

THE WANDERER

I have come back to my own again, to my old familiar place—
To the peace and quiet I left behind in this little circled space.
I have warmed my hands by the friendly blaze of many a home hearth-side;
"At last," they say, "he has come to stay—at last he is satisfied."
But there is a cry in the wind to-night, and it will not let me be,
And well I know I must rise and go whenever it comes to me.

My feet are stayed in the pleasant ways, my heart is a thing at rest;
For me there is neither North nor South, there is neither East nor West.
And out of a very thankfulness the spirit in me sings
For a new-born beauty I find each day in simple and homely things.
Yet there is a voice in the wind to-night, like the surge of the Western sea,
And it's I that know I must rise and go whenever it comes to me.

The West with its wide and open charm, the East with its days that were,
The fragrant South with its lotus bloom, the North with its spicy fir—
They have taken my fancy, each in turn, and held me a little while,
But the feet turn back to the beaten paths when it comes to the last long mile.
Yet there is a call in the wind to-night, and the gray road opens free,
And to-morrow I know I shall rise and go wherever it beckons me.

Esther Clark Hill.

Foods and Fallacies—

It is a mistake to believe that any drug can build up the health. Only food can do that.

Fleischmann's Yeast is a food—a tonic food with magical properties, that tone up the system, quicken elimination, clear the complexion.

Protect your customers by seeing that they get fresh yeast, Fleischmann's, instead of so-called "yeast-preparations"—all of which are composed largely of drugs.

The Fleischmann Company

The Name on the Sack is a Guarantee of its Contents

When specifying cement insist that it be the kind with the name—

**NEWAYGO
PORTLAND
CEMENT**

on every sack.

You can then be assured that this important part of your construction work is being supplied with material that has proven its worth, one that will readily adapt itself to your job, no matter what problems or complications may arise.

Newaygo Portland Cement is not limited in use to the construction of buildings. It may be used above or under ground, in or out of water. Its many uses have brought about a universal demand for the cement with a guarantee of uniform quality.

Newaygo Portland Cement Co.

General Offices and Plant
Newaygo, Mich.

Sales Offices
Commercial Savings Bank Bldg.,
Grand Rapids, Mich.

Citizens Long Distance Service



Reaches more people in Western Michigan than can be reached through any other telephone medium.

19,000 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY



The Package Preserves the Profit

You know how your jobber handles sugar,—he sends you the case or barrel just as he gets it, no danger of loss from weighing, no spilling, no expense for bags and twine. He makes a definite profit. You can do the same thing by handling

Franklin Package Sugars

because you send the housewife the original package, just as you get it from the jobber.

Although comparatively new, Franklin Golden Syrup and Tea Sugar are making great names for themselves.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



OELERICH & BERRY CO.



O & L
Ginger Cake
and
Red Hen
Brands
are
Real Pure
New Orleans
Molasses



We pack our molasses in standard size cans, which contain from 4 to 6 ounces each more than other packers.



Old Manse Syrup

It always pays to
BUY THE BEST

Distributed by
ALL MICHIGAN JOBBERS

Packed by
OELERICH & BERRY CO.

CHICAGO, ILL.

MICHIGAN TRADESMAN

Thirty-Ninth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 15, 1922

Number 2004

MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

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Rapids under Act of March 3, 1879.

EUROPE NEEDS OUR GRAIN.

The heavy carry-over of agricultural products, especially of grain, in this country is not to be explained entirely by the decline in the European demand. The Department of Commerce calls attention to the fact that the volume of exports of principal farm products in 1921 amounted to 20,000,000 tons, as compared with 16,500,000 tons in 1920, and only 10,000,000 tons in 1913. Four-fifths of this tonnage in 1921 consisted of grain and grain products. Europeans are actually buying twice as much food-stuffs from us now as they did before the war. On the other hand, owing to the decline in prices, the value of the 20,000,000 tons of agricultural exports in 1921 was \$2,000,000,000, while that of the 10,500,000 tons exported in 1920 was \$3,000,000,000. We sent abroad last year nearly a fourth more farm produce than in 1920 and received in return a third less in payment.

The facts just cited indicate that we must look elsewhere than to Europe for an explanation for our surplus of agricultural commodities. Inasmuch as about 90 per cent. of our farm products are consumed within this country, it is evident that a check to domestic consumption would have more far-reaching effects than a variation in foreign demand. There appears to have been such a check during the past year. The meat consumption per capita has declined about seven pounds. This would be reflected in the demand for corn for cattle feeding. Along with diminished domestic consumption there have been two successive bumper corn crops. The most significant fact brought out in the Department's statistics, however, is the vastly increased overseas demand for American wheat in the face of increasing European production. This is explained by the complete withdrawal of Russia from the world's markets. Our Western farmers, therefore may ac-

tually owe it to Messrs. Lenin and Trotzky that grain prices have not receded to even lower levels.

MORE ACTIVE BUYING.

