken our losses and are going to forget about them and try with increased business to make up in the future what we have lost in the last six months, but to do so we must all have enthusiasm. If we do not have confidence and enthusiasm ourselves we can hardly communicate it to our customers.

Nobody can get hurt by buying regular requirements on the present range of prices. Never in my many years of retail selling have I faced so many uncertainties in business as at the present time. Markets will probably be disturbed for some time to come, but I believe we will all see just as many advances on goods that have reached too low a point as we will see future declines.

We all most earnestly hope the worst is over, and that we are starting the other way. I believe we are getting on firmer ground and shall soon begin to move ahead slowly but surely. What we need most to-day is confidence backed by prudence; no reckless plunging such as we have had the last few years, but careful planning. We should follow the markets up and down.

For instance, if we have goods which are declining steadily, and yet we try to maintain prices at the old level we are likely to experience great losses later on. But if we push those lines, meanwhile marking the declining prices on them, we will save the loss on the goods that we have sold as soon as the break comes, which we would have sustained had we kept the prices so high that our competitors would have underbid us.

The buying public—our customers—are watching prices, closely following the declines. When our customers find we are holding old prices they are going to desert for our competitors who follow the market. "The merchant who keeps his stocks lined up with the market prices is going to have less loss to stand than the one who keeps his prices at the old level," said a wholesaler.

I am glad of this opportunity to say a few words, not of wisdom, but of encouragement. At any rate, I trust that what I have to say, referring to conditions as I find them, will be the means of encouraging some of my fellow members, who, I know, like myself are facing and trying to the best of their ability and experience to overcome and meet these new conditions.

To-day's situation is different from other situations which have confronted business after every war only insofar as it is true that this war was greater in its destructive ramifications than any other war in history.

After every war, business has called for virility and initiative on the part of those who would remain in business and go forward to bigger things. We are all called upon to-day for greater enterprise and greater vision, for a more careful consideration of conditions, as they exist from day to day.

Competition is keener under such conditions and the demand upon personal energy in business is necessarily the greatest in such times as we are now passing through. I firmly believe what one authority has stated is

true: "We as retail merchants ought to go on as nearly an immediate delivery basis as is physically possible." We ought to buy our merchandise, not for far-ahead delivery, but upon a broad enough hand-to-mouth policy to insure keeping fresh stocks, giving us something constantly on hand with which to interest our customers.

One lesson none of us should ever permit ourselves to forget is the lesson the last six months have taught us in regard to over-stocks. Perhaps some, if not all, of us have been following too closely the traditional policy of placing orders for future requirements in larger volume than possibly would be warranted by real knowledge of what conditions will be months later.

I believe we as retailers should put our minds down to the special problem of learning what our own trade wants, and insist upon co-operation of our jobbers and wholesalers in meeting the public demand. If we all do



John I. Bellaire.

our part in the process of liquidation and get our stocks down to a proper basis and have faith enough and vision enough to keep our stocks continually freshened up with new merchandise, and bend our energies to doing business at the old stand, none of us will have time or need to be anxious about the future. A radical and far-reaching change has come upon us. It is a matter of utmost importance that we as retail merchants keep fully informed and adequately prepared to meet new conditions.

The immediate future, to which we direct our attention, will present many new and important problems. Only by facing these conditions squarely, and promptly taking the steps which must be taken to cope with them, can we as retailers make sure of doing business at a profit.

Radical changes in our retail methods must take place to meet the radical changes that have already come in the conditions which affect our customers' demands. There are several important things which we must do if we are to do business at a profit in 1921. We must work for volume. With prices on a lower level we must sell more articles in order to break even in dollars. If we do not sell proportionately more articles, the always narrow gap between gross profit ratio and expense ratio may close entirely. We must work for volume. Inasmuch as our competitors are facing the same facts that we face, we can get volume only by claiming a larger share of the trade in our respective villages as a whole. We must fight for business, and what we win some of our competitors will have to lose. As one large wholesaler has said, "The only way to get volume now is to make prominent in your store and in your advertising the kinds and grades of merchandise which are in everyday demand in the average American family."

We must strengthen our lines of popular medium priced goods and subordinate the high priced, luxury goods, which have been so much in evidence the last few years; give the best space in our stores and in the show windows to that kind of goods which our people need as much when they feel poor as when they feel rich.

Then our efforts should be bent for bargains, in our show windows, in the aisles, on the counters, on tables, bargains everywhere; bargains such as will draw customers to our stores and make them buy other goods as well. I do not mean merely to cut prices on overstocks and odds and ends that have not sold at the higher prices. Bargains that count in this period of keen price competition must be articles that people really want to buy, the everyday necessities offered at prices which will make it a temptation to buy.

We must buy more carefully than we have ever done, and crowd the selling. Buy only enough of each item which will enable us to take care of our trade until a new lot can come in. We must be our own judges whether it is a few items of a kind or in dozen lots; it is for us to say. The jobber or wholesaler who would permit his salesmen to tempt us to buy more than we think we need is not our friend. Let all we do carry forth to our customers the thought that there is "something doing" at our store every day. Change displays often, shift goods frequently so that our stores will look different. Have new goods coming in. We should not keep any item on show long enough to get stale. Every time a customer comes in some new specials should shout their message to him or her.

We should strive to get our overhead down to the lowest point, so we can afford to give more or better goods for a dollar than our competitors. The one most important step is to take an honest inventory if we are to get our business on a sound basis. Take the goods on the basis of replacement value to-day. In the market to-day they are apt to be worth less than to-morrow. Having taken our inventory right, we should plan a merchandise house cleaning.

Bring into the light all the goods we are sorry we own. Dig odds and ends and leftovers out from boxes and drawers and under the counters and sell them for what they will bring, better to turn into real money for reinvestment in quick turning merchandise than to continue to keep a make believe dollar tied up in unsalable stuff.

During this readjustment period, more than ever before, we should let our jobbers and wholesalers carry our reserve stocks, and order "as wanted," instead of buying superfluous quantities. I believe the best and safest way out of our trouble lies in the intelligent blending of caution and courage. No plunging, no speculation, reduce investment, eliminate waste, encourage thrift and industry in others and set an example ourselves.

We must show faith in the fundamental soundness of this great country by doing business as usual. We who do not take courage into full partnership, who are overcautious, timidly pessimistic, who simply quit trying and are content with the business which drifts our way, are poor merchants. We harm ourselves and we harm others. As one authority has stated, "We must play the game like men."

Each of us should do all the business he can with his capital, and so conduct his store as to give the best possible values, and in all ways to work constantly for the speedy return of this country to its normal state of abundant prosperity. If each one of us will do his share, the present period of readjustment will be brief indeed, and we shall all soon again be actively and profitably busy.

John I. Bellaire.

Double Your Selling Power and Your Income.

The four selling features of hosiery are:

1. Comfort.
2. Wearing service.
3. Style.
4. Price.

When it comes to hosiery, men want comfort above everything, and it often happens that a man has been wearing the wrong material—silk when he should be wearing cotton, cotton when he should be wearing lisle, etc. The salesman, should study the likes, dislikes, comforts, discomforts of individual customers.

Wearing service depends on snug fit, not a loose fit. Frequent laundering is also important, for hose worn one day can be quickly cleaned, while hose worn two or three days must be rubbed hard.

The salesman should study taste in color combinations. A blue shirt with a black tie and a plain white handkerchief and black hose is a good combination. A blue shirt with blue hose and a dark brown knitted tie and a white handkerchief with a brown border to match the necktie make a good combination. It is better to have these color combinations divided up—to have all four accessories blue isn't attractive.

During the last few years men have changed their hosiery buying habits. National advertising has made the old two-for-a-quarter hose a recollection. The average man can now be sold a pair of hose from 50 cents to \$1.50 without much difficulty.

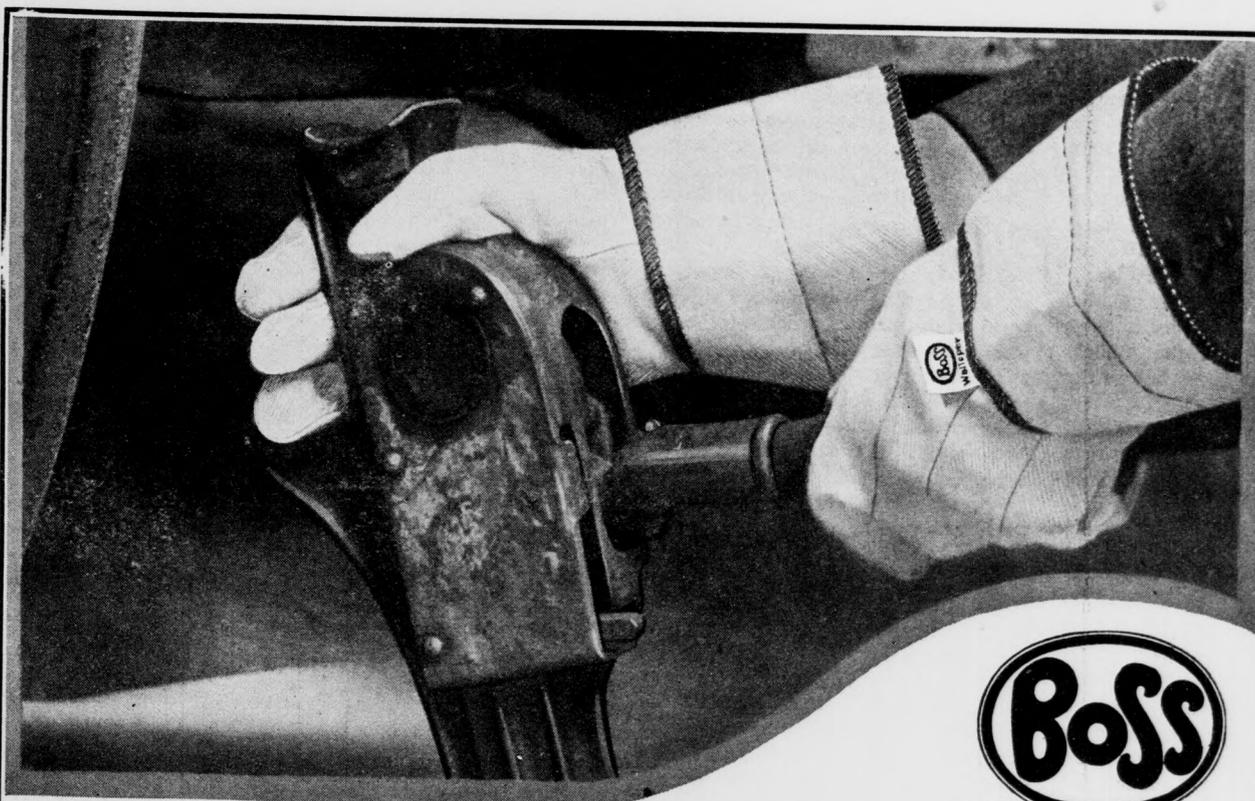
Methods for selling hose may be summed up thus:

1. We must talk about the material and the comfort it will give our customer.
2. We must give him the right size.
3. We must always show him six pairs and suggest the purchase of a half dozen at a time, rather than one or two pairs at a time.
4. We must emphasize the importance of having his hosiery match his shirt, or his necktie, or his handkerchief.
5. We must remember that comfort is, in most cases, the first consideration with a man who has been having foot trouble, or who doesn't know the real joy of being able to work all day without foot discomfort.
6. We must emphasize all of these selling points before we quote a price and consider each hosiery customer from the standpoint of having him think that our store is the best place in town to buy hosiery. Hundreds of customers can be anchored to a store through the hosiery salesman. These customers will buy hats, suits, overcoats, and other wearing apparel, which they have been buying in other stores, if they get unusual hosiery service. You are going to sell more hosiery to-day and to-morrow by using these ideas. They have all been tried out and proven in dozens of stores in the United States.

How Come?

Traveling Salesman—What became of that stock of canned corned beef you had when I was here last?

Cross-roads Retailer — Nobody would buy the stuff, so I sold it.



Trade Mark
This Trade-mark identifies
genuine Boss Work Gloves.
Be sure it is on
every pair you buy.

Keep Them Where Folks Can See Them

JUST a small display of Boss Work Gloves on your counters will increase your sales.

Here's the reason! Every one of your customers needs Boss Work Gloves. They all see the Boss Advertising every month in their favorite magazines. A display on your counters is a direct reminder of the advertising, at a time when your customers are in a buying frame of mind. Added sales will result.

THE BOSS MEEDY—best quality, medium weight canton flannel.

THE BOSS HEVY—very best quality, heavy weight canton flannel.

THE BOSS LETHERPOM—heavy canton flannel with tough leather on palms, fingers and thumbs.

THE BOSS JERZY—highest quality cotton jersey cloth in many colors.

We have some very attractive counter cards that will help to make a mighty attractive display. Let us send you some. A postal request will bring them by return mail.

Don't forget that a complete stock of Boss Work Gloves meets every work-glove requirement. Stock the entire line of trade-marked gloves in ribbed, band and gauntlet wrists, and in sizes for men and women, boys and girls.

THE BOSS XTRA HEVY—finest grade of extra heavy canton flannel.

THE BOSS WALLOPER—highest quality, heaviest weight canton flannel.

THE BOSS TIKMIT—Roomy mittens made of ticking that wears like iron.

THE BOSS ELASTO—strong canton flannel. Made by a patented process in one weight only.

The Boss Line includes highest quality leather palm, jersey, ticking, and canton flannel gloves and mittens.

THE BOSS MANUFACTURING COMPANY
Sales Offices: Kewanee, Ill.—Brooklyn, N. Y.

BOSS WORK GLOVES

Talking Back in Language He Has Half Learned.

A revision of working shirt prices is demanded by many buyers who recently placed orders. The new demands are the outgrowth of revisions in the prices asked for some of the Southern lines of shorting cheviots and chambrays. In some instances the prices of these fabrics were cut 3c per yard, or approximately \$1 per dozen on goods on order. Some want much more.

This incident of the shirt trade was brought to light this week by a statement published in this journal to the effect that jobbers want to buy working shirts at \$4.75 a dozen, coupled with the statement made by a large shirt manufacturer that the jobbers are likely to have their way before the year is far along.

It is contended by some of the largest manufacturers of working shirts that a price of \$4.75 a dozen is out of the question if the jobber wants a first class working shirt. They say the very lowest price that can be made for the highest grade shirt is \$7.50 per dozen, and even where low grade cloths are used they contend that at least \$5.75 per dozen will have to be charged.

Set up against this statement is the admitted fact that working shirts of good quality chambrays have been selling as low as \$5.25 per dozen. In some cases the name of the cloth used in the shirt has been given in the advertisements offering these lines and as many as 5,000 shirts have been tendered. These have been forced sales.

Why Prices Are So Low.

It is not denied in important quarters that sales of shirts have been made at very low prices in the past few months. But it is explained that they have been sales made in liquidation. Some manufacturer was able, perhaps, to find a man who was overstocked with high grade chambrays, and while he was in need of quick money he sold the goods at prices much under anything agents would consider. Then the buyer took the goods and made them up into shirts that met a price condition of the jobber or other distributor.

Again, a number of shirt manufacturers were forced in the past few months to use a much lower grade fabric than they ordinarily care to use, so that they could keep their working forces employed and also sell a garment to their trade that would retail at the lower prices the public has been demanding. For example, instead of using a heavy chambray weighing from 3.80 to 5.51 yards to the pound some makers have used coarse yarn goods in sheer weaves that weighed six or more yards to the pound. The shirts served a purpose of meeting a price but if business were normal no reputable shirt manufacturer would like to have a buyer see such merchandise in his stock.