Perhaps the most outstanding fact in the mercantile world during the last week was the beginning of real and somewhat active buying on the part of the retail trade. The large number of buyers who went to market during the week made a new record for such visitors, and events showed that they went to market to secure goods. In most instances the results of the inventories taken indicated subnormal stocks of goods on hand or, where this was not the case, a lack of the desirable and quick-moving kinds. Business cannot be done without merchandise, hence the purchases. The range of articles sought was quite large, with the bulk, however, for women's wear goods. These included millinery, garments, shoes, etc., as well as dress goods and household furnishings. Some of the buying was for immediate sale and some for the spring season, which will be a little later than usual this year because of the belated Easter. The preparations which are making for this selling season indicate a belief that quite a quantity of merchandise will be called for and that sales will be dependent largely on values. It takes a great deal of goods to supply the ordinary needs of a hundred millions or over, and it is evident that some of these needs, because of holding back, have become exigent.

DID YOU SMILE LAST WEEK?

The Oriental king who is reputed to have been the wisest of men once said: "To everything there is a season, and a time to every purpose under the heaven." It is customary sometimes to refer to midsummer as the "silly season," but in these days of reconstruction and readjustment it is not wholly surprising to find this period shifted around to the middle of the winter. In testimony whereof witness "Smile Week," which was under full blast last week. If smiling can restore the purchasing power of consumers here and abroad, smooth out the kinks between prices of raw materials and finished products, revive our foreign trade, diminish unemployment, rehabilitate our transportation system, reduce taxes, thaw frozen credits, pacify Europe, wipe Lenin and Trotzky from the map, stop the printing of paper money overseas, and appease the agricultural bloc here at home, "Smile Week" will be well worth while. One doubter has suggested, however, that it might be better to have a "Gloom Week," so as to give everybody a chance to liquidate his "grouch."

MEN LOOK FOR BARGAINS.

That the buyers' strike which began in the spring of 1920 has not been called off altogether is more or less apparent. This is particularly true of the men's clothing trade. Consumers are still hoping for further concessions and believe that they can do even better by holding out a little longer. They are becoming more insistent on better quality at lower prices. That they are willing and even anxious to take advantage of real bargains has been demonstrated on several occasions lately. The discriminating attitude of the men is reflected by reports of merchants that at present the proportion of visitors who merely come to look about to those who come to buy is greater than usual. Wholesale clothing dealers, meanwhile, report that an unusually large number of out-of-town buyers have visited this market and made purchases which were on the whole satisfactory.

Trimnings In Millinery.

In all shades of green, blue and rose, one of the leading local manufacturers has made considerable use of ribbozene for streamer tassels, fruit stems, and all-over appliques. These ornaments, according to the bulletin of the Retail Millinery Association of America, are usually employed on leghorn plateau effects, with dome crowns, the top facing and crown being covered with soft faille silk. Huge roses, fruit pads and other bower formations, either corded or puffed, are stitched, spray-like, all over the hat. The narrow ribbozene, often in two-tone combinations or shaded strips, finishes off the pad design in a flat tracery.

Waxed fruit blossoms, gold bead appliques, celluloid ornaments in wing formation, and nasturtium blooms are reported to be thriving also as trimmings. The popular colorings include coral, pink, red, purple and the range of yellow browns.

Better Prices for Corn.

One of the most cheering developments, so far as the farmers are concerned, is the steady improvement in grain prices. Especial importance attaches to the improvement in the price of corn, which has been too low in some sections of the Middle West to pay the marketing costs. With prices now about 15 cents above the level during the autumn months and still rising, the corn belt may experience some of the exuberance noted in the South when cotton made its rapid advance a few months ago. There are enormous quantities of corn still held by the growers, and the recent improvement in the market will materially improve their purchasing power and thus aid general

business. There is usually a seasonal advance of about 10 cents per bushel in corn prices between March and May, and if this should come on top of the recent rise the improvement will be still more pronounced.

Country Hides Likely To Be Grubby.

Country hides have been selling freely, but the season is nearing its close, and the few country hides available from now on will probably be grubby, and may have to sell for lower prices than have prevailed.

One or two brokers have large orders for city calfskins of special weights, and some good business is in process of consummation, and possibly some trading can be reported in a few days.

Horsehides are not selling well, and prices are very low.

Sheepskins are moving very freely on account of the demand for wool. Pulled wools are in active request, and prices have jumped to about 60c for scoured B super and 80c for A super.

Looks For Big Crop.

George Kluster & Son, Ellsworth, write: "Farmers are beginning to think it pays to get eggs in winter when the price is high. By riding through the country, a fellow can see nice, big chicken houses going up, where formerly there was not this interest in the poultry business. This is an indication of the fact that, having been convinced that the poultry business is a profitable one, the farmers are going into it in the right sort of way. Receipts of eggs are light."

New York may have lost its position as producer of the largest quantity of cheese of any of the States, but her reputation for high quality still lives. We notice in a news clipping from Fond du Lac recently that the Beemis Hooper Hays Co., of Oshkosh, Wis., was being sued by one George Overton for purchasing Winnebago county, Wis., cheese and selling them as New York States, and for making a regular practice of such substitution. The traveler in the Middle West will still frequently see "Herkimer county" cheese on the hotel menus from Ohio to Montana. The famous old cheese factories of that famous old county may be but empty idle shells, but their fairly won reputation still endures in many a nook and corner of these United States, even though the cheese perpetuating it in many instances first saw the light in a Wisconsin curing room.

Detroit—The Fox-Roud Tailoring Co., 216 Michigan avenue, has changed its name to the Fox Tailoring Co.