During the long period of liquidation, while retailers have been holding shirt prices abnormally high, asking \$3 for a shirt not worth more than \$1 based on to-day's replacement costs, some of the smaller shirtmakers in factories have been finding something to do to keep up with their orders for the very low grade goods.

The retailers have been offering goods at lower prices in many instances but many of them have also been offering low qualities at the low prices.

Buyers Are Merciless.

Shirt manufacturers say buyers are merciless when it comes to asking rebates or cancellations. And the competition for business in shirt selling is so sharp that once the market begins to decline the buyers constantly begin to prod for the lowest values and the longest terms. And again, because of the competitive conditions existing, there are sellers who are quite willing to meet the trade conditions as they find them, supplying goods as low as they can and slipping in inferior qualities whenever buyers think they need such goods.

The better grades of chambrays for working shirts, weighing from 4.30 to 5.15 yards to the pound, are selling now around 10c and 11c a yard for the better known Southern goods. A 3.80 yard grade has sold as low as 7½c, while one of the standard grades is now priced at 8c. It takes about 34 yards of goods to make a dozen shirts in qualities where the greatest fullness is not demanded. Some coat shirts and high grade garments with pockets and other trimmings galore take as high as 40 yards to the dozen. There are some shirt manufacturers who have figured as low as 33 yards to a dozen, but this is pretty close skimping and it is tolerated only where sales are made to very thin or small people.

It might be supposed that buyers would be interested only in what a shirt appears to be and what they consider the chances to be of disposing of the garment at a profit. That sort of thing used to be the habit of buyers some years ago. Nowadays buyers not only demand to know all about the yardage that goes into a dozen shirts, but they discuss with owl-like wisdom all the details of how many threads an inch there are in the sewing and how much a dozen buttons on the shirts cost, and it has even been known that a buyer higgled and haggled for two days about the cost of one color as against another used in the box that covered the garments.

But Why Blame the Buyer?

To a salesman trained in the art of showing a buyer how he can make money by selling a good garment to which he calls attention without going into manufacturing particulars, it is mighty discouraging to have some \$20 a week buyer tell him his goods lack the standard number of pearl buttons on the bosom, or the requisite number of threads per inch on the placket.

In many places the buyer of shirts is blamed for the demands now made upon sellers regarding all the details of manufacturing. This is all wrong. The manufacturer and his agent are to blame. If a buyer of shirts stands up and demands that a shirt manufacturer shall cancel his order, given in good faith, because the buyer reads that the manufacturer of the fabric has reduced his price 3c per yard, or that the jobber is demanding a price of \$4.75 a dozen instead of \$5.75, the one who is to blame if the buyer "gets away with it" is the seller, i. e., the shirt maker.

The latter has become so enamored of the intricacies of his business that he has instructed his salesmen as to every detail. He has instructed his advertising agent to make the most of every item of production. He has led the buyer along the way where he can distinguish between stitches, construction and various sorts of buttons. And now if the buyer turns and demands that the manufacturer shall get no concessions in manufacturing costs that he will not immediately pass on to his customer, why should the shirt manufacturer stand out and say that the buyer is to blame? The salesman has become a walking catalogue of technical information bearing on production. His employer has made him what he is.



Store and Window

AWNINGS

made to order of white or khaki duck, plain and fancy stripes.

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

CHAS. A. COYLE, Inc.
GRAND RAPIDS, MICHIGAN

Guterrall

REG. U.S. PATENT OFFICE
The Economy Garment



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

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

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

UMBRELLAS

The season on umbrellas is here. Have you a stock on hand? We are showing a nice line of ladies' and gents' at from \$13.50 to \$36.00 a dozen. Farmers' umbrellas, 30 inch stock, at \$13.50 dozen.

Quality Merchandise—Right Prices—Prompt Service

Paul Stekete & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Spring Business is Under Way

Your business will be what you make it.

Get behind it—push it.

Our stock is replete
with the SEASON'S QUICK SELLERS at
Prices that will attract and convince your customers
that you are right.

Daniel T. Patton & Company

GRAND RAPIDS
59-63 Market Ave. North

The Men's Furnishing Goods House of Michigan

Retailer and Consumer.

Thus far the process of educating the buyer of shirts to the reasons why the manufacturer must be prevented from making money has gone only as far as the jobber. In some few instances it has gone to the retailer. In a few rare instances it may have seeped through to the consumer. There are some catalogue houses that describe their working shirts offered for sale to the consumer as if the consumer were buying an automobile and all its parts, and was in possession of all the wonderful knowledge of engineering and mechanics which every auto owner secures the moment his first instalment is deposited.

If the seller of shirts is ever to get back his independence in the matter of merchandising an honestly made garment for a price that will give him a fair profit he must quit the process of half education that has gone on in the buying of shirts and get back to the days when an honestly made garment was offered and sold profitably because of its trademark and all that it represented in service to the consumer. The retailer isn't bothering to educate his public into the details of manufacturing essentials. Wherever he does it the facts show that it has been done through pressure from the manufacturer or his advertising agent. For a time this sort of selling goes on all right and sales increase. But the only real education that will serve the manufacturer for the long future is the kind that is given when the consumer of a cloth or a garment gets every day satisfaction from use.

The shirt manufacturers who allow the present period of liquidation to be used by the buyers of the country as a time for a holiday at the expense of the shirt makers will find upon examination that two-thirds of their troubles arise from the information or half information they have circulated themselves. The buyer is simply talking back in a language he has half learned.

Minet Berton McClellan.

Born January 27, 1864; died March 26, 1921; funeral Otsego, March 29, 1921.

His early business life was spent in Minneapolis, associated with his brother, Fred L. McClellan, in the wholesale paper business.

August 25, 1897, he was married to Miss Margery Bardeen and in March, 1898, he moved to Otsego and became associated with his father-in-law, G. E. Bardeen, in the management of the Bardeen Paper Company.

In the year 1905 the MacSimBar Paper Company, Otsego, was organized and he became the President and Manager, which office he held at the time of his death.

He is survived by his wife, Margery B. McClellan, and two daughters, Margery and Dorothy; a brother, Fred L. McClellan, and two sisters, Mrs. W. E. Ford and Eva VanFleet.

He was a member of the Chicago Athletic Club and Hamilton Club of Chicago; Park Club and Country Club of Kalamazoo. He was also active in all local organizations, Chamber of Commerce, Red Cross, Advisory Board of the Salvation Army,

and was a great friend of the Boy Scouts.

Mr. McClellan will be especially missed by his associates at the mill and in the paper industry.

A. B. Thomas.

New Summer Collar.



This is an illustration of the new summer collar model in Slidwell collars. This collar model, Simplex, will be featured this spring and summer in both trade paper and consumer advertising as the "Tropical Weight" Slidwell Collar made by Troy's master craftsmen.

Simplex is a roll collar so designed that the four-in-hand with smart tight knot sets snugly at the top of the band.

Some 7,000 salesmen representing more than 400 leading wholesalers in the United States, are now in a position to take orders for this new model.

The Extremists Answered.

"Do you realize," said the long-faced kill-joy, touching the prospective fur customer on the arm, "that some animal probably suffered terribly to give you that wonderful garment?"

"Probably did," replied the customer. "But now since the cruelty has been done, and since he has no further use for his beautiful hide, it ought to be a great posthumous satisfaction to him to know somebody who loved it very much indeed was taking care of it and getting a profound lot of satisfaction out of it. Yes, I'll take it."

Have a good time as you go along if you want to, but don't be disappointed if you do not get far along.

TAKING INVENTORY
 Ask about our way.
 BARLOW BROS. Grand Rapids, Mich.

**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

Come to Grand Rapids

We have had a wonderful House trade in the past two weeks and many merchants tell us that in visiting other markets they find the shelves of the wholesalers almost bare of wanted merchandise, and that proportionately we have a much better stock. We therefore say to you "Come to Grand Rapids" if you want to take care of your spring trade.

Especially do we invite you to visit us on CITY DAY which is EVERY TUESDAY when you will find REAL BARGAINS in EVERY DEPARTMENT.

Every week we are sending you a copy of our ad with a list of TIMELY SPECIALS and SEASONABLE MERCHANDISE on the reverse. It will pay you to watch for these and get this merchandise. We believe that the merchant who cuts down his expenses to the minimum and maintains a strong advertising and selling policy this year will make the best profit.

FALL FUTURES

We are taking orders on Fall merchandise on some lines. We have covered on all lines and our salesmen will be prepared to show you these complete by May 1st. We suggest that every merchant go through his carry-over of Fall merchandise and make a list of it and then buy such additional quantities as to fill in broken sizes or missing patterns and buy a proportion of his fall needs, in order to be able to at least make a selling start.

The policy of curtailment by mills and manufacturers generally and time already lost in preparing for the Fall season will undoubtedly force a shortage of merchandise and this shortage will seem much greater if business should continue to improve as it is now doing.

Business is getting better and demand increasing. Further drops in price of dry goods practically over or negligible. Buy as you sell.

Grand Rapids Dry Goods Co.

GRAND RAPIDS, MICH.

Exclusively Wholesale

No Retail Connections



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.

Fertilizing and Top-Working the Avocado.

El Cajon, Calif., April 13—There seems to be no definite data, relative to fertilizing the avocado. It is undoubtedly necessary to fertilize the young trees after planting. The suggestion that holes to be blasted or dug in the fall, and half filled with a composition of old rotted cow manure and top earth, then allowed to stand until spring; is a favorite method of rose growers. It certainly puts vigor and sturdiness into roses and no doubt would be equally beneficial to any gross feeder. Assuming this method was followed in planting, it would seem a basin mulch, with water as often as the surface, soil below the plow sole, for say, three feet, seems to need it would put all kinds of punch in the young trees.

While the mulch basin system of cultivation is said to be quite expensive—about \$18 to \$25 per acre per year—it undoubtedly has merit, especially on fairly level ground. For small plantings it is entirely practicable, but it would not do on hill-sides. With a good mulch of old rotted cow manure, covered with alfalfa straw, moisture would be conserved for a long time, much longer than where the furrow system of irrigating and fertilizing is employed. However, the expense and care would, I think, be too great for a commercial orchard.

As the trees get near bearing age, less fertilizer might be all right. It would seem that the best fertilizer would be decomposed organic matter. A compost like the florists use would come nearest to that which is found around the trees in their native haunts. Plenty of moisture and cultivation until the trees reach the bearing age should have them in a condition to fruit prolifically, and if pruned while young to a shape that will carry heavy loads, the orchard should be in condition to do its duty. The best authorities disagree as to both water and fertilizers, so one man's opinion is about as good as another's.

My orchard, had mighty little care or water for five of its ten years' life. Nor did it get any fertilizer, except what a cover crop of vetch or cow peas would impart. Yet it is healthy, vigorous, thrifty and clean, but its bearing has been light and erratic for some unknown reason yet to be discovered.

This season they have and are still carrying bloom enough to set a ton of fruit to the tree, an impossible load for their size. They do not show any frost injury, but have had no temperatures below 28 degrees F. this winter, and these Mexican varieties have demonstrated their hardiness to withstand temperatures as low as 21 degrees F.

Top Working.

This is a subject on which I am entirely at sea, but I find experts differ. Some favor one method and some another, but all agree that Mexican seedlings are the best and hardiest

basic stock. It seems there are four methods of budding or top working over an old seedling orchard. Professor Conduit, of the California University, to whom I am indebted for a mass of my data, favors the grafting method as follows: "I believe that amateurs will usually be more successful with grafting, since the avocado is inclined to form a white crust over the bud and smother it in large trees. If grafted the scions must, of course, be as dormant as possible when used and carefully fitted into the stock. With experience, budding gives fair results."

It would, therefore, seem advisable for those with trees of undesirable sorts of the Mexican varieties and seedlings to cut them back to a frame work of suitable size and graft the limbs with scions of the California bred Guatemalan varieties, such as Spinks, Sharpless and Dickinson of the hard shell type and the Fuerta and Puebla of the thin skinned Mexican type.

An eight or ten year orchard of this kind would in two years be in full bearing and producing fruit at least ten months of the twelve—fruit good size and selling at top prices.

There are a few such orchards in Southern California and they might be a better buy than to begin with a new planting. I don't know about that. One would, of course, be gambling on the productivity in either case. And the shortcomings of the early planting that have survived frosts and winds, which are improperly planted for good results, or badly located in respect to soil and water, might not be a good buy at any price. J. Elmer Pratt.

Successful storekeeping requires courage. A merchant does not necessarily have to be rash, or a plunger, but he cannot afford to overlook the obvious fact that the only way to sell goods is to have them in stock. He cannot sell goods that have not even been ordered from the manufacturer or the jobber. Starving stocks is a costly practice for the storekeeper at all times. At this season of the year it is a particularly bad policy to pursue. And for the small storekeeper it is a policy that is downright deadly.

You Make Satisfied Customers

when you sell

"SUNSHINE" FLOUR

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

Genuine Buckwheat Flour Graham and Corn Meal

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

E We Buy E We Store E We Sell
EGGS EGGS EGGS

WHOLESALE

Butter, Eggs AND Cheese

We are always in the market to buy fresh Eggs, Number One Dairy and Packing Stock Butter, Etc.

WE SELL Egg Cases and Egg Case Material.

Our Warehouse is a public institution soliciting the patronage of all. We store your products for your account and guarantee proper temperatures.

Write us for Rate Schedules or other information.

Kent Storage Company

Grand Rapids,

Michigan

SEND US ORDERS FIELD SEEDS

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads
 Both Phones 1217

Moseley & others, 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

For Dependable Quality

DEPEND ON

Piowaty

Direct Receivers and Shippers

of

ALL SEASONABLE FRUITS AND VEGETABLES

Also Distributors of

"Purity" Nut and "King" Nut Margarine

M. J. DARK & SONS

Wholesale Fruits and Vegetables

Grand Rapids, Mich.

Open Letter To State Board of Health.

Grand Rapids, April 15—I am this day in receipt of the following letter: "Alger, March 24—As a subscriber to the Tradesman, I beg leave to enquire, for the sake of humanity and the rising generation, if there is any restrictions that can be placed on the parents who will allow their four-year-old son to smoke cigarettes, cigars and an old pipe at home; who will tolerate grown up friends of theirs to hand the boy a pony cigar while in town and around the stores?"

"Please tell me what influence this poor innocent young child with his cigarette or pipe between his lips has upon his schoolmates in the neighborhood when he starts to school at the age of six or seven years—a professional victim of the deadly cigarette?"

Permit me to enquire if you have any legal means of reaching parents who permit a child to smoke at the age of 4 years.

I thank you in advance for the courtesy of a reply. E. A. Stowe.

The Reply.

Lansing, April 18—Your communication of April 15 has just been referred to me for reply.

You enquire, "If there are any means of reaching parents who permit a child to smoke at the age of four years?" Replying thereto, I am enclosing you a copy of the State law which is Act No. 31, of the Public Acts of 1915.

You will note, after reading this law, that no person under the age of twenty-one shall smoke or use cigarettes in any form and that no person shall sell, give or in any way furnish any cigarettes to minors. The law, however, does not allow the interference with the right of the parents in the management of their minor children within the bounds of their own private premises.

Henry L. Oakley,
Deputy Commissioner.

Act 31, Public Acts 1915.

(5185) Section 1. Any person within this State who sells, gives to, or in any way furnishes any cigarettes in any form to any person under twenty-one years of age shall be punished by fine not to exceed fifty dollars or imprisonment in the county jail for not to exceed thirty days for each offense.

(5186) Section 2. Any person under twenty-one years of age who shall smoke or use cigarettes in any form, on any public highway, street, alley, park or other lands used for public purposes, or in any public place of business or amusement, may be arrested by any officer of the law, who may be cognizant of such offense; and further, it shall be the duty of such officer upon complaint of any person and upon warrant properly issued to arrest such offenders and take them to the proper court. In case the offender is found guilty the court may impose a penalty in its discretion in the sum of not to exceed ten dollars or imprisonment in the county jail not to exceed five days for each offense.

(5187) Section 3. Any person who knowingly harbors any person under twenty-one years of age, or grants to them the privilege of gathering upon or frequenting any property or lands held by him, for the purpose of indulging in the use of cigarettes in any form, shall be held under the same penalty as provided for under section one of this act; provided, That no part of this act shall be construed as to interfere with the right of parents or lawful guardians in the rearing and management of their minor children or wards within the bounds of their own private premises.

(5188) Section 4. All acts and parts of acts inconsistent with the provisions of this act are hereby repealed.

Tagging Oysters.

The United States Patent Office, only the other day, decided a dispute

concerning the validity of a patent which had been granted for an oyster tag.

The idea involved was that of identifying oysters by fastening a metal tag to the under shell of each one, indicating the source from which they came. When served on the half-shell, they would carry a sort of guarantee with them.

The owners of the patent sued a rival concern which ventured to tag its own oysters. Infringement was claimed. But the Patent Office decided that the complaint was without merit, inasmuch as a tagged oyster was not a manufactured product, nor an invention in any proper sense. It declared that exclusive rights in a tagged spring chicken might as reasonably be claimed; and, accordingly, the patent was pronounced void.

Wholesale Grocers Have Lost Tobacco Business.

Through the establishment of chain stores by large corporations, specialty houses, cigar dealers and peddlers on direct list, the wholesale grocer is fast becoming a back number as a distributor of tobaccos unless he is willing to handle them on a margin less than the cost of doing business, declared Harry E. Sloan, of the Missouri-Kansas Wholesale Grocers' Association. Mr. Sloan stated that the action of a large wholesale grocery house in Chicago which is discontinuing the handling of tobaccos on account of the lack of profit is significant. Twenty-five years ago, he pointed out, the wholesale grocers were the great cigar distributors, with 15 per cent. to 18 per cent. of the volume of sales in their tobacco lines. "Then," continued Mr. Sloan's statement, "tobacco was one of the best profit payers in the wholesale grocery business and it would be to-day if the wholesale grocers occupied the position as distributors which they formerly did. What percentage of the volume of sale tobacco is to-day I do not know, but I do know that no matter what it may be, it is a burden carried by the grocer and does not pay the cost of handling."

Being in the wrong occupation won't make a failure of you, because if you have ambition and energy, you will either get out and into the right occupation, or you will succeed in spite of adverse conditions.



We Specialize on
Sunkist
Oranges and Lemons

They Are
Uniformly Good

The Vinkemulder Company
GRAND RAPIDS :: MICHIGAN

Domino
Syrup

Once a woman has tried Domino Syrup, almost invariably she buys it a second time. That repeat is the *real* sale! For that is the positive indication that Domino Syrup has been welcomed and appreciated.

Its bright, amber clearness and mellow, delicious flavoring of sweet sugar cane make it a favorite on the table. And its rare tang makes it unsurpassed for cooking and preparing delightful desserts and other delicacies.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown, Golden Syrup.

Watson-Higgins Mfg. 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

Grand Rapids
49 Market
St., S. W.,

W. E. Roberts

Citiz.
1361
Bell
M. 1361

EGGS AND PRODUCE



**Flat Opening
Loose Leaf Devices**

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

**THE Proudfoot
LOOSE LEAF CO.**

GRAND RAPIDS, 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.

Getting the Trade of the Amateur Gardener.

Written for the Tradesman.

Like the amateur athlete and sportsman, the amateur gardener is usually very much of an enthusiast. He is responding to the lure of spring, of sunshine, and of the warming soil waiting to be tilled. So the hardware dealer who caters to this class of trade will find it profitable to appeal to these customers along the lines of their enthusiasm.

Thus, the back yard gardener quite often likes to talk about his hobby—the extra big potatoes or extra early lettuce he has produced. He naturally prefers to deal with a man who is also capable of talking garden with a certain degree of sympathy and enthusiasm. This means that the hardware dealer—or the salesman in specific charge of the garden tools—should be well posted on garden topics, and able to discuss them without making "bad breaks."

However, some dealers go a good deal further. They reason that, while the immediate returns may be small from this class of trade, when they make a friend of the back-yard gardener they are pretty sure of securing the bulk of his business in other lines. That is, they are primarily concerned, not with selling garden tools, but with taking on new customers who will purchase, not merely garden tools and seeds, but paints, household goods, carpentering tools, builders tools, builders hardware, and almost everything else in stock.

One dealer who is himself interested in gardening makes a practice of clipping items from newspapers and farm papers relative to back yard gardening. If he happens to strike any noteworthy instance of a profit-making home garden, or of an extra large squash or big potato, he pastes the item on a sheet of colored paper and bulletins it in his store window. That is a line of stuff calculated to halt and to grip the attention of anybody even remotely interested in gardening.

Another dealer makes his store a sort of free information bureau on gardening topics. He keeps on file a lot of standard works and government bulletins on gardening, horticulture, fruit-growing and crops of special local interest. The perplexed gardener, horticulturist or fruit-grower knows that this information is at his disposal for the asking. Anyone interested can find out the correct depth to plant tulips, how to set in

raspberry bushes, what sort of corn to plant for an early crop and what sort for later use, and what spray to use against this, that or the other insect pest.

Of course the merchant himself is interested in these topics. I doubt if a hardware dealer without an initial interest in them would get as good results. But in that particular town this one store gets the lion's share of the trade in seeds and garden tools, spraying mixtures and incidentals—and this business helps, naturally, to draw other business.

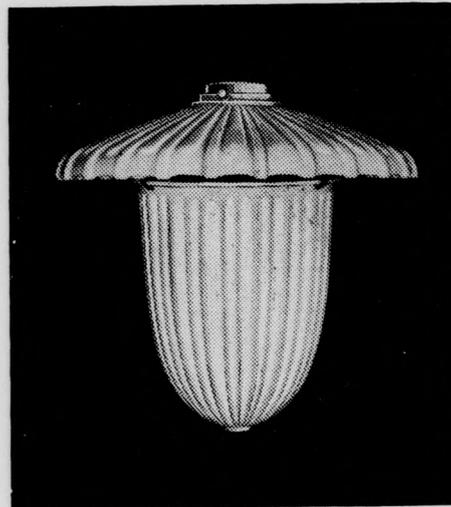
Service of this sort may be further than the everyday merchant cares to go. There are, however, a good many practical ways of pushing the sale of garden seeds and garden tools; ways that involve little extra outlay of time and money and yet help to secure good returns in the way of extra business.

An early start is of course essential. Show the seeds as soon as you can, after the first warm spell sets in. Put on a good window display every now and then, and move the seed box and the garden tools to as prominent a place in the store as you can find for them.

A little originality in the display will make it immensely more effective. Sprouting plants in boxes, a carpeting of turf for the window, and similar little accessories, give the display a greatly added appeal. Little extra work or outlay is involved in providing these accessories. They can, of course, be made more elaborate, if desired. One display in a large window showed a garden staked out and (supposedly) planted, with seed-packages on stakes at the head of each row or the corner of each bed, a bed of such sets just sprouting, etc. Where there is a lot of trade to be done, an elaborate window of this sort is well worth while.

Personal suggestion will be a great help in increasing sales in this department. Here the good salesman can get in a lot of work. If the customer, for instance, wants the two time-honored staples of the back-yard garden, lettuce and radishes, the salesman can suggest: "Why not plant a few other varieties? Carrots, beets, parsnips and peas are all hardy and can be planted early?" If a full or partial line of seeds is purchased, the next step is to discuss tools. "Do you need a new rake? If you are making flower beds a wheel-barrow would be handy"

We are making a special offer on
Agricultural Hydrated Lime
 in less than car lots.
 A. B. KNOWLSON CO.
 Grand Rapids Michigan



Broadway Radiant Lamp

Best Light for Stores, Offices and Factories.

We have exclusive agency for Grand Rapids.

We furnish these lamps at \$7.50, hung on your present fixture. Jingle our phone and we will hang one lamp for your inspection and comparison.

W. M. Ackerman Electric Co.
 549 Pine Ave., Grand Rapids
 Citizens 4294 Bell 288

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

Saddlery Hardware, Blankets, Robes, Summer Goods, Mackinaws,
 Sheep-Lined and Blanket-Lined Coats, Sweaters, Shirts, Socks,
 Farm Machinery and Garden Tools, Automobile Tires and
 Tubes, and a Full Line of Automobile Accessories.

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.

—and so forth. To the purchaser of flower seeds, a watering-can may be suggested. Or, as an alternative, a line of garden hose and a reel so that it can be handled conveniently. Then, too, there are chances to sell wire netting for climbing plants, wire or wooden racks for the same purpose, and low wire fencing to keep dogs and youngsters off the flower beds.

Right here a word of warning should be sounded. Never depreciate or scoff at the back yard garden. There is a tendency in the comic "colyums" to make fun of the crops produced, and to contrast the initial investment with the ultimate returns—to the incidental detriment of the hardware dealer. A good many back-yard gardeners are inclined to be cynical themselves—they regard gardening as a pleasant pastime, giving them exercise in the early springtime, but producing nothing worth while.

Now, it may be good tactics for the man who sells garden seeds to join in the jest sometimes; but, when all is said and done, the back-yard garden, properly handled, will pay dividends. The hardware dealer should never, in his serious moments, lose sight of this fact. It will pay to keep on file typical instances of money-making back-yard gardens, of gardens that have helped reduce the high cost of living; and to uphold the back-yard garden, not so much against the jesting element, as against those whose skepticism as to results is serious.

Thus, never miss the opportunity to point out that the initial outlay for tools represents provision for a good many years ahead, if only the tools are properly looked after. Urge the importance of the gardener being adequately equipped.

In this connection, a good line of talk can be used by the hardware dealer who understands the essentials of home gardening. First, assume that your individual customer knows as much about it as you do. Then discuss the various phases, first one item then another. The soil must be enriched—put in a word for the commercial fertilizers you handle. Then there must be systematic cultivation—that means that the gardener should have a full line of dependable tools. Mention the tools you think necessary. Then, another feature, is regular watering of the growing crops, particularly when the hot, dry spells come. This means garden hose, which will not merely help the garden but keep the lawn green through the summer. On top of this you can suggest a hose reel and a spraying device.

Thus, in the gardening trade, one good sale leads logically to another. The skillful salesman has many opportunities for judicious and tactful suggestion, and for making half a dozen sales grow where there would be merely one if the customer were left to himself.

In selling gardening tools and equipment it pays to handle and push the best. If a customer wants a cheaper spade or rake or hoe, sell him the cheaper article; but always make it a point to recommend the best. If you do, he'll ultimately come back for the best; and will hold no grudge against you when the cheaper

article plays out, as it probably will.

The back-yard garden gained a strong foothold in the war years, as a result of the "Greater Production" Campaign. Since then, there has been a lessening of interest in many communities. In this connection it will be worth the hardware dealer's while to link himself with anything in the nature of community effort along these lines. Victor Lauriston.

Onward March of Progress at Petoskey.

Petoskey, April 18—On April 4 the people of Petoskey voted to bond the city for \$45,800 for the purpose of installing a better and larger water supply. This sum will also care for the long-needed water extensions and a special storage tank water service for the high-level portion of the city. The approval of this issue is another indication of optimism reflected by splendidly prosperous local conditions. Real estate transfers are greater in number now than at any period of the city's history and a home-building era is well under way. McCabe & Boehm, hardware dealers here, keen for every helpful public movement—and not unmindful of business—offered in a recent advertisement in the Petoskey Evening News to furnish gratis all the nails necessary to the building of the first residence following the appearance of the newspaper. Early next morning the nails were called for.

A number of fine residences are to be built soon by prominent business men and the Chamber of Commerce is undertaking to promote the erection of a twenty apartment terrace building of highly modern appointments.

Petoskey business and professional men are supporting a Credit Rating Bureau about to function through the local Chamber of Commerce. In addition to credit information, this Bureau will aim to protect the public from license dodging itinerants and fake solicitors.

Visitors to Petoskey this summer will find the old Arlington Hotel site—now Arlington Park, the property of the public—thoroughly metamorphosed. Laborers are clearing and cleaning, making ready for the work of the landscape gardeners who will beautify the grounds. This fine property, hugging Little Traverse Bay and extending Northward from the Pennsylvania station, adds a worthy link to the chain of city center parks superbly maintained by the Pennsylvania System.

Even though Petoskey hotels are rapidly reserving summer space there will always be room for more and the Chamber of Commerce will have pleasure in having personal attention given to the needs of prospective visitors. J. Frank Quinn.

His Smile.

He wasn't rich as dollars go.
He didn't have a pile of dough.
He didn't own a motor car.
He couldn't often travel far.
He couldn't dress in costly style—
He just possessed a kindly smile.

He had a happy sort of way.
Knew how to work and how to play,
And he respected women fair.
And dealt with men upon the square,
And people thought him much worth while
Because he had a kindly smile.



A product must be good to have kept itself at the head of it's class for 70 years.

Van Duzer Extract Company
Springfield, Mass., and New York City

Quickly Pays for Itself!

"This fruit rack has increased our business 25 per cent. or more. We are great believers in display fixtures and goods displayed on your fixtures are an ornament to any store." James Hart & Sons, Long Prairie, Minn.

If we didn't know that the Dayton Display Fixture would pay its way and a handsome profit besides we wouldn't ask you to buy it. Its ability to do that has been proved over and over again by thousands of grocerymen.

Better, more attractive display will greatly increase your vegetable and fruit business and quicken turnover. You will be able to show your stock in less space. Your clerks will be able to fill your customers' orders quicker.

Your whole store will look neater, more up to date and more modern. It will be more attractive to the class of trade that you are most anxious to get.

Write now for literature, prices and the letters from grocers who know what the fixture has done for them! Ask for payment plan!

The Dayton Display Fixture Co. DAYTON, OHIO



Dayton Display Fixture



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

Selling My House and Myself.

In my experience as a traveling man I have taken the opportunity at many times to ask the dealer in what way the traveling man transgresses the laws of good business or even of honesty or morality. In my fourteen points, which some of you have seen, I have summed up a few of the suggestions which have been made to me, and I am glad to just skip over them with the comments that I wish to make and as they were given to me from time to time.

While waiting to see a buyer in Petoskey, I noticed that there was a traveling man with him who was apparently a stranger. The buyer had been courteous enough to give this man time to tell his story and to show his goods, after which he had made his decision. I was not near enough to tell just what the decision was. However, this particular man spent fifteen minutes of the buyer's time in arguing the subject all through again. As he passed out of the door, I entered the office. The traveling man got as far as the front door of the store, and although I was engaged with the buyer, he returned, took a cigar out of his pocket, laid it on the buyer's desk and said, "I forgot the best part of the whole transaction."

It would be hard for me to tell you the contempt that appeared in the buyer's face as he turned to me and said, "I had pretty nearly made up my mind that I was interested in his proposition, but if the cigar is the most important part, I shall certainly discard the whole matter from my mind. In the first place, I do not see what right he had to think me so cheap that he could buy me with a cigar, and in the second place, I wonder what right he had to assume that he could select the kind that I prefer. His choice may be for a mild cigar or a strong cigar just contrary to mine, and the cigar he gives me is the one of his choice and not mine."