A St. Louis man finds talking bees. We saw a spelling bee once.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 14—Posters are out announcing the thirteenth annual auto show, to be held in the Klingman building, Feb. 20 to 25. The design is by L. A. Reeves and is a work of art. The color scheme is of February, cold grey and steel blue, with splashes of chrome yellow. A heavy motor car topping a great mountain pass is the central figure and gives life and warmth to the picture. For the casual observer or those without imagination these words appear at the bottom in small type: "For mountain or valley, thicket or plain, its one and the same to me—The Motor Car." The sketch is suggestive of Storm King Mountain, through which a road has been recently blasted, cutting the distance between New York City and Albany some 22 miles. The design and coloring conveys the message that the automobile is indispensable in business of all kinds, that it is no longer for the rich, the high or the mighty, the joy rider, speedster or road hog, but occupies a prominent place in the everyday affairs of men. In other years posters announcing auto exhibits have featured mi-lady's dainty feet and silk hosiery as she enters a limousine, but Mr. Reeves has seen the automobile from another viewpoint. The price of admission was purposely omitted, for which the designer is to be congratulated. No salesman selling a high-class article will mention price in his introductory remarks.

Lee Rynbrand, formerly with the J. R. Jones Co., Kalamazoo, and later with Steinberg, at Traverse City, will open a ladies' ready-to-wear store in the latter city shortly. At present Mr. Rynbrand is in a Chicago hospital, recovering from the efforts of a surgical operation.

A Grand Rapids salesman asks why it is that an order for shredded wheat at the McKinnon house consists of one wheat and two ounces of cream, while at the Chippewa they serve two wheats and three ounces of cream for the same price, 20 cents. Coffee at the McKinnon is 5 cents and at the Chippewa 10 cents.

Arthur Borden's minstrels put on an entertainment Thursday evening at the new community house. About 350 people were present.

Road men in Muskegon county are keeping the West Michigan Pike open to traffic by the use of snow plows. Officials of Oceana county, in the very heart of the snow belt, have made no provisions whatever for keeping the highways open, trusting to luck and one train a day.

John Berg, representing Pitkin & Brooks, reports unusually good business from his trip to Northern Michigan last week.

It is proper to patronize hotels. Without them the traveler would fare badly. Once in a while a lunch room is more convenient and saves a lot of time. There is one near the depot at Charlotte, conducted by Adam Hettman. The building isn't the least bit inviting from the outside. The furnishings are plain but clean. There is no lounging place, but a lot of farmers go there for their meals and farmers are mighty particular. They want clean food, well cooked and served in liberal portions. Mr. Hettman serves short orders and his steaks are very good.

It is surprising what can be accomplished by the use of a few gallons of paint mixed with a little pep. The Charlotte Hotel is an example. The scrub brush preceded the paint brush. Dining room, lobby and writing room are all nicely decorated and the lighting is much better.

C. L. Pfeifer, proprietor of the hotel at Shelby, having spent several weeks at Blodgett hospital, is now back on the job. By way of celebrating his return, the hotel dining room is being redecorated as well as all rooms on the upper floors. Mr. Pfeifer's hotel is one of the few places where frac-

tional days are figured at the regular day rate, a \$3 per day hotel where a half-day costs but \$1.50.

Charles P. Reynolds, representing the Judson Grocer Co., is quite ill. Will Gibson has been substituting for him the past week.

James Bolen was called home last week, owing to the serious illness of his son, Jack, who underwent an operation for mastoids and is reported as out of danger.

Fred Kellogg, proprietor of the DeHaas Hotel, at Fremont, has given notice that he will retire from business on May 1. Fred proposes to build himself a little home and take things easy for a time. He has successfully conducted the DeHaas for a number of years and will be missed by his patrons.

Harry Shellman, a member of Grand Rapids Council, No. 131, died at Blodgett hospital from an attack of acute pneumonia.

Mrs. A. N. Borden is quite ill from an attack of influenza.

Traveling men all like children, but the writing room of a country hotel makes a mighty unsatisfactory play house for a bunch of youngsters. While on the subject it might be well to remind some of the rum players that laughing, romping children, noisy though they may be, are preferable. Writing orders, with all the necessary details is work requiring the closest attention. It is not always possible for a salesman to do this work in his own room.

A Grand Rapids salesman who had spent the night in Eaton Rapids rushed into the nearest barber shop next morning and climbing the first chair demanded a quick shave, saying he had three people to see before the 9:30 train South. The barber, who was reading the morning paper, pointed to the clock saying, "We don't go to work until eight; you'll have to wait just six minutes." The salesman was sore and as he leaped from the chair he said, "It will be more than six minutes before you'll have a chance at me again; good morning, sir—you and your small-town stuff."

A complaint against the Northern Hotel, at Big Rapids, was registered this week, but investigation proved that a mistake had been made. The day clerk passed it to the night clerk and he to the housekeeper. With the amount of his bill already rung up on the cash register, the salesman complaining was assured it wouldn't happen again.

Probably no line of manufacturing is more susceptible to loss due to errors as is printing and engraving. A shipment of ruled stock was recently returned to a Kalamazoo printer because one of the several red lines was but a quarter of an inch out of the way. All work had to be done over and there was no salvage whatever. The raw paper stock, exclusive of labor, cost \$150 and was but a small part of the expense. Several sizes of brass dies were recently made from copy in which a word was misspelled. The cost of correcting the error was \$129.30 and the salvage was less than one dollar. A catalogue is being reprinted this present week because of someone's error. The first issue, when exposed to the air, crumbled like chips. The mill furnishing the paper paid for the second run because someone had been careless with chemicals in making up the first lot. There was no salvage, but the error cost \$1,500, besides the customer's annoyance and inconvenience, due to delay. In each of the above it was a clear case of playing the grand American game known as "passing the buck."

A dozen or more traveling salesmen spending the night at Sturgis recently were treated to a wireless entertainment that was both interesting and wonderful. Orders are being booked for private outfits, completely installed in the home, for \$125 to \$200.

The equipment is permanent and there is little or no depreciation, aside from an occasional battery.

"Scribe" Olney has received a new "Dardevle" casting bait from the manufacturer, Lou J. Eppinger, of Detroit. Since these baits are guaranteed to catch fish, the maker, no doubt, intended replacing one lost in a fight last fall down at Saugatuck. It was after the first black frost of the season. Trees and shrubs were well stripped of foliage in preparation for the coming winter. The wind howled and the water was rough, while fleeting snow clouds above formed backgrounds for the occasional flock of water birds which scurried Southward. Cold was the air and wet were the lines. Reeling with stiffened fingers was a man's job. Rounding a cove on the North side and out of the wind's pathway, a short cast was made over that black strip of water that was once a main channel. Like the flash of lightning a broad streak of silver, a full yard long, darted into the air so close to the boat that spray fell like rain drops. A savage jerk at the rod and the line parted as a big grass pike tore away with the coveted bait, cutting the waves like the prow of a battleship as he headed for the big lake. Weakened as it was from a season's hard usage the rod, too, had failed and the upper joint with its agate tip glided down the useless line and was soon swallowed by the waves, while splinters from the broken butt pointed like accusing fingers and the very winds seemed to whisper "carelessness." Knowing this particular breed of fish invariably travels in pairs during the late fall months, another outfit was rigged up as quickly as numbed fingers and trembling hands would work and search begun for the female of the species. Her capture an hour later was not without its thrills, for she made a game fight and weighed in at eight pounds.

William J. Clarke, the Harbor Springs banker and Poo Bah, is in the city for a few days. Mr. Clarke is the wisest man in Emmet county and bears his honors with becoming dignity and modesty.

C. J. Wormnest writes as follows: "On page 2 of your issue of Feb. 8, you state that C. J. Wormnest has left the Art Stove Co. and joined the Marshall Furnace Co. forces. You are in error. I have never been with the Art Stove Company and am not now with the Marshall Furnace Company. I have been with the Channon-Emery Stove Co. for a number of years and expect to remain with them for a long time to come."

It certainly is a lack of supply rather than a lack of boldness which keeps the bootlegger from advertising in the papers.

Paradoxical as it may seem, those who follow the golden rule seldom have that guilty feeling.

The best way to key your advertising is by the ring of your cash register.

Man's inhumanity to man has put thousands of lawyers on easy street.

It is said that rich judges and lawyers have many cases in their cellars awaiting trial.

When we were boys folks didn't think much of a man who worked for the saloonkeeper; and yet that is what people who knock prohibition are doing.

Mr. Debs' advice, on a previous occasion, as we recall it, was "save your money and buy a gun;" America's advice to Europe is "stop buying guns and save money."

Peace hath its victories no less renowned than war. Germany couldn't make marks of our soldiers, but it did sell marks to our citizens.

America may not be losing interest in the recent war, but she is certainly losing interest on it.

Europe is in a bad way, but she will recover, notwithstanding; that is, not with standing armies.

Europe ought to be rehabilitated, but Europe ought to pay the bill.

If you were France, maybe you would want to keep a dog yourself.

Germany has learned that war does not pay, so she has decided not to pay herself.

We don't believe anybody could slip it over on a Chinaman—anybody except a Jap.

Will Hays hasn't such a hard job; he just has to run the movies, not look at them.

Wilson may not have kept us out of war, but the war has certainly kept us out of money.

A bill to prevent the exaction of the surcharge on Pullman car accommodations, now imposed by the railroads, has been introduced in the Senate by Senator Robinson, of Arkansas. Traveling men almost a year ago made petition to the Interstate Commerce Commission for the abolition of this surcharge.

Experience has shown that the best men are obtained through the present sales force of the company. Those men know the policy of the company, they have confidence in the company, they know the caliber of men the company wants, and they have seen in action the men that they are going to send in to apply for the position. They know whether the would-be salesman plays pool in the hotel until 2 a. m., or poker until daylight. They know his characteristics from working with him. The next channel is from the salesmen that canvass you for orders; and that is a good channel. If a salesman can make more money with and for another man, he ought certainly go with that man. And the successful salesman-ager is the one who is never too busy to see a canvassing salesman. The bank manager can wait, but this man may be the one needed as a cornerstone of a certain portion of the sales-force. Another channel is the retail store. Some excellent men have been secured from the ranks of the retail store clerks. There is a field where ambition can be found a-plenty. Incidentally, it is a field where men are not over-paid. The weakest source is advertising for salesmen. It is not good business or sound policy to hire a man who is out of a job. That may sound severe, but there is generally some reason why he is out of a job, and it is difficult to get at the true reason.