I believe that a man should start on a trip feeling that he is truly a representative of his house, carrying with him its reputation, character and integrity to the buyer. On your initial call in the flash of a second, you judge a man to whom you are selling—and likewise he judges you. Unconsciously in that first moment you

sell yourself to the man or you don't. After you have sold yourself, the next item is to sell your house to him, and after that the merchandise. One item is just as important as the other, and until we have sold this man often enough for him to become thoroughly acquainted with us, we should be careful to raise ever the highest standard of character for ourselves, our house, and our merchandise. To do this it will be necessary for us to be fair with the house whom we represent, to be fair with our customer and to be absolutely honest with ourselves; to give the best that is in us in each case.

Seymour N. Sears.

Great libraries, museums and galleries show ancient designs of pins, buttons and fasteners, which are models and inspiration for modern work. Sharp twigs and long thorns were earliest pins, according to histories scratched in picture form on stone. Bone pins are found among the relics of the Stone Age and bronze pins were made in the Bronze Age. These pins were for use. Later on they were made for personal adornment. Interesting specimens of Egyptian, Greek, and Roman work are found in both straight pins and crooked pins with a guard. The safety pin was known before chronological history began. At one time the vogue for ornamental pins was so great that many a wife wasted her husband's substance in riotous pin-buying, and in England a law was passed which confined their purchase to a certain day and limited the amount which might be spent upon them. This was the origin of the term "pin money." The earliest buckle was probably nothing more than a part of a sheepbone, consisting of a ring of bone with a projecting bone beside it. The first button was a twig, about the middle of which a thorn was tied and the bit of wood then thrust thru a hole.

When the boss begins to think he is too high up on the job to take off his coat and do any actual work, he is getting ready for a fall.

Salesbooks
 THAT GIVE
100 PER CENT PLUS SERVICE
 ALL KINDS, SIZES, COLORS, AND GRADES. ASK FOR SAMPLES AND PRICES.

THE MCCASKEY REGISTER CO.
 ALLIANCE, OHIO

Henry Smith
 FLORIST
 139-141 Monroe St.
 Grand Rapids, Mich.

The Newest Well Known for
 in Grand Rapids Comfort and Courtesy
HOTEL BROWNING
 Three Short Blocks From Union Depot
Grand Rapids, Mich.
 150 FIRE PROOF ROOMS—All With
 Private Bath, \$2.50 and \$3.00
 A. E. HAGER, Managing-Director

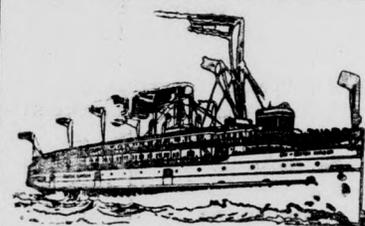
OCCIDENTAL HOTEL
 FIRE PROOF
 CENTRALLY LOCATED
 Rates \$1.00 and up
 EDWARD R. SWETT, Mgr.
 Muskegon Mich.

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

New Hotel Mertens
 Rooms without bath, \$1.50-\$2.00; with
 shower or tub, \$2.50; Meals, 75 cents
 or a la carte. Wire for Reservation.
 A Hotel to which a man may send his
 family.

CODY HOTEL
 GRAND RAPIDS
 RATES \$1.50 up without bath
 \$2.50 up with bath
 CAFETERIA IN CONNECTION

Beach's Restaurant
 Four doors from Tradesman office
QUALITY THE BEST



Graham & Morton Boat Service

will be resumed for the season
 APRIL 18 in connection with the
 superb train service of the

Michigan Railway Company

Passenger rates reduced from last
 season's basis.

Enquire at office for both passen-
 ger and freight rates to Chicago
 and the West.

Livingston Hotel and Cafeteria GRAND RAPIDS

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

Rates \$1.25 to \$2.50

BERT A. HAYES, Propr.

Quality Must Be Maintained

The one factor which is guarded most carefully and never allowed to vary is the quality of products manufactured by the Standard Oil Company (Indiana).

The many warm friends gained and held for years, stand as evidence of quality established and rigidly maintained.

Take for example, Red Crown Gasoline, made especially for use in the internal combustion engine. Last year, the people of the Middle West used 725,000,000 gallons of Red Crown, which we contend is an indication of its unfailing quality.

Likewise with Polarine, if we have been able to make it a perfect lubricant—and thousands of our customers will tell you we have—it is due not only to our unexcelled manufacturing facilities, but to the determination that quality must always prevail. Middle West motorists last year used 23,979,050 gallons—inevitable evidence of uniformity and high quality.

STANDARD OIL COMPANY
 (INDIANA)
 CHICAGO

U. S. A.

April 19, 1921.

Application of Franchise Rates in Different Districts

Temporary rates became effective October 27, 1920.

Ordinance passed rescinding same, March 10, 1921.

Effective April 10, 1921.

Period for which the Power Company was authorized to charge increased rates, **5 months, 14 days.**

The Company reads its meters commencing on the first of each month continuing through the month. Bills are rendered for current consumed during the 30 days prior to date of reading.

For Meter reading, billing and discount days they use the districts as laid out by the City. The temporary rates were applied as follows:—

S. W. District—For current used November 1st to 30th
Meters read December 1st to 3rd.
Billed December 12th.
Payable December 25th.

In this district increased rates were charged for current consumed for 4 months only, November 1st to March 1st.

N. E. District—For current used Nov. 7th to Dec. 7th.
Meters read December 4th to 7th.
Billed December 18th.
Payable January 1st.

In this district increased rates were charged for current consumed for 4 months only, Nov. 7th to March 7th.

S. E. District—For current used Nov. 18th to Dec. 18th.
Meters read December 8th to 18th.
Billed December 28th.
Payable January 10th.

In this district increased rates were charged for current consumed for 4 months only, Nov. 18th to March 18th.

N. W. District—For current used Nov. 26th to Dec. 26th.
Meters read December 18th to 21st.
Billed January 5th.
Payable January 15th.

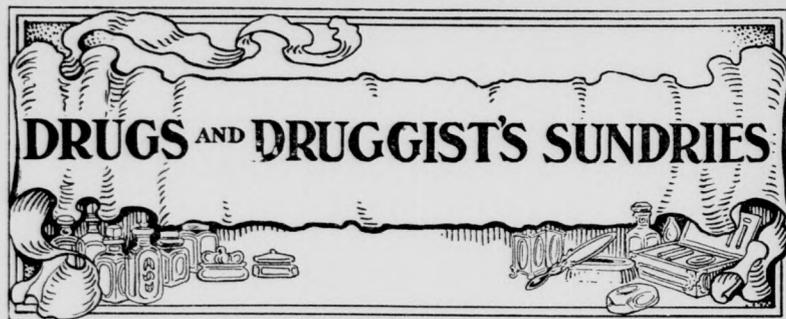
In this district increased rates were charged for current consumed for 4 months only, Nov. 26th to March 26th.

Each district had the same treatment though the dates are different on account of the differences in the meter reading dates.

The franchise rates are applied in each district on the same dates the increased rates expire.

CONSUMERS POWER COMPANY

GEO. L. ERWIN, District Mgr.



Michigan Board of Pharmacy.

President—H. H. Hoffman, Sandusky.
Secretary and Treasurer—Charles S. Koon, Muskegon.
Other Members—E. T. Boden, Bay City; James E. Way, Jackson; F. C. Cahow, Reading.
Next Examination Session—Detroit, June 21, 22 and 23.

Result of the Last Examination Session.

Muskegon, April 18—The Michigan Board of Pharmacy held an examination at Grand Rapids, March 15, 16, 17, at which there were eighty-six candidates. Certificates were issued to the following:

Registered Pharmacist.

Harry D. Connell, Belding.
Meyer Cohen, Detroit.
Irving L. Carl, Detroit.
Donald C. Culver, Saginaw.
George C. Clune, Cheboygan.
Joseph D. Cota, Escanaba.
Robert B. Collins, Charlotte.
Boyden E. Davis, Alpena.
Max W. Gordon, Detroit.
Elmo E. Hahn, Bangor.
Lewis W. Kunze, Detroit.
M. Y. Kapetansky, Detroit.
David Marks, Detroit.
John E. Pusey, Jackson.
Ernest S. Perry, Detroit.
E. W. Reckling, Detroit.
Eugene V. Renaud, River Rouge.
A. J. Siclovan, Detroit.
Byron W. Swift, Ann Arbor.
Leon E. Woodworth, Cedar Springs.
Harold N. Young, Detroit.

Registered Druggist.

David Applebaum, Detroit.
Clarwin C. Cherry, Detroit.
Archie Caplon, Walkerville.
Paul C. Deutch, Detroit.
Donald A. Darling, Fremont.
John L. Dalbec, Wakefield.
Lawrence E. Gregory, Detroit.
Norman C. Hefka, Gladwin.
Harold J. Hadden, Lansing.
Robert S. Jordan, Vermontville.
Harry M. Kinney, Lansing.
Arthur E. Lampert, Grand Rapids.
Clayton B. Matteson, Mason.
Elmer H. Merrill, Almont.
James J. Reilly, Detroit.
Scheraline F. Rost, Blissfield.
Homer L. Rexford, Grand Rapids.
Louis Serling, Detroit.
William Schwartz, Detroit.
Robert P. Tressel, Big Rapids.
Clyde B. Vedder, St. Charles.
Irma G. Whitman, Eaton Rapids.

The following were registered under the reciprocal arrangement:

Charles A. Coley, Beardstown, Ill., from Illinois.
Riley H. Alexander, Detroit, from Indiana.
F. H. Franchois, Detroit, from New York.

Charles S. Koon, Sec'y.

Flavoring Extracts.

The following, by Stanley W. Foulser, is from a thesis by the author, published in the Bulletin of the Massachusetts College of Pharmacy:

As the laws governing the sale and use of alcohol are becoming more and more severe and the responsibility of handling it greater, flavoring extracts were chosen for the work on this thesis, the object being to make satisfactory flavoring agents without the use of alcohol, or if, this were not found possible, to reduce the alcohol

content to the minimum amount necessary.

Besides detailed descriptions of the work done, the thesis includes historical and descriptive notes about the sources and uses of spices and aromatic drugs and their essential constituents, the volatile oils.

The use of fixed oils as solvents was first attempted, cottonseed, olive, peanut, and corn oils being the ones chosen, and these were subjected to chemical tests for iodine absorption value, saponification value and free fatty acid value, to insure their purity and freedom from traces of rancidity. Acetone and glycerine were tried also, but proved to be poor solvents for the volatile oils. The volatile oils used were fresh and of known purity.

Some work was done with semi-solid or paste extracts and the use was considered of flavoring elements suspended by emulsifying agents such as acacia, tragacanth and chondrus. All of the flavoring substances made by these various processes were tried out in actual cookery and in different types of dishes, such as puddings, sauces, pastry, cakes, candy, etc., to insure fair trials.

It was found that the use of volatile oils in fixed oils is limited to pastry, cakes, candies, thick sauces, and dishes in which fats, as butter and lard, are used: they cannot be used in thin sauces or in light puddings like those made with junket. The paste extracts and the emulsified extracts, however, can be used equally well in all of these various types of dishes.

The emulsified flavoring extracts in liquid form present a field for further development on a commercial basis, as it seems probable that they may be used in time to the exclusion of the alcoholic extracts.

Plea For Starving Children of Bible Lands.

Grand Rapids, April 18—In response to the call from the Near-East Relief Association for funds for the relief of starving children in Bible lands, the druggists of the State of Michigan have raised \$183. As yet only thirty-three druggists have been heard from out of a possible two thousand, so there is hope that this list will be, at least, doubled. We all realize that the druggists are called upon continuously for the aid of worthy causes, but still we feel that this list should have more than thirty-three responses and at least double the amount subscribed so far. It should be remembered that he who gives quickly gives twice and so if you have any funds for this relief in your store, kindly send them to Karl Wheeler, 325 W. Leonard street, Grand Rapids, at once. Let us get this slate clean.

Louis V. Middleton,
Sec'y. M. S. P. A.

Hunger is the best seasoning for food.

Lyons, Perfume City.

Lyons, in France, is the city of scents. It is the center of a region which supplies the world with perfumes and has the only university that offers a course in perfumery making to students.

Within the last few years Lyons has developed a great laboratory system for the manufacture of artificial perfumes by the processes of synthetic chemistry. Thus its technical experts convert oil of verbena into violet and lily-of-the-valley, oil of camphor into heliotrope, aniseed oil into hawthorne, oil of clove into vanilla and oil of rosewood into bergamot.

Toluene (a derivative of coal tar) they transform into jasmine and artificial rose. From xylene (likewise a coal tar product) they obtain artificial musk.

Roses are grown on an immense scale in the region about Lyons for the manufacture of perfumery. Likewise sage, thyme and sweet marjoram. That region produces 90 per cent. of the total world's output of real

lavender oil, representing a value of 20,000,000 francs a year. One concern has ten square miles planted with lavender.

Selling More Toilet Soap.

One dealer, to boost his toilet soap department, secured a shipment of 5c wash-cloths and then advertised that he would give one wash cloth free with each sale of a box of toilet soap made during a certain period. One display window was devoted to the display of soap during the sale. On the inside of the store was arranged another calling attention to the special offer and a large sale of toilet soap resulted, the profit upon which was more than enough to offset the cost of the wash cloths. The sale was advertised before hand through the local papers, and every customer calling at the store in person or over the telephone was told of this special offer and but few sales were missed.

When it comes to choosing help, pick out some who possess the qualities you yourself lack.

Insecticides

We have a complete stock of and are glad to recommend

SHERWIN-WILLIAMS
CORONA
ANSBACHER

"QUICK DEATHS TO INSECT PESTS."

Paris Green

Tree Tanglefoot

Dry Lime & Sulphur

Pure Insect Powder

Arsenate of Lead

Rose Nicotine

Formaldehyde

Tuber Tonic

Write Today for Prices.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Putnam's



CANDY

"DOUBLE A"

SUMMERTIME WILL SOON BE HERE AND PACKAGE CHOCOLATES WILL BE WANTED.

PUTNAM'S LOWNEY'S PARIS'

Let our Salesmen show you Samples.

We also carry a complete line of Soda Fountain Supplies including J. Hungerford Smith Co.'s Fruits and Syrups.

PUTNAM FACTORY, Grand Rapids, Mich.

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.