Val C. Schreider, who recently retired from the Standard Oil Company on a pension, has engaged to sell cement in Grand Rapids and environs for the Petoskey Portland Cement Co.

Irving Steindler (Steindler Paper Co.) writes as follows from Traverse City:

I believe we all realize what a lot of good Mr. Verbeck is doing for the boys in trying to iron out each and every complaint that is brought to his attention regarding the different hotels around the State. I also believe that the boys readily appreciate the good work he is doing. In reading over the numerous items about the individual places Mr. Verbeck has written up, I notice he has omitted writing a few lines about a very unique hotel located on Glen Lake. The writer had the honor of being the guest of Mr. Verbeck at the Cedar Springs Lodge and pen and ink could not write too much about the good qualities of this wonderful spot. As a suggestion, why not have Mr. Verbeck give us a few lines through the Tradesman about the Cedar Springs Lodge and his 76c dinners.

You Can't Beat 'Em!

"Hey, papa, there's a fly in my soup."

"Vell, Ikey, eat the soup until you come to the fly. Then tell the waiter and he'll get you another plate."

Last Call For the Bay City Convention.

Cadillac, Feb. 14—Come to Bay City February 21, 22 and 23 and help analyze the chain store problem that is sapping the life of the smaller towns for the enrichment of the larger, not because they are more economical or efficient, but in large measure to the fact that their operations are attended with greater publicity.

Mail order house success is dependent in great measure on the interest we take in our everyday associates. We should surely be able to meet and treat those whom we know more safely and surely than a mail order house whose operators are strangers and if they can offer seemingly great inducements to secure patronage it is surely only a matter of our meeting the condition.

It is quite evident we cannot do so as individuals, but it can be done collectively, as there is no possibility of money power withstanding the gaff of collective action on the part of individuals. The united action of retail merchants, operating plans worked out in convention assembled, will have a beneficial effect on every individual business. Do not stay home because you feel that you cannot help any. You may have just the idea that is needed and you know it is a fact that if you and I swap dollars we are just in the same position we were before, but if we swap ideas we have both gained, because you have my idea as well as your own and I have your idea as well as my own and the real necessary idea may be the outcome of the two we have just swapped.

Gentlemen who think that these great mail order and chain store corporations will last indefinitely should realize that there is some real thinking being done outside of their little circle and in due time that thinking will have the sure effect that real concentrated, persistent thought always has in working out a solution. Then the mere power of organized money will seem as insignificant, as some of those who now think that they are only small merchants and their help will neither promote or hinder the work that must be done, if we as individuals are to maintain our freedom in mercantile life.

If the by laws of the Association provided for such an act, I would like to guarantee the value of the convention to you or pay your expenses in full, in case you did not get value received, but as the by-laws do not give me this privilege, I can say that mail order houses are guaranteeing their merchandise after this manner and accepting the judgment of your customer as to the quality or worth of the goods they get for their dollars. Can you do this? Are you doing it? If so, are you doing it wisely with the least chance of financial loss?

It takes concentrated thought and collective action on our part to meet the concentrated thought and financial power of the chain store and mail order house and we can do it if you are willing to help. Will you do it?

Last week's issue of the Tradesman contained a nearly complete program of the convention and this week the annual year book and convention program will be ready for mailing and a copy will be mailed you on request without obligating you in any way. A card or letter addressed to J. M. Bothwell, Cadillac, Michigan, will bring the book.

The time and place of the convention of the Retail Grocers and General Merchants Association of Michigan is as follows:

February 21, 22 and 23 at the Board of Commerce, Bay City.

Come on! All ye dealers in foods! Pour your thoughts, suggestions and ideas into this meeting, so that we may all go back to our tasks at the close better fitted to meet successfully the problems that spring up to delay our efforts to serve faithfully and well in the position we fill in our community.

J. M. Bothwell, Sec'y.

The Honest Farmer

VS.

The Dishonest Organizers

Fundamentally the farmers of America are conservative, fair-minded and patriotic. They do not intentionally injure any other class of the people and they do not consciously seek special privileges for themselves. The reason they are so often put in the attitude of doing both of those things is that they are not political economists, with a wide horizon and a clear comprehension of the inter-relationship of all lines of industrial, commercial and financial activities, and therefore are easily made the victims of false or shallow-minded leadership—leadership which is either consciously demagogical or ignorantly wrong-headed.

These men (shallow-minded leaders) **know!** They know, for example, that surtaxes ought to be reduced. They oppose such reduction out of sheer demagoguery, because they think they can go back to their farmer constituents and get votes by telling them how they piled the taxes "where they belong, on the backs of the rich." They **know** that this bi-partisan, group, class method of controlling legislation is all wrong, subversive of stable government, and they pursue it for purely personal, selfish, political reasons. They deserve to be crucified, first for misleading the farmers, second for demagoguery, and third for menacing the Republic!

The above, from the pen of Mr. Charles F. Scott, Editor of the Daily Register, a farm paper, ten years a Congressman, an LL.D., a former Regent of the University of Kansas, and for a time, acting President of the College of Emporia, is a strong cry from a strong man, in the interests of better Americanism.

The readjustment must be completed on a basis that is fair for all classes of people and until this is completed, there can be no great prosperity for many of us.

It is time for all of us to insist that those industries which have not readjusted their business to new levels of costs and wages, shall do so forthwith, and at the same time, schemers, shallow-minded politicians and sellers of blue sky, shall not be listened to.

It is time that the workers in those industries (including the farmers and retail grocers) which have readjusted, shall be able with their hour's work to buy an equal hour's work in every other industry.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers

MOVEMENT OF MERCHANTS.

Lansing—The Wolverine Grain Co. has engaged in business.

Muir—Harold J. Stott succeeds G. S. Darner in general trade.

Sears—George H. Arndt succeeds Nelson Livermoure in the grocery business.

Detroit—The Wolverine Rubber Co. has changed its name to the Wolverine Climax Co.

Grand Haven—John Diephouse succeeds H. V. Bolt in the grocery and meat business.

Manistique—The Gallagher Hat Shop is closing out its stock and will retire from business.

Pontiac—Harry A. Orman, shoe dealer, is reported to have filed a petition in bankruptcy.

Detroit—Phillip Aronovitz, leather goods, etc., has filed a petition in bankruptcy it is reported.

Jackson—W. C. Buckley, dealer in shoes, has filed a petition in bankruptcy it is reported.

Grant—Frank Burt, of Newaygo, has purchased the Grant Hotel, taking immediate possession.

Royal Oak—The Berridge, Petty & Morrison Co. has changed its name to the Berridge-Morrison Co.

Flint—The People's Coal & Builders' Supply Co. has decreased its capital stock from \$150,000 to \$75,000.

Lakeview—Frank Sreaves has purchased the grocery stock of J. H. Jack and will continue the business.

Battle Creek—The Sterling-Smith Co. department store has increased its capitalization from \$16,000 to \$36,000.

Freeland—Hugh Timmons succeeds Allen Pierce in the garage and automobile supplies and accessories business.

Detroit—T. J. Farrelly, dealer in shoes, etc., is reported to have filed a petition in bankruptcy and a receiver appointed.

Lowell—S. K. Breese, formerly of Lakeview, will engage in the tire repair and auto accessories business March 1.

Osseo—W. A. Burse has remodeled his store building and added a complete line of groceries to his hardware stock.

Tekonsha—Carl Mahile will open a hardware store March 1, in the building formerly occupied by Van Orman & Johnson.

Plainwell—A. L. Reese, local hardware dealer, has taken Deo Brown into partnership. The firm's name will be Reese & Brown.

Wayland—L. Barnhart has sold his meat and grocery stock to F. S. Cozzens, who will continue the business at the same location.

Kalamazoo—The Henderson-Ames Co. will erect a modern office building in connection with its regalia and uniform manufacturing plant.

Munising—R. G. Elliott has sold his laundry to Logan & Blom, who will remodel the plant and install modern machinery throughout.

Lansing—Domenico Lucariello and Joseph Rubeno have formed a copartnership and engaged in business at 326 South Washington avenue under the style of the Boston Fruit Store.

Detroit—It is reported that the Castle Shoe Co., 3406 Hastings avenue, calls offered to compromise with its creditors at 30 per cent.

Bad Axe—Smith & Palewaez, who conduct general stores at Minden City, Harbor Beach and Port Hope, have opened a general store here.

Pioneer—N. H. Rediger has sold his store building and hardware stock to F. H. Spear, recently of Reading, who will take possession March 1.

Albion—J. L. Bury, of Parma, who recently purchased the store building and grocery stock of L. L. Avery, South Superior street, has taken possession.

Kaleva—Oscar Miller, formerly manager of the store for the Union Store Co., will engage in general trade under his own name about March 1.

Eaton Rapids—Fire damaged the dry goods and millinery stock of F. W. Mendell, entailing a loss of over \$15,000, which is partially covered by insurance.

Ypsilanti—Fire damaged the stock and store fixtures of the Comstock Dry Goods Co., Feb. 10, causing heavy loss, which is partially covered by insurance.

Detroit—The United Oil Refining Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Lansing—Clark H. Pasmore has opened an automobile supplies and accessories shop at 110 East Allegan street under the style of Clark's Auto Accessory Store.

Lansing—Coles Dunne has engaged in business at 127 East Michigan avenue, carrying complete lines of men's furnishing goods, women's blouses and hosiery.

Kalamazoo—Martin Larsen and Samuel Johnson have formed a copartnership and engaged in the wall paper and house decorating business at 616 McCoutie street.

Trout Creek—The Cloverland Hotel, which was partially destroyed by fire early in December, has been reopened, having been thoroughly repaired and redecorated.

Lansing—Ben G. Sheets has purchased the interest of his partner, Mr. Eckert, in the meat market of Eckert & Sheets and will continue the business under his own name.

Frankfort—The Paul Mercantile Co., whose grocery stock was recently destroyed by fire, has re-engaged in business, the Worden Grocer Company furnishing the stock.

Mason—J. D. Waggoner, dealer in general merchandise at Aurelius, has sold his stock to J. Kent, recently of Unity, Saskatchewan, Canada, who will continue the business.