DECLINED		DECLINED	
Pillsbury Best Cereal			
Soaps			
Wrapping Paper			
Confectionery			
Cheese			
Flour and Feed			

AMMONIA
Arctic Brand
16 oz., 2 doz. in carton, per doz. ----- 1 75
Moore's Household Brand
12 oz., 2 doz. to case 2 70

Clam Bouillon
Burnham's 7 oz. ---- 2 50
Corn
Standard ----- 1 10@1 75
Country Gentm'n 1 85@1 90
Maine ----- 1 90@2 25

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 ----- 120 00
Soberanos, 50s ----- 175 00

AXLE GREASE



25 lb. pails, per doz. 27 10

Hominy
Van Camp ----- 1 50
Lobster
1/4 lb. Star ----- 2 95
1/2 lb. Star ----- 4 80
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 -- 60
Hotels, 1s, per can -- 42
Extra ----- 65
Sur Extra ----- 80
Plums
California, No. 2 ----- 2 50
Pears in Syrup
Michigan ----- 4 00
California, No. 2 ----- 4 25
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 ----- 3 50
California, No. 1 2 25@2 75
Michigan, No. 2 ----- 4 25
Pie, gallons ----- @8 50
Pineapple
Grated, No. 2 ----- 2 80@3 25
Sliced, No. 2 1/2 ----- 3 50
Extra ----- 3 50
Pumpkin
Van Camp, No. 3 ----- 1 45
Van Camp, No. 10 ----- 4 50
Lake Shore, No. 3 ----- 1 35
Vesper, No. 10 ----- 3 90
Salmon
Warren's 1/4 lb. Flat 2 90
Warren's 1 lb. Flat -- 4 70
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 00
Fancy, No. 2 ----- 4 00
Tomatoes
No. 1 ----- 95@1 40
No. 2 ----- 1 75@2 25
No. 3 ----- @5 00
No. 10 ----- @5 00
CATSUP
Snider's 8 oz. ----- 1 90
Snider's 16 oz. ----- 3 15
Royal Red, 10 oz. ----- 1 85
Royal Red, Tins ----- 8 00
CHEESE
Brick ----- 24
Wisconsin Flats ----- 23
Longhorn ----- 24
New York ----- 24
Michigan Full Cream 23
CHEWING GUM
Adams Black Jack ----- 70
Adams Bloodberry ----- 70
Adams Calif. Fruit ----- 70
Adams Court Royal ----- 70
Adams Chiclets ----- 70
Adams Sen Sen ----- 70
Adams Yucatan ----- 70
Beeman's Pepsin ----- 70
Beechnut ----- 75
Doublemint ----- 70
Juicy Fruit ----- 70
Spearmint, Wrigleys ----- 70
Zeno ----- 65
CHOCOLATE
Walter Baker & Co.
Caracas ----- 48
Premium, 1/4s ----- 47
Premium, 1/2s ----- 44
Premium, 3/4s ----- 44

COFFEE ROASTED Bulk
Rio ----- 11
Santos ----- 17@23
Maracaibo ----- 22
Mexican ----- 25
Guatemala ----- 26
Java ----- 46
Bogota ----- 28
Peaberry ----- 23
Package Coffee
New York Basis
Arbuckle ----- 23 00
McLaughlin's XXXX
McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.
Coffee Extracts
N. Y., per 100 ----- 10 1/2
Frank's 250 packages 14 50
Hummel's 50 1 lb. ----- 10 1/2
CONDENSED MILK
Eagle, 4 doz. ----- 11 20
Leader, 4 doz. ----- 8 00
EVAPORATED MILK
Carnation, Tall, 4 doz. 6 65
Carnation, Baby, 8 dz. 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
Carolene, Tall, 4 doz. 4 25
CONFECTIONERY
Stick Candy
Standard ----- Pails 18
Double A Twist ----- 21
Mixed Candy
Pails
Grocers ----- 14
Kindergarten ----- 23
Leader ----- 19
Century Creams ----- 22
X. L. O. ----- 16
French Creams ----- 23
Cameo Mixed ----- 22
Specialties.
Pails
Auto Kisses ----- 26
Bonnie Butter Bites ----- 28
Butter Cream Corn ----- 29
Caramel Bon Bons ----- 35
Caramel Croquettes ----- 26
Coffy Toffy ----- 35
Cream Waters, Pep. and Pink ----- 25
Fudge, Walnut ----- 28
Italian Bon Bons ----- 24
Marshmallow Peanuts 30
Manchus ----- 24
National Cream Mints, 7 lb. tins ----- 35
Nut Butter Puffs ----- 23
Persian Caramels ----- 26
Snow Flake Fudge ----- 26
Sugar Cakes ----- 24
Toasted M. M. Drops 34
A A Jelly Beans ----- 20
Wintergreen Berries ----- 24
Sugared Peanuts ----- 22
Cinnamon Imperials ----- 24
Chocolates.
Pails
Champion ----- 24
Honeysuckle Chips ----- 40
Klondikes ----- 35
Nut Wafers ----- 35
Ocoro Caramels ----- 32
Peanuts, Choc. Cov'd 39
Quintette, Assorted ----- 25
Mount Royals ----- 36

COCOA
Baker's 1/4s ----- 52
Baker's 1/2s ----- 48
Bunte, 15c size ----- 55
Bunte, 1/4 lb. ----- 50
Bunte, 1 lb. ----- 48
Cleveland ----- 41
Colonial, 1/4s ----- 35
Colonial, 1/2s ----- 33
Droste's Dutch, 1 lb. ----- 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Epps ----- 42
Hersheys, 1/4s ----- 42
Herseys, 1/2s ----- 40
Huyler ----- 36
Lowney, 1/4s ----- 48
Lowney, 1/2s ----- 47
Lowney, 3/4s ----- 46
Lowney, 5 lb. cans ----- 31
Van Houten, 1/4s ----- 12
Van Houten, 1/2s ----- 18
Van Houten, 3/4s ----- 36
Van Houten, 1s ----- 65
Wan-Eta ----- 36
Webb ----- 33
Wilbur, 1/4s ----- 33
Wilbur, 1/2s ----- 33

COCOANUT
1/4s, 5 lb. case Dunham 50
1/4s, 5 lb. case ----- 48
1/4s & 1/2s, 15 lb. case 49
6 and 12c pkg. in pails 4 75
Bulk, barrels ----- 24
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 ----- 23
Package Coffee
New York Basis
Arbuckle ----- 23 00
McLaughlin's XXXX
McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.
Coffee Extracts
N. Y., per 100 ----- 10 1/2
Frank's 250 packages 14 50
Hummel's 50 1 lb. ----- 10 1/2
CONDENSED MILK
Eagle, 4 doz. ----- 11 20
Leader, 4 doz. ----- 8 00
EVAPORATED MILK
Carnation, Tall, 4 doz. 6 65
Carnation, Baby, 8 dz. 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
Carolene, Tall, 4 doz. 4 25
CONFECTIONERY
Stick Candy
Standard ----- Pails 18
Double A Twist ----- 21
Mixed Candy
Pails
Grocers ----- 14
Kindergarten ----- 23
Leader ----- 19
Century Creams ----- 22
X. L. O. ----- 16
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Auto Kisses ----- 26
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Marshmallow Peanuts 30
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Chocolates.
Pails
Champion ----- 24
Honeysuckle Chips ----- 40
Klondikes ----- 35
Nut Wafers ----- 35
Ocoro Caramels ----- 32
Peanuts, Choc. Cov'd 39
Quintette, Assorted ----- 25
Mount Royals ----- 36

CRISCO
36s, 24s and 12s ----- 16 1/4
6 lb. ----- 15 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, specially 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 ----- 25
Evaporated, Fancy ----- 30
Citron
10 lb. box ----- 52
Currants
Packages, 14 oz. ----- 20
Boxes, Bulk, per lb. 21
Peaches
Evap. Choice, Unpeeled 18
Evap. Fancy, Unpeeled 23
Evap. Fancy, Peeled ----- 25
Peel
Lemon, American ----- 32
Orange, American ----- 32
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 ----- @9 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 ----- 05
California Limas ----- 10
Brown, Holland -----
Farina
25 1 lb. packages ----- 2 80
Bulk, per 100 lbs. -----
Hominy
Pearl, 100 lb. sack ----- 8 00
Macaroni
Domestic, 10 lb. box 1 00
Domestic, brkn bbis. 8 1/2
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
Sago
East India ----- 7
Tapoca
Pearl, 100 lb. sacks -- 7
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant, 3 doz., per case ----- 2 70

Fancy Chocolates.
5 lb. Boxes
Bittersweets, Ass'ted 2 00
Choc. Marshallow Dps 2 25
Milk Chocolates A A ----- 2 40
Nibble Sticks ----- 2 25
Primrose Choc., Plain
Dipped ----- 1 70
No. 12 Choc., Plain
Dipped ----- 2 00
Chocolate Nut Rolls ----- 2 00
Gum Drops.
Pails
Anise ----- 22
Champion Ass't. ----- 22
Raspberry ----- 22
Favorite ----- 25
Orange Jellies ----- 20
Butterscotch Jellies ----- 23
Lozenges.
Pails
A. A. Pep. Lozenges 21
A. A. Pink Lozenges 21
A. A. Choc. Lozenges 21
Motto Hearts ----- 24
Malted Milk Lozenges 25
Hard Goods.
Pails
Lemon Drops ----- 22
O. F. Horehound Dps ----- 22
Anise Squares ----- 22
Peanut Squares ----- 20
Horehound Tablets ----- 24
Pop Corn Goods.
Cases 100s
Cracker Jack, Prize 7 00
Checkers Prize ----- 7 00
Cough Drops
Boxes
Putnam Menthol Horehound ----- 1 80
Smith Bros. ----- 2 00

CRISCO
36s, 24s and 12s ----- 16 1/4
6 lb. ----- 15 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, specially 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 ----- 25
Evaporated, Fancy ----- 30
Citron
10 lb. box ----- 52
Currants
Packages, 14 oz. ----- 20
Boxes, Bulk, per lb. 21
Peaches
Evap. Choice, Unpeeled 18
Evap. Fancy, Unpeeled 23
Evap. Fancy, Peeled ----- 25
Peel
Lemon, American ----- 32
Orange, American ----- 32
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 ----- @9 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 ----- 05
California Limas ----- 10
Brown, Holland -----
Farina
25 1 lb. packages ----- 2 80
Bulk, per 100 lbs. -----
Hominy
Pearl, 100 lb. sack ----- 8 00
Macaroni
Domestic, 10 lb. box 1 00
Domestic, brkn bbis. 8 1/2
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
Sago
East India ----- 7
Tapoca
Pearl, 100 lb. sacks -- 7
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant, 3 doz., per case ----- 2 70

FISHING TACKLE
Cotton Lines
No. 2, 15 feet ----- 1 45
No. 3, 15 feet ----- 1 70
No. 4, 15 feet ----- 1 85
No. 5, 15 feet ----- 2 15
No. 6, 15 feet ----- 2 45
Linen Lines
Small, per 100 yards 6 65
Medium, per 100 yards 7 25
Large, per 100 yards 9 00
Floats
No. 1 1/2, per gross -- 1 50
No. 2, per gross ----- 1 75
No. 2 1/2, per gross -- 2 26
Hooks—Kirby
Size 1-12, per 1,000 -- 84
Size 1-0, per 1,000 -- 96
Size 2-0, per 1,000 -- 1 15
Size 3-0, per 1,000 -- 1 32
Size 4-0, per 1,000 -- 1 65
Size 5-0, per 1,000 -- 1 95
Sinkers
No. 1, per gross ----- 65
No. 2, per gross ----- 72
No. 3, per gross ----- 85
No. 4, per gross ----- 1 10
No. 5, per gross ----- 1 45
No. 6, per gross ----- 1 85
No. 7, per gross ----- 2 30
No. 8, per gross ----- 3 35
No. 9, per gross ----- 4 65
FLAVORING EXTRACTS
Jennings
Pure Vanilla
Turpeneless
Pure Lemon
Per Doz.
7 Dram 20 Cent ----- 1 65
1 1/2 Ounce, 25 Cent ----- 2 00
2 Ounce, 37 Cent ----- 3 00
2 1/2 Ounce, 40 Cent ----- 3 20
2 3/4 Ounce, 45 Cent ----- 3 40
4 Ounce, 65 Cent ----- 5 50
8 Ounce, \$1.00 ----- 9 00
7 Dram, 20 Assorted ----- 1 65
1 1/2 Ounce, 25 Assorted 2 00
Van Duzer
Vanilla, Lemon, Almond, Strawberry, Raspberry, Pineapple, Peach, Coffee, Peppermint & Wintergreen
1 ounce in cartons ----- 2 00
2 ounce in cartons ----- 3 50
4 ounce in cartons ----- 6 75
8 ounce ----- 13 20
Pints ----- 26 40
Quarts ----- 51 00
Gallons, each ----- 16 00
FLOUR AND FEED
Valley City Milling Co.
Lily White, 1/2 Paper sack ----- 9 40
Harvest Queen 2 1/2s 9 10
Graham 25 lb. per cwt. 4 00
Golden Granulated Meal, 25 lbs., per cwt. N 2 20
Rowena Pancake Compound, 5 lb. sack ----- 4 50
Buckwheat Compound, 5 lb. sack ----- 4 50
Watson Higgins Milling Co.
New Perfection, 1/8s 9 00
Meal
Gr. Grain M. Co.
Bolted ----- 2 30
Golden Granulated ----- 2 60
Wheat
No. 1 Red ----- 1 10
No. 1 White ----- 1 07
Oats
Michigan Carlots ----- 42
Less than Carlots ----- 48
Corn
Carlots ----- 63
Less than Carlots ----- 66
Hay
Carlots ----- 20 00
Less than Carlots ----- 23 00
Feed
Street Car Feed ----- 23 00
No. 1 Corn & Oat Fd 23 00
Cracked Corn ----- 28 00
Coarse Corn Meal ----- 28 00
FRUIT JARS
Mason, pts., per gro. 8 40
Mason, qts., per gro. 9 60
Mason, 1/2 gal., gross 13 90
Ideal Glass Top, pts. 9 65
Ideal Glass Top, qts. 11 50
Ideal Glass Top, 1/2 gallon ----- 15 65
GELATINE
Cox's 1 doz. large ----- 1 45
Cox's 1 doz. small ----- 90
Jello-O, 3 doz. ----- 3 45
Knox's Sparkling, doz. 2 25
Knox's Acid'd, doz. 2 25
Minute, 3 doz. ----- 4 95
Nelson's ----- 1 50
Oxford ----- 75
Plymouth Rock, Phos. 1 55
Plymouth Rock, Plain 1 85
Waukesha ----- 1 60

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 Cer'l 2 70
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat 4 30
Quaker Brfst Biscuit 1 90
Quaker Corn Flakes 2 80
Ralston Purina ----- 4 00
Ralston Branos ----- 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.
Corn Flakes, 36s ----- 3 50
Corn Flakes, 24s ----- 3 50
Corn Flakes, 100s ----- 2 00
Krumbles, 24s ----- 2 80
Krumbles, 36s ----- 4 20
Krumbled 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. Fcy, 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 1/4
Paraffine, 12s ----- 16
Wicking ----- 60
CANNED GOODS
Apples
3 lb. Standards ----- @1 50
No. 10 ----- @5 25
Blackberries
3 lb. Standards ----- @14 00
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 05
Van Camp, medium ----- 1 30
Beans—Canned
Red Kidney ----- 90@1 50
String ----- 1 60@2 30
Wax ----- 1 60@2 70
Lima ----- 1 15@2 35
Red ----- @1 10

Clam Bouillon
Burnham's 7 oz. ---- 2 50
Corn
Standard ----- 1 10@1 75
Country Gentm'n 1 85@1 90
Maine ----- 1 90@2 25
Hominy
Van Camp ----- 1 50
Lobster
1/4 lb. Star ----- 2 95
1/2 lb. Star ----- 4 80
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 -- 60
Hotels, 1s, per can -- 42
Extra ----- 65
Sur Extra ----- 80
Plums
California, No. 2 ----- 2 50
Pears in Syrup
Michigan ----- 4 00
California, No. 2 ----- 4 25
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 ----- 3 50
California, No. 1 2 25@2 75
Michigan, No. 2 ----- 4 25
Pie, gallons ----- @8 50
Pineapple
Grated, No. 2 ----- 2 80@3 25
Sliced, No. 2 1/2 ----- 3 50
Extra ----- 3 50
Pumpkin
Van Camp, No. 3 ----- 1 45
Van Camp, No. 10 ----- 4 50
Lake Shore, No. 3 ----- 1 35
Vesper, No. 10 ----- 3 90
Salmon
Warren's 1/4 lb. Flat 2 90
Warren's 1 lb. Flat -- 4 70
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 00
Fancy, No. 2 ----- 4 00
Tomatoes
No. 1 ----- 95@1 40
No. 2 ----- 1 75@2 25
No. 3 ----- @5 00
No. 10 ----- @5 00
CATSUP
Snider's 8 oz. ----- 1 90
Snider's 16 oz. ----- 3 15
Royal Red, 10 oz. ----- 1 85
Royal Red, Tins ----- 8 00
CHEESE
Brick ----- 24
Wisconsin Flats ----- 23
Longhorn ----- 24
New York ----- 24
Michigan Full Cream 23
CHEWING GUM
Adams Black Jack ----- 70
Adams Bloodberry ----- 70
Adams Calif. Fruit ----- 70
Adams Court Royal ----- 70
Adams Chiclets ----- 70
Adams Sen Sen ----- 70
Adams Yucatan ----- 70
Beeman's Pepsin ----- 70
Beechnut ----- 75
Doublemint ----- 70
Juicy Fruit ----- 70
Spearmint, Wrigleys ----- 70
Zeno ----- 65
CHOCOLATE
Walter Baker & Co.
Caracas ----- 48
Premium, 1/4s ----- 47
Premium, 1/2s ----- 44
Premium, 3/4s ----- 44

Royal Lancer Line
Favorita, 50s ----- 75 00
Imperiales, 50s ----- 95 00
Magnificos, 50s ----- 112 50
Sanchez & Haya Line
Clear Havana Cigars made in Tampa, Fla.
Diplomaticos, 50s ----- 112 50
Reina Fina (tin) 50s 115 00
Rosa, 50s ----- 127 00
National, 50s ----- 130 00
Original Queens, 50s 153 00
Worden Special, (Exceptionals) 50s 185 00
Ignacia Haya
Extra Fancy Clear Havana Made in Tampa, Fla.
Delicados, 50s ----- 120 00
Primeros, 50s ----- 140 00
Queen, 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 67 00
Court Royals (tin) 25s 67 00
Court Royal (wood) 50s ----- 57 00
Knickerbocker, 50s ----- 58 00
Iroquois, 50s ----- 58 00
B. L., 50s ----- 58 00
Hemmeter Cham-pions, 50s ----- 60 00
Templar Perfecto, 50s ----- 110 00

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 ----- 120 00
Soberanos, 50s ----- 175 00
The La Azora Line.
Opera (wood), 50s ----- 57 00
Opera (tin), 25s ----- 57 00
Washington, 50s ----- 75 00
Panatella, 50s ----- 75 00
Cabinet, 50s ----- 95 00
Perfecto Grande, 50s 97 50
Pals, 50s ----- 97 50
Imperials, 25s ----- 115 00

Royal Lancer Line
Favorita, 50s ----- 75 00
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Sanchez & Haya Line
Clear Havana Cigars made in Tampa, Fla.
Diplomaticos, 50s ----- 112 50
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Delicados, 50s ----- 120 00
Primeros, 50s ----- 140 00
Queen, 25s ----- 180 00
Perfecto

HIDES AND PELTS

Hides

Green, No. 1	04
Green, No. 2	03
Cured, No. 1	05
Cured, No. 2	04
Calfskin, green, No. 1	08
Calfskin, green No. 2	06 1/2
Calfskin, cured, No. 1	10
Calfskin, cured, No. 2	08 1/2
Horse, No. 1	2 00
Horse, No. 2	1 00

Pelts

Old Wool	25@ 50
Lambs	10@ 25
Shearlings	05@ 10

Tallow

Prime No. 1	@ 4 1/2
No. 1	@ 4
No. 2	@ 3

Wool

Unwashed, medium	@ 17
Unwashed, rejects	@ 10
Fine	@ 17

Market dull and neglected.

HONEY

Airline, No. 10	4 00
Airline, No. 15	5 50
Airline, No. 25	8 25

HORSE RADISH

Per doz.	3 50
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JELLY

Pure, per pail, 30 lb.	5 50
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JELLY GLASSES

8 oz., per doz.	44
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MINCE MEAT

None Such, 3 doz. case for	5 60
Quaker, 3 doz. case for	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, 10 lb. box	2 75
Peanuts, Spanish, 100 lb. bbl.	25
Peanuts, Spanish, 200 lb. bbl.	24 1/2
Pecans	95
Walnuts	55

OLIVES

Bulk, 3 gal. kegs, each	4 50
Bulk, 5 gal. kegs, each	7 20
Stuffed, 3 1/2 oz.	2 25
Stuffed, 9 oz.	4 50
Pitted (not stuffed) 14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19 oz.	5 50
Queen, Mammoth, 28 oz.	6 75
Olive Chow, 2 doz. cs. per doz.	2 50

PEANUT BUTTER



Bel-Car-Mo Brand

8 oz., 2 doz. in case	24
1 lb. pails	12
2 lb. pails	5 1/2
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	200

PETROLEUM PRODUCTS

Iron Barrels	
Perfection	14.7
Red Crown Gasoline	24.9
Gas Machine Gasoline	40
V. M. & P. Naphtha	27
Capitol Cylinder, Iron Bbls.	50.5
Atlantic Red Engine, Iron Bbls.	28.5
Winter Black, Iron Bbls.	18
Polarine, Iron Bbls.	59.5

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
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PLAYING CARDS

No. 90 Steamboat	2 75
No. 808, Bicycle	4 50
Pickett	3 50

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS.

Beef.

Top Steers and Heifers	18
Good Steers and Heifers	16
Med. Steers & Heifers	15
Com. Steers & Heifers	13

Cows.

Top	15
Good	13
Medium	12
Common	10

Veal.

Top	13
Good	12
Medium	11
Common	08

Lamb.

Good	20
Medium	18
Poor	16

Mutton.

Good	14
Medium	13
Poor	11

Pork.

Heavy hogs	11
Medium hogs	13
Light hogs	13
Sows and stags	10
Loins	23@25
Butts	20
Shoulders	16 1/2
Hams	22
Spareribs	13
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
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Lard

80 lb. tubs	advance 1/4
Pure in tierces	14 @14 1/2
Compound Lard	11 @11 1/2
69 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4

Smoked Meats

Hams, 14-16 lb.	24 @26
Hams, 16-18 lb.	22 @24
Hams, 18-20 lb.	20 @22
Ham, dried beef sets	38 @39
California Hams	16 1/2 @17
Picnic Boiled Hams	34 @36
Boiled Hams	38 @40
Mined 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 1/2s	1 75
Vienna Style Sausage, 48 1/2s	1 40
Virginies, 24 ls	3 50
Potted Meat, 48 1/2s	65
Potted Meat, 48 1/2s	1 10
Hamburger Steak and Onions, 48 1/2s	1 75
Corned Beef Hash, 48 1/2s	1 75
Cooked Lunch Tongue, 24 1/2	3 50
Cooked Ox Tongues, 12 2s	23 50
Chili Con Carne, 48 ls	1 40
Sliced Bacon, medium	3 45
Sliced Bacon, large	6 00
Sliced Beef, 2 1/2 oz.	1 90
Sliced Beef, 5 oz.	3 65

SALT FISH

Cod

Middles	25
Tablets, 1 lb.	30@32
Tablets, 1/2 lb.	20
Wood boxes	19

Holland Herring

Standards, bbls.	14 00
Y. M., bbls.	15 75
Standards, kegs	90
Y. M., kegs	1 10

Herring

K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 10
Scaled, per box	20
Boned, 10 lb. boxes	24

Trout

No. 1, 100 lbs.	12
No. 1, 40 lbs.	
No. 1, 10 lbs.	
No. 1, 3 lbs.	

Mackerel

Mess, 100 lbs.	26 00
Mess, 50 lbs.	13 50
Mess, 10 lbs.	3 00
Mess, 3 lbs.	2 85
No. 1, 100 lbs.	25 00
No. 1, 50 lbs.	13 00
No. 1, 10 lbs.	2 85

Lake Herring

1/2 bbl., 100 lbs.	7 50
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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

Mince Meat

Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	3 00

Pig's Feet

1/2 bbls.	2 15
1/4 bbls, 35 lbs.	3 75
1/2 bbls.	10 00
1 bbl.	17 50

Tripe

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

Casings

Hogs, per lb.	@ 65
Beef, round set	22@24
Beef, middles, set	50@60
Sheep, a skin	1 75@2 00

Uncolored Oleomargarine

oSlid Dairy	23@29
Country Rolls	30@31

RICE

Fancy Head	7@11
Blue Rose	5 00
Broken	3 00

ROLLED OATS

Monarch, bbls.	6 50
Rolled Avena, bbls.	7 00
Steel Cut, 100 lb. sks.	4 00
Monarch, 90 lb. sacks	3 00
Quaker, 18 Regular	2 25
Quaker, 20 Family	5 10

SALAD DRESSING

Columbia, 1/2 pints	2 25
Columbia, 1 pint	4 00
Durkee's large, 1 doz.	6 60
Durkee's med., 2 doz.	7 10
Durkee's Picnic, 2 dz.	3 25
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 3/4s	3 00

SAL SODA

Granulated, bbls.	2 50
Granulated, 100 lbs cs	2 75
Granulated, 36 2 1/2 lb. packages	3 00

SALT

Solar Rock

56 lb. sacks	75
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Common

Granulated, Fine	3 00
Medium, Fine	3 35



NEVER GIVES OR HARDENS.
MORTON'S SALT
IT POURS.
MORTON SALT COMPANY

SALT FISH

Cod

Middles	25
Tablets, 1 lb.	30@32
Tablets, 1/2 lb.	20
Wood boxes	19

Holland Herring

Standards, bbls.	14 00
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Standards, kegs	90
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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, 3 lbs.	2 85
No. 1, 100 lbs.	25 00
No. 1, 50 lbs.	13 00
No. 1, 10 lbs.	2 85

Lake Herring

1/2 bbl., 100 lbs.	7 50
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SEEDS

Anise	30
Canary, Smyrna	08
Cardomon, Malabar	1 20
Celery	40
Hemp, Russian	07
Mixed Bird	13 1/2
Mustard, yellow	12
Poppy	30
Rape	07

SNUFF

Swedish Rapee 10c 8 for	64
Swedish Rapee, 1 lb gls	85
Norkoping, 10c 8 for	64
Norkoping, 1 lb, glass	85
Copenhagen, 10c, 8 for	64
Copenhagen, 1 lb, glass	85

SOAP

Proctor & Gamble.

5 box lots, assorted	
Ivory, 100 6 oz.	7 00
Big Master, 100 blocks	5 85
Ivory Soap Flks., 100s	8 50
Ivory Soap Flks., 50s	4 35
Lenox, 140 cakes	5 50
P. & G. White Naphtha	5 75
Star, 100 No. 11 cakes	5 75
Star Nap. Pwdr., 100s	3 90
Star Nap. Pwdr., 24s	5 75

Lautz Bros. & Co.

Acme, 100 cakes	6 75
Big Master, 100 blocks	5 85
Climax, 120s	4 85
Climax, 120s	5 25
Queen White, 80 cakes	6 00
Oak Leaf, 100 cakes	6 75
Queen Anne, 100 cakes	6 75
Lautz Naphtha, 100s	8 00

Tradesman Company

Black Hawk, one box	4 50
Black Hawk, five bxs	4 25
Black Hawk, ten bxs	4 00

Box contains 72 cakes. It is a most remarkable dirt and grease remover without injury to the skin.

Scouring Powders

Sapallo, gross lots	12 50
Sapallo, half gro. lots	6 30
Sapallo, single boxes	3 15
Sapallo, hand	3 15
Queen Anne, 60 cans	3 60
Snow Maid, 60 cans	3 60

Washing Powders

Snow Boy, 100 5c	4 10
Snow Boy, 60 14 oz.	4 20
Snow Boy, 24 pkgs.	6 00
Snow Boy, 20 pkgs.	7 00

Soap Powders

Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Lautz Naphtha, 60s	3 60
Nine O'Clock	4 10
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 75
Queen Anne, 60 pkgs.	3 60
Rub-No-More	5 50

SEEDS

Anise	30
Canary, Smyrna	08
Cardomon, Malabar	1 20
Celery	40
Hemp, Russian	07
Mixed Bird	13 1/2
Mustard, yellow	12
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Swedish Rapee, 1 lb gls	85
Norkoping, 10c 8 for	64
Norkoping, 1 lb, glass	85
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Proctor & Gamble.

5 box lots, assorted	
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Big Master, 100 blocks	5 85
Ivory Soap Flks., 100s	8 50
Ivory Soap Flks., 50s	4 35
Lenox, 140 cakes	5 50
P. & G. White Naphtha	5 75
Star, 100 No. 11 cakes	5 75
Star Nap. Pwdr., 100s	3 90
Star Nap. Pwdr., 24s	5 75

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Johnson's XXX 100	5 75
Lautz Naphtha, 60s	3 60
Nine O'Clock	4 10
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 75
Queen Anne, 60 pkgs.	3 60
Rub-No-More	5 50

CLEANSERS.

KITCHEN KLENZER



HURTS ONLY DIRT TRY IT

80 can cases, \$4.80 per case

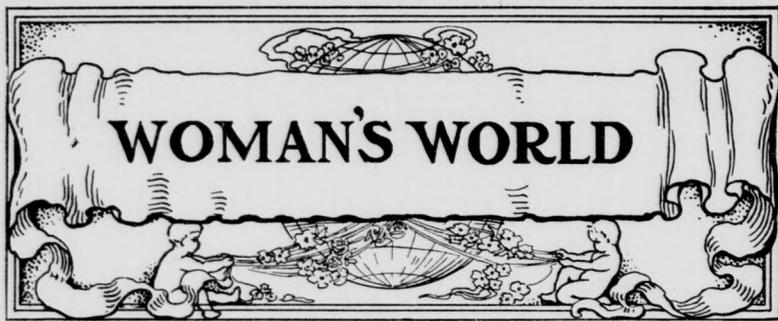
SODA

Bi Carb. Kegs	4
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SPICES

Whole Spices

Allspice, Jamaica	@ 15
Cloves, Zanzibar	@ 30
Cassia, Canton	@ 22
Cassia, 5c pkg., doz.	@ 40
Ginger, African	@ 15
Ginger, Cochin	@ 20
Mace, Penang	@ 75
Mixed, No. 1	@ 17
Mixed, No. 2	@ 16
Mixed, 5c pkgs., doz.	



Homely Faces Not Handicaps For Some Girls.

Written for the Tradesman.

On a long railroad journey recently I came face to face with a girl about twenty years old whom I had not seen since she was nine. The meeting was so unexpected that I could not suppress the horror with which her face struck me. And I saw, too, that I might as well have said it out loud.

When I knew her years ago she was one of the most strikingly beautiful children I ever had seen. Her skin was fair beyond description with the fine glow of youth and perfect health; her eyebrows were straight and perfect; hers was a singularly winning smile. Now, as I suddenly came upon her with her mother, her face was scarred and blotched and drawn and her smile was cruelly disfigured.

Later her mother told me that a year or two ago her daughter was burned in an explosion of gasoline leaking from an automobile and that no skill of doctors ever could remove the disfigurement.

During the long ride that followed I got very well acquainted with the girl, and we had a long talk about it. It was a glorious experience for me, and I determined to try to give to my readers some of the inspiration of it.

"I guess it was a punishment to me for pride," the girl said to me. "I can say now that I know I was more than ordinarily attractive. I could see it myself in the glass, and I was told so often enough. I know I got to be terribly vain, and I think I felt that my beauty entitled me to be selfish and inconsiderate. Goodness knows what sort of a person I was getting to be!

"Then came that dreadful fire. For a long time they thought I would be blind. I could not see the faces of the doctors and my mother and father, but I knew well enough from their voices and the way they tried to comfort me that I was horribly burned and that I would carry the scars as long as I lived.