Lansing—The Lansing Kelvinator Sales Co., 571 Capitol National aBnk building, has engaged in business, dealing in electric refrigerating devices, supplies and accessories.

Sault Ste. Marie—P. T. McKinney & Sons, wholesale and retail grocers, have purchased the James Thornton grocery stock, located on East Portage street. Mr. Thornton will engage in trade in other lines at Rudyard.

Detroit—Conn's Clothes Shop, 1237 Broadway, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed, \$1,200 paid in in cash and \$11,000 in property.

Lansing—Grover W. Lutz and Eugene J. Worden, both of Jackson, have formed a copartnership and engaged in the baking business at 219 Shiawassee street, under the style of the W. & L. Baking Co.

Muskegon—J. C. Huntsinger is closing out the stock of the Muskegon Delicatessen, 33 Pine street and will open an ice cream parlor and fancy grocery store at 1045 Peck street, under his own name.

Big Rapids—The J. C. Jensen Co., which has been conducting a Vogue Shop for the past two years, has added a full line of dry goods. The stock was purchased of Marshall Field & Co. through J. C. Major.

Detroit—Jam Shops, Inc., has been organized to conduct a bakery and lunch business at 5021 Woodward avenue, with an authorized capital stock of \$5,000, \$2,700 of which has been subscribed and paid in in cash.

Detroit—The Albert-Schaub Co. has been incorporated to deal in diamonds, jewelry and silverware, at 353 Gratiot avenue, with an authorized capital stock of \$70,000, all of which has been subscribed and \$7,000 paid in in cash.

Greenville—F. O. Lindquist has vacated his retail store next to the State Bank. The building will be occupied by Langman & Stone with a stock of women's ready-to-wear garments. Langman & Stone conduct a chain of similar stores throughout Michigan.

Chesaning—The Chesaning Oil & Gas Co. has been incorporated to deal at wholesale and retail in gasoline, kerosene, oils, greases, automobile accessories, etc., with an authorized capital stock of \$20,000, \$15,350 of which has been subscribed and paid in in cash.

Tekonsha—Abel & Son have purchased the meat and grocery stock of H. J. Upston and will consolidate it with their own. Leo McNalls, whose bakery was destroyed by fire about two weeks ago, will occupy the building made vacant with a new bakery about March 1.

Grand Rapids—Charles J. Duchene, who for the last several years was connected with J. Lecour & Sons, Kankakee, as buyer and manager of the women's shoe department, has resigned to take charge of the women's shoe department of the Friedman-Spring Dry Goods Co.

Detroit—The Petroleum Heat & Power Co., 246 West Larned street, has been incorporated to deal in fuel oil, heating burners and equipment for domestic and commercial use, with an authorized capital stock of \$25,000, all of which has been subscribed and \$6,250 paid in in cash.

Saginaw—Fire, starting in the grocery store of Thomas Ryan caused \$15,000 damage, routed the family of Guy Northrope, and damaged the Louis M. Hass butcher shop. Haas owned the building and he and Ryan were insured. Northrope lost all his

household effects and had no insurance.

Grand Rapids—James E. Murphy and James Jarvis have formed a copartnership under the style of Murphy & Jarvis and will engage in the carpet, rug and linoleum business at 19 Division avenue, South. Mr. Murphy has been in the carpet department of the Wurzburg Dry Goods Co. thirty-one years and Mr. Jarvis has been employed in the office of the same house for the past nine years.

Manufacturing Matters.

Lawton—The J. Hungerford Smith Grape Juice Co. has increased its capital stock from \$100,000 to \$400,000.

Detroit—The Craine-Schrage Steel Co. has been incorporated with an authorized capital stock of \$150,000, \$90,000 of which has been subscribed and \$25,000 paid in in cash.

Saginaw—The Baker-Perkins Manufacturing Corporation, manufacturer of bakers machinery, will build a machine shop and office building at a cost of several hundred thousand dollars.

Marshall—The Buddy Brooks Co. has been incorporated to manufacture and sell toilet preparation, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Industrial Japanning & Enameling Co., 1324 Maple street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$2,500 has been subscribed and paid in in cash.

Ann Arbor—The Washtenaw Dairy Co. has been incorporated to manufacture butter and other dairy products, with an authorized capital stock of \$1,000, \$300 of which has been subscribed and paid in in cash.

Boyne City—The Boyne City Wood Products Co. has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, \$12,760 of which has been subscribed and paid in in property.

Flint—The Mason Motor Co. has merged its business into a stock company under the style of the Mason Motor Truck Co., with an authorized capital stock of \$500,000, \$110,000 of which has been subscribed and \$65,000 paid in in property.

Lansing—The Lansing Dairy Co. has been incorporated to manufacture and deal in butter, cheese and all dairy and farm products, with an authorized capital stock of \$175,000, of which amount \$91,840 has been subscribed and \$10,000 paid in in cash.

Detroit—The Freezerator Co., 2013 Franklin street, has been incorporated to manufacture and deal in electrical and mechanical articles, with an authorized capital stock of \$40,000, all of which has been subscribed and paid in, \$3,000 in cash and \$37,000 in property.