"During all these weeks of darkness and pain I had plenty of time to think about the past and especially about the future. I remember that I thought a great deal about Helen Keller, who is both blind and deaf. I thought about an old lady I know whose soul is so beautiful that nobody thinks how disfigured she is.

"It came to me often and often that I was being punished for my pride and vanity, and that now that the thing I was so proud of was being taken from me, I must hurry up and get some other quality that would make me some other kind of a source of pleasure to my friends.

"I remember very well the day that thought came to me; for I determined that never again should my mother or anybody else hear me complain about my pain or my disfigurement, or about anything else. I think the change in my attitude must have been even more startling than I realized, for I saw the effects of it in the people around me.

"Well, it hasn't been easy, and the struggle comes up afresh every time I look in the glass and see how awfully my face is scarred. But somehow I know that it is worth while."

A beauty that was superior to any form of feature or any fairness of complexion shone through the smile with which she said this and I found it difficult to speak. A radiance glowed about her and I saw that she had conquered beyond her hopes. Somehow there came to me a new meaning in the motto of my highschool graduating class—I never had given much thought to it before: "Per aspera ad astra" (Through struggle to the stars).

What an inspiration there is here for the girls who think themselves homely! I would not have them abate their reasonable effort to make themselves attractive by comely treatment of their hair, by wholesome living that makes for good complexion, by good taste in dress. Even those who know they are beautiful can take a lesson from this heroic friend of mine who turned from the decking of her outward body to working for inward beauty.

Beauty of form and skin lasts but a very short time, and then the vanity is over. But beauty of soul, shown in uncomplaining acceptance of affliction, sweetness, and consideration of those about us, grows and grows, and is everlasting. Anybody can have it, but it has to be worked for.

Prudence Bradish.

[Copyrighted 1921.]

Paul Findlay May Be Retailers' Secretary.

The National Association of Retail Grocers will hold its convention in Kansas City, June 6 to 8, and one of the subjects to be considered will be the choice of a Secretary. As stated in these columns several days ago, a strong movement has developed in favor of the choice of H. G. Balsinger of Kansas City, and some of the leaders believe him to be the right man.

On the other hand, as was also stated in these columns some time ago there is a strong sentiment in favor of Paul Findlay, and since the announcement of the probable selection of Mr. Balsinger, Mr. Findlay's friends have commenced to come to the front more aggressively than before, until to-day prediction in inner

circles is frequently heard that Mr. Findlay will be the final selection.

Just what Mr. Balsinger's qualifications for the position are, is not well known in the Eastern trade. He is known as a successful retail grocer and more or less active in trade association circles. Mr. Findlay, on the other hand, is far better known, has been a successful retail grocer, and in the opinion of many possesses peculiar qualifications for the position.

There has been for some time past a growing feeling that the National Retailers' Association should broaden its ideals as to the type of Secretary it employs. Much anticipation of a new era was felt when Leon M. Hattenbach, of Denver, was elected; hopes which were dashed to earth by his sudden and unexpected death after a few weeks. Since then the destinies of the Secretary's office have been handled by Frank B. Connolly, of San Francisco, former President of the National Association and at present Secretary of the California Association. While Mr. Connolly has done as well as could be expected, considering his unfortunate temperament, environment and disposition, representative grocers feel that the office should be filled by a man who is aggressive, without being obstinate, and that he should be possessed of a considerable degree of diplomatic skill.

If these are the qualifications which are to determine the situation Mr. Findlay will probably run strong. He has been in turn a retail grocer, specialty manufacturer and advertising

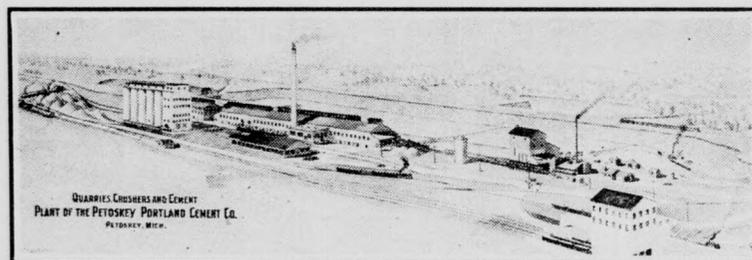
man, association secretary, trade paper editor and latterly an expert adviser on merchandising. He has been connected with the grocery trade since childhood and knows its personnel throughout the country. Not only is he a student of merchandising but he has written and lectured extensively on mercantile subjects, latterly specializing in studies of cost accounting, where he has achieved fame both in his own name and under the nom de plume of "Henry Johnson, Jr."

At present Mr. Findlay is connected with the California Fruit Growers' Exchange in the capacity of merchandising adviser and lecturer. When first suggested for the position he was not particularly enthusiastic about it, but rumor has it that circumstances have now changed and that he has informed his friends that if elected at Kansas City he is quite willing to assume the tasks. In the absence of a wider acquaintance with Mr. Balsinger, there is developing a strong feeling among national retailers that Mr. Findlay will be their safest bet as an executive.

The Happy Wholesaler.

The wholesale man has nothing to annoy
His lot is the steady, never failing round
of Joy;
Worms in the apples, skippers in the
cheese,
Weevils in the rice and bugs in the peas
Canned Goods swelling, sugar going down
"Say! another fellow's busted in town."
Books don't balance, prunes full of lice,
Syrup fermenting, cellar full of mice,
Rats in the sago, codfish turning red,
Pickles all soft, and rain in the shed.
"Jones gave a mortgage,"
"Smith has assigned,"
"Brown gone under,"
"Your offer is declined."
Row with the salesmen, credit man sick,
And nothing from the trade, but
KICK! KICK! KICK!

PETOSKEY PORTLAND CEMENT COMPANY



Now producing a high grade, uniform, dependable Portland Cement from the famous Petoskey Limerock which has very successfully been used in cement manufacture for the past fifteen years.

Shipments by rail or water.

Dealers send in your orders and secure agency.

Petoskey Portland Cement Co.
General Office, Petoskey, Michigan

Men Making Their Mark.

Six years ago, after having played various villainous roles in life and business, E. Howard Cadle, of Indianapolis, Ind., was penniless. To-day, he enjoys an income of \$100,000 a year from 17 shoe repair shops in Indiana, Illinois, Ohio, Kentucky and Missouri, and lives in a \$30,000 home.

At the age of 18 he went West and tried to make his first start in Oklahoma City in the fruit business. But intemperance spoiled his chances. Then he went to Indianapolis and tried the restaurant business. So long as he kept sober all went well, but the restaurant business seemed too slow for this man. He invested his profits in the acquisition of a number of wine rooms, saloons and gambling dens, and for several years he made much money, but spent it almost as fast as he made it. Gambling became a mania with him. Disaster overtook him, until he was reduced to a porter's job at \$8 a week in the saloon he once owned.

He was down—but not out. He went back to his mother, a very religious woman, and through her influence and guidance he made a new start in life. With Christian ideals as his guide he has found both success and happiness.

His first work was collecting for a

tailor at \$14 a week. Next he became a salesman for the National Biscuit Co., at \$18. Discovering that he had a natural bent for selling, he became an automobile salesman and made a record by selling, on an average, a car a day for an entire year. When the United States entered the war he was making \$10,000 a year plus \$50 a week salary.

Then, seeking new fields, he organized the American Shoe Repair Co. and became installation manager. The scale of his beginnings frightened the other members of the concern, and they threatened to oust him for extravagance. In this strait he went to see Governor Goodrich, of Indiana, who knew his story. In a few minutes he held the Governor's check for \$25,000, on his personal promise to repay—a promise which was redeemed long since.

Used the Dictionary Meaning.

"I want to be procrastinated at de nex' corner," said the negro passenger to the tram-car conductor.

"Don' lose your temper. I had to look in de dictionary myself befo' I found out dat 'procrastinate' means 'put off.'"

The man who has done less than his best has done nothing.

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.

Red Star Flour

Costs a little more but—
worth that little more.



JUDSON GROCER CO.

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.

REBUILT CASH REGISTER CO., Inc.

Dealers in
Cash Registers, Computing Scales, Adding Machines, Typewriters And Other Store and Office Specialties.
122 N. Washington, SAGINAW, Mich.
Repairs and Supplies for all makes.

Want to hear from party owning a good general merchandise business or other business for sale. State cash price and particulars. John J. Black, 130st, Chippewa Falls, Wisconsin. 283

CARD WRITING MACHINE—As easy to operate as a typewriter. Different sizes and styles of letters are available in these machines. Write us for catalog M and further details. PRINTASIGN CO., 701 E. 40th St., Chicago. 306

Excellent opening for mercantile business, hardware or boots and shoes. Modern store building available. Inquire city clerk, Charlevoix, Mich. 307

DOUGLAS FIR TIMBER FOR SALE—A tract of five hundred million feet located near tidewater and railroad in the state of Oregon, for immediate operation or for investment. F. W. Payne, 2930 Avalon Ave., Berkeley, California. 308

Wanted—A stenographer, one capable of acting as cashier, also a first-class dry goods saleslady and a first-class saleslady for the cloak department, at S. Rosenthal & Sons, Petoskey, Mich. 309

D. KEITH, AUCTIONEER—Conducts closing out stock reducing sales, anywhere. The best methods used. 5912 Calumet Ave., Chicago, Ill. 310

Do you want to quit business? If so, why not trade your stock for monthly income property? We have some very choice income properties listed whose owners will exchange for good mercantile stocks. Write us with full details. Grant Shaw Inv. Co., Bryant Bldg., Kansas City, Mo. 311

Live wire salesman, capable of taking charge of clothing and men's furnishings department open for position. For the past six years have had complete charge of clothing store in town of 5,000. What have you to offer. Address No. 312, care Michigan Tradesman. 312

100 ACRE FARM TO TRADE FOR STOCK GENERAL MERCHANDISE—Seventy acres cleared, some nice timber, beautifully watered, forty rods to school house, quarter mile to hamlet two stores, well fenced, good orchard, fair buildings \$5,800 price mortgage, \$1,200. W. J. Cooper, Mt. Pleasant, Mich. 313

Will pay cash for a \$3,000 or \$4,000 stock of boots and shoes in a town of 6,000 to \$10,000 people. Lower Peninsula preferred. Address J. F. Muffley, Kalamazoo, Mich. 314

2,000 letter heads \$5.90. Samples. Copper Journal, Hancock, Mich. 150

TAILORING BUSINESS for sale. Established business, downtown location, lots of work, reasonable rent. A bargain if taken this week. M. Smith, 203 1/2 South Washington St., Lansing, Mich. 290

FOR SALE—Vulcanizing business, new equipment, best town in state. See it at once. S. E. Francis, Mt. Pleasant, Mich. 291

For Sale—Well established business on men's shoes, furnishings and work clothes. Also Goodyear equipped shoe repair shop doing a big business. Thriving Northern Indiana town of 10,000. \$4,000 will handle. Address No. 293, care Michigan Tradesman. 293

For Sale—Grocery store in country town. New doing good business which can be increased by party having ample capital. Now handling general line of groceries, overalls and shirts. Stock and fixtures \$1,500. I want to sell because I have not the money to handle the business right. Located in corner store in good town on Grand Trunk railroad. Address No. 296, care Michigan Tradesman. 296

Wanted—Position as manager of general store, or would consider position as traveling salesman for good wholesale house. Best of references furnished. L. J. Crisp, 523 W. 9th St., Traverse City, Mich. 304

FOR SALE—Best hotel proposition, in best town in state. W. J. Cooper, Mt. Pleasant, Mich. 292

For Sale—Stock of general merchandise in good farming town on Pere Marquette railroad. Worth \$5,000 or \$6,000. Will sell or lease building. Address No. 275, c-o Michigan Tradesman. 275

For Sale—One Hobart 1/4 horse coffee mill and meat chopper combined, one Bowser 120 gallon gasoline tank, one Brunswick meat box 6 1/2 feet x 4 1/2 feet x 8 feet. William Brooks, 747 Maple st., Battle Creek, Mich. 284

Wanted—To buy stock of general merchandise, clothing or shoes. Kenneth Damon, Newell, S. Dakota. 276

For Sale—Well-established meat market doing \$1,800 per week, located at best business center in Grand Rapids. Address No. 305, care Michigan Tradesman. 305

BEST MERCANTILE LOCATION IN CENTRAL MICHIGAN FOR RENT—Double store front and basement, corner of Broadway and Normal Ave., Heated. Will be vacant middle of March, 1922. ONLY LIVE WIRE NEED APPLY. COMMERCIAL BANK BLOCK CO., MT. PLEASANT, MICH. 269

Bel Phone 596 Citz. Phone 61366

JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

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

MR. MERCANT—Our new useful household premiums stimulate business. Dandy premium or souvenir for all occasions. Particulars free. Write to-day. Valley Manufacturing Co., Grafton, West Va. 272

For Sale—First-class grocery stock in a thriving town in Berrien county, Michigan. Railroad terminal. Stock invoice about \$6,000. Reason for selling, have other interest. If you are looking for a good location, address No. 287, c-o Michigan Tradesman. 287

Will pay cash for whole stores or part stocks of merchandise. Louis Levinsohn, Saginaw, Mich. 998

Sand Lime Brick

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

Brick is Everlasting

Grande Brick Co., Grand Rapids
So. Mich. Brick Co., Kalamazoo
Saginaw Brick Co., Saginaw
Jackson-Jansing Brick Co., Rives Junction



SIDNEY ELEVATORS

Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind machine and size platform wanted, as well as height. We will quote an ney saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio



Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 19—George Gane, 68 years old, formerly of Grand Rapids, died last Wednesday in Ashland, Mass. Death was due to heart disease. For forty years Mr. Gane was well known throughout Western Michigan as a flour salesman, having traveled about ten years for La Bar & Cornwell, of Cadillac, and subsequently covered Northern Michigan towns for Hannah & Lay Co., of Traverse City. He then engaged in the bakery business at Traverse City, selling out two or three years later to take the position of New England representative for the Valley City Milling Co., which he has filled since 1904. Mr. Gane was a pioneer resident of Cadillac, he and his brother Frederick having erected one of the first buildings, which was a log hotel known as the Mason house. His father, John Gane, was the first white man to fell a tree in that section and made canoes of it. Mr. Gane was high in Masonic circles, having been both a Knight Templar and a Shriner. The funeral and burial were held in Cadillac Monday. Surviving are the widow, two sons, Dr. W. H. Gane and Bruce Gane, of Ashland, Mass.; a sister, Mrs. Mary Hudson, of Cadillac, and three brothers, R. W. Gane, of this city, Rev. H. H. Gane, of Los Angeles, Calif., and Walter Gane, of Flint.

Michigan friends of Col. Wm. V. Jacobs—and their name is legion—will be pleased to learn that he is slated for postmaster of Glencoe, Ill., where he has resided for about a quarter of a century. The appointment was arranged by the Colonel's friends without his knowledge, which is naturally very pleasing to the proposed recipient of the position. Col. Jacobs is the gentleman who undertook to promote a direct interurban line between Grand Rapids and Battle Creek via the Lake Region. Such a line would have opened up a new section of country and promoted the starting and development of a chain of towns midway between the Michigan Central and G. R. & I. Railways. It will always be a source of great regret to Grand Rapids people that this plan was not carried into execution, instead of the parallel line afforded by the Michigan Railway Company.

Speaking of interurbans, the Michigan Central Company will be compelled to curtail its service unless passenger travel picks up in the very near future. The 9:30 train out of Kalamazoo does not pay expenses and is quite likely to be withdrawn unless there is a marked improvement in the volume of passengers carried.

Charles C. Barton, Michigan's pioneer hardware salesman, has returned to his summer home south of Holt, after having spent the winter in Ceresota, Florida.

It is unfortunate for Plainwell that Fred Metzger, landlord of the Metzger House, does not sell or leave that hotel to a younger man who could conduct it along more modern lines. He has had opportunities to make both such disposals of the property, but has steadfastly refused all offers, although several of them have been very advantageous ones. The town needs a good hotel—a want Mr. Metzger appears to be utterly unable to supply. Unless he relinquishes his grasp on the hotel situation at Plainwell very soon, he will be compelled to face competition which will speedily put him out of business. A town the size of Plainwell cannot afford to be handicapped by out-of-date hotel facilities much longer.

It is said you can buy a wife in Detroit now for \$1,500. But, as has been before remarked, it isn't the first cost etc.

They wouldn't let the kaiser go to his wife's funeral. The only funeral they seem to be willing to let him go to is his own.

Birds have their summer and winter residences where the weather suits them, with no leases, taxes, railroad

fares or fuel bills to pay. Their lives are happy and free from care, undisturbed by alarm clocks or stock tickers.

There are city birds and country birds. In St. Paul's churchyard in New York, three large trees have harbored forty winged species. There are birds that enjoy, as well as men, the din of lower Broadway.

"Sunshine in the heart," remarks a Southern paper, "is better than moonshine in the stomach." But there are sylvan ravines between the hills of West Virginia where moonshine has first rank.

A Boston man 96 years old declares a hobby and a day of complete rest on Sunday to be the secret of long life. His hobby is playing solitaire—seventy games a day.

Henry Ford says he feels "optimistic." He ought to; tinsplate has just come down \$15 a ton.

President Harding has adopted President Wilson's custom of reading the presidential message to Congress, but that's all, so far as we can observe.

A former stage comedian, noted for his black face comedy sketches, will open a magazine and tobacco store in Otsego. Look out, boys, for the loaded cigar.

Muskegon is making plans to establish certain boulevards in the city where motorists can drive as fast as they wish without interference by the motor cops. Then, after a few days, when there aren't any more motorists living who want to drive fast, the city can save all that money it usually spends for motor cop salaries.

The one place where it is very difficult to carry money is your pocket. It is not so much the small change which drops out of an occasional hole in the bottom which matters, but the bills which come out of the large hole at the top!

Some salesmen have natural qualifications which make it seem as if they had been born with fountain pens in their mouths, order blanks in their nightie pockets, and could have sold their nursing bottles to their nurses. But after all such a salesman started with only the makings of salesmanship and had to develop them. Any young man who has it in mind to become a salesman, or the young salesman himself, can bring to his selling work a good deal of the quality of the so-called natural-born salesman even though at the start he does not possess such characteristics. Personal magnetism is made up of the various characteristics you possess and the various habits you practice. When you develop along lines of more agreeable manner and more attractive personality, you increase your personal magnetism. If your manner toward customers is not satisfactory, you can change it. You can learn to take the initiative. Business initiative is the power to go ahead and develop yourself, your ideas, and your plans, without help. If you have initiative you can go ahead on your own steam. There are times when a salesman ought to wait for instructions, but there are also times when such action would mean the loss of business. Both brains and nerve must be employed.

Late News From Michigan's Metropolis.

Detroit, April 19—Tom A. Rogan, 508 Bowles building, son of M. J. Rogan, has associated himself with the R. Goldstein Co., Rochester, N. Y., maker of stylish young men's and men's clothing to retail from \$27.50 to \$45. Mr. Rogan says he knows his friends and customers will all be pleased to learn he is now selling a Rochester made line of clothing. Mr. Rogan is 37 years of age and married. He has five children, three girls and two boys, aged 6 to 16. He came from the old sod when 4 years old and resided in Kalamazoo fourteen years, when the family moved to Detroit. He attended Catholic school, is

a member of the Detroit Council, K. of C. He resides on Calvert avenue and enjoys the respect and confidence of all who know him. It could not very well be otherwise, considering the careful manner in which he was trained in his younger years by his father, who has long been regarded as the most expert judge of clothing and the most successful clothing salesman in the United States.

The Pere Marquette Railway has agreed to load daily, including Saturdays, a straight merchandise car from Detroit to Grand Rapids. This car will leave Detroit the same day as loaded and will move daily regardless of tonnage, arriving at Grand Rapids the following morning at 7 a. m. This is the best service ever offered between these two cities, and all shippers should see that this car is patronized in order to insure its continuance.

Joseph L. Hardig, former advertising manager of the motor bearings division of the Hyatt Roller Bearing Company, has joined the staff of the Campbell-Ewald Company to assist in sales promotion work. Previous to his connection with the Hyatt Company, Mr. Hardig was assistant advertising manager of the motor equipment division of the General Motors Corporation.

Gradual but continued improvement marks the local business situation at present, although as a whole conditions may be denominated as spotty. Recent seasonable spring weather gave impetus to the movement of lighter merchandise, particularly wearing apparel, but a following drop in temperature resulted in a slowing up again. However, the preliminary turn-over has been fairly satisfactory, all things considered. Paints, oils, glass, staple dry goods, footwear and millinery show an improvement. In the building field progress toward expansion has been slow and retarded chiefly by wages and price conditions. Operations along this line thus far have been confined chiefly to general repairs and improvements, with some new work, although not of great volume. Wholesale orders appear to be on the increase, particularly where prices have proved an incentive. Further improvement is noted in manufacturing circles and continued gradual expansion, with consequent absorption of labor is looked for, although some time must necessarily elapse before anything like a normal output is achieved. Collections are somewhat slow.

Bankruptcy News in Grand Rapids District.

Grand Rapids, April 18—On this day the first meeting of creditors in the matter of Stanley Paulzyk was held. The bankrupt was present in person and by attorney, Harris E. Galpin. Creditors were represented by Mat. N. Connine, Mr. Cohn for Geo. E. Brand, of Detroit; and Chas. V. Hilding. The business of allowing the claims that had been forwarded to the office of the referee was first taken up and disposed of. Many claims were allowed against the estate of the bankrupt. John Olson, of Muskegon, was chosen trustee by the creditors and the amount of his bond fixed by the referee at \$10,000. The bankrupt's exemptions were also set out by the trustee, as he elected to take in kind rather than to take in cash in lieu of stock in trade exemptions. The order to show cause on the sale of the assets of the estate having been issued and the date of the sale of such assets set for this day also, many prospective buyers were present. The sale was called at 2 p. m. on the bid of the Gordon Jobbing House in the sum of \$5,000. The bidding was spirited and continued for some time, until the bid of \$8,900 was given by Baxter & Reide, of Detroit and Toledo, and the property struck off to them at that price. This price includes all the stock in trade and fixtures except those set off to the bankrupt as exempt.

On this day was held also the final

meeting of creditors in the matter of Herbert P. Krantz, Bankrupt No. 1918. The trustee was present in person. The matter of closing this estate and of the declaration and payment of a final dividend to creditors will be taken up and disposed of in due course.

Boomlets From Booming Boyne City.

Boyne City, April 19—The Boyne City Lumber Co. resumed operations Monday, after a shut down of a month. The length of the run is indefinite, depending very much on market conditions. The White Co. mill has been in operation all spring and is likely to continue to operate.

Our automobile service stations report a very good business. The season is so abnormally early that it is hard to compare with any previous year, but they report some sales, more than was expected. The tone of the business has changed materially, the automobiles being mostly for business use, rather than pleasure.

The Chamber of Commerce has installed a Michigan Tourist and Resort Association sign in front of the office on Water street. When you come here this summer an attendant will be on hand to tell you all about the roads and beauty spots and how to get there and back.

It is very curious. It seems impossible for local fishermen to distinguish between a four pound Rainbow trout and a two pound sucker. The law allows suckers to be taken in any quantity, but we suppose that there are so many big fellows it is hard to sort out the little ones.

Maxy.

New Mutual Windstorm Insurance Company.

Nashville, April 19—The organization of the Farmers and Merchants' Mutual Windstorm Co. is due to the fact that a number of the leading farmers and business men of this part of Michigan thought the overhead expenses of some of the other mutual companies along this line were too high. Three meetings were held, which resulted on April 13 in the city of Charlotte in the organization of the Farmers & Merchants' Mutual Windstorm Company of Michigan with the following officers:

President—F. E. Andrews, Bellevue.
Vice-President—W. A. Quick, Nashville.

Treasurer—J. B. Eells, Charlotte.
Secretary—E. V. Smith, Nashville.
Directors—H. M. Jaques and J. J. Lamie, of Charlotte; Walter Grant, Kalamazoo; John Gidner, Pottersville; W. L. Thorpe and W. H. Burd, of Hastings; Menno Wenger and E. E. Gibson, of Nashville.

We have 125 charter members with about \$500,000 at risk, which is very well scattered. Our charter has been accepted by the State and we are authorized to do business from April 15.

Piggly Wiggly Capital Impaired.

The deficit for 1920, after all charges, reserves, writing down of inventories and dividends, amounted to \$1,378,636. This wiped out the surplus of \$333,315 as of June 30, 1920, and impaired capital to the extent of \$1,045,321 to \$4,808,429.

PARK PLACE HOTEL

Traverse City - Michigan

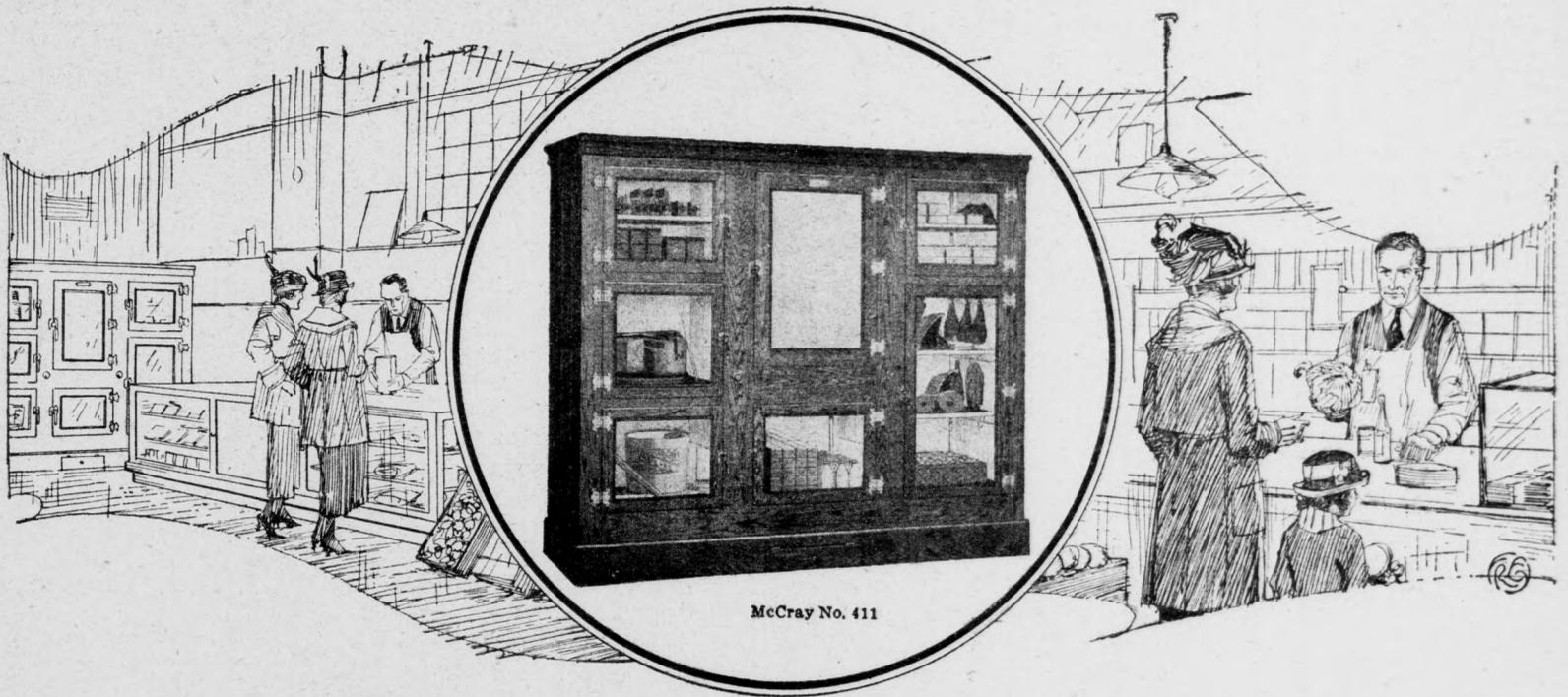
The Leading All the Year Around Hotel of Northern Michigan

Hot and Cold Running Water in all Rooms

Local and Long Distance Phones in the Rooms

Suites with Private Bath

W. O. HOLDEN, Manager



McCray No. 411

McCRAY

REFRIGERATORS *for* ALL PURPOSES

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

Remember—the McCray principle of construction has been developed on the basis that the grocery and meat

business depend upon efficient refrigeration. The patented McCray system assures this: giving positive cold, dry air circulation throughout the storage chambers. McCray walls are constructed of materials that have the greatest heat repelling qualities. The McCray display features insure constant and effective showing of goods.

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

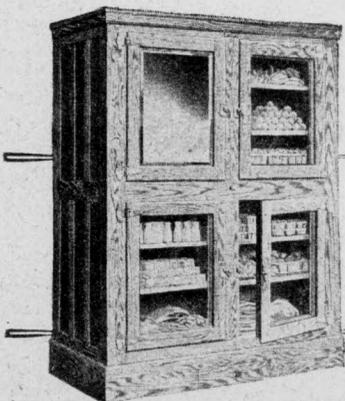
SEND FOR CATALOG—No. 72 for Grocery Stores, Delicatessen Stores
No. 64 for Meat Markets

No. 53 for Hotels, Restaurants
No. 95 for Residences

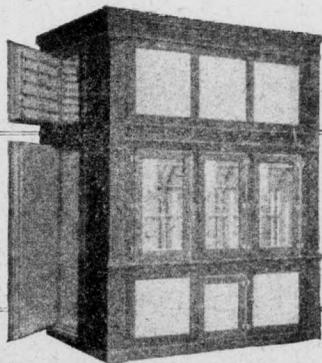
McCRAY REFRIGERATOR COMPANY

5144 Lake Street, KENDALLVILLE, INDIANA

Detroit Salesroom, 36 East Elizabeth St.



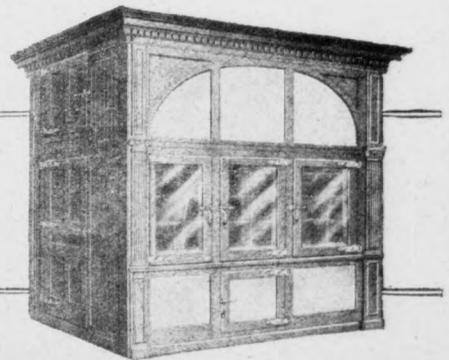
McCray No. 785



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You Get Your Answer AT ONCE

An immediate answer from some far city may be vital in your business.

It may decide the success or failure of some transaction.

But details must first be accurately and comprehensively transmitted and discussed.

Otherwise the deciding answer cannot be given.

Long Distance Telephone Service meets this problem completely.

Connections with even very distant

places are made within a few minutes.

Ordinary tones are heard clearly and distinctly.

Complicated points may be explained instantly.

And throughout, there is the powerful influence of your personality.

When your business demands—the quickest—most accurate—and most comprehensive conversation—there is one logical thing for you to do—

Use Long Distance.

MICHIGAN STATE



TELEPHONE CO.

"Our Ambition—Ideal Telephone Service for Michigan"