Adrian—The Anchor Concrete Machinery Co., capitalized at \$100,000, has removed here from Rock Rapids, Iowa and purchased the factory building and site of the Adrian Steel Casting Co. which it will occupy as soon as the proper machinery has been installed.

Essential Features of the Grocery Staples.

The cold weather has stopped country shipments of canned foods. The accumulation of orders, therefore, with wholesale grocers is considerable, awaiting a mild temperature and safe weather prediction.

A man who travels much on trains and who stops at many hotels, said:

"It amuses me through and through to be at table with people who, when canned foods are mentioned, say, 'we never eat canned foods.'"

"I wonder where they think the hotels and dining cars get the fine peaches and peas, string beans and spinach, berries and pears which serve all winter long, and which such people eat with great enjoyment.

"Do they suppose that such articles are hothouse products, or that they are produced in conservatories for use on hotel tables?"

"They eat fine canned foods and yell for more, and then announce that they 'never eat canned foods.'"

The lassitude of the canned foods market in all lines and with all branches of distribution is unusual. Trade is probably torpid and will awaken with warmer weather.

Sugar—The market is unchanged from a week ago. Refiners are not interested in buying raws in spite of the fact that the market shows signs of strength and some operators believe that these indifference, if continued, will send the market down again. As to refined sugar, it was entirely unchanged from a week ago. Refiners are still tied up and unable to make prompt shipment, but will catch up within a short time. Everything considered, if there is any change it seems rather to indicate a decline than an advance.

Tea—No change has occurred in the market during the week. The demand is not very heavy and the situation is just as firm as it has been. All the news that is coming from the primary markets is strong.

Coffee—There have been some fluctuations in the Rio and Santos market during the week, Santos grades being a fraction of a cent higher and Rio grades about the same. Firmer news from Brazil was the cause. Demand has not responded to these advances, but is only fair.

Canned Fruits—More enquiries for small lots of spot assortments of California fruits are being made, but the market still remains inactive and below a parity with the Coast, grade for grade. The jobbing trade is slow to acquire sizable lots as it prefers to use its own goods, which it can readily do since consumption is not heavy. There is a strong preference shown for advertised brands. All varieties are in nominal demand. Hawaiian pineapple is decidedly firm in sliced but easy in grated and crushed. Apples are steady.

Canned Vegetables—Another week of limited trading in canned foods has been added to the season's record, with a repetition of the programme of moderate buying for current distribution and a neglect of 1921 packs for later sale and of futures. Consumption is being taken

care of in the way of spot purchases with some buying for immediate shipment from the factory, but beyond that very little was accomplished. General complaint is made that future packs are neglected no matter upon what terms they are tendered. The buying is spotty and confined chiefly to the packs of particular canneries which are usually the favorites. Corn is quiet, with some demand for extra standard. The standard quality is not wanted apparently. Futures, it seems, are without interest to buyers. Tomatoes are standing still on the line and no one seems ready to fire the shot by which the race to a higher price is started. Statistical strength does not seem to count for much with the buyers who place orders only when distribution is in plain view, and then for only enough to meet orders in sight. Peas are quite difficult to find of the grades desired, and the first hands market is pretty well cleaned out. A few orders for 1922 pack, or future peas, have been closed with wholesalers, being placed with their favorite Wisconsin factories; but general buying of futures is being postponed. One order was placed for 1922 canned peas in No. 10 cans for quite a good quantity. A broker who was figuring on the order and was rather confident that he had a good chance to get it, found that it had been placed at prices averaging about one dollar per dozen lower than those given to him to sell at, all of which was rather disturbing. A battle is being waged between Indiana hominy canners, and three standard have been sold f. o. b. Indiana at 70c the dozen, which is a very low price—almost as low as the prewar price, and cheaper, really, because the quality of hominy is so much improved since then that it is worth about 25c per dozen more than the old style prewar goods. It is whiter, freer from black eyes, and very nearly perfect as a cereal food product. Continued cold weather in the early winter, and most particularly the heavy North winds, destroyed from 40 to 60 per cent. of the early spinach crop in the Sacramento district in California and has caused replanting of most of the acreage. The extreme cold weather has had disastrous results in practically all the truck gardens of the river districts and has caused replanting of nearly all varieties of winter vegetables. Canners who had expected to commence canning spinach in February because of early planting now probably will not be able to make a start until some time in March. The spinach market is extremely active, Sacramento spinach having obtained a reputation in the Eastern markets which makes it in great demand. Most of the 1920 crop has been sold.

Canned Fish—Canned fish is always a slow seller at this season and the market is running true to form. Salmon is steady on the spot in all grades of Alaska fish and firm in chinook packs. On the Coast Alaskas are stronger than on the spot, with holders disinclined to accept concessions in pinks or chums. The market is not active so far as the local trade

goes because it hesitates to pay Coast prices, and rather than do so goes without the stocks. Sardines were dull all week. Maine quotations remained the same, but there was little business put through for factory shipments. California old packs are neglected. Foreign sardines are steady on the spot and are held with confidence by importers because of the high replacement costs. Lobster and crab meat are both closely cleaned up and are to be had only in small parcels here and there. Shrimp is dull and weak. Tuna fish is steady in tone, but in limited demand.

Dried Fruits—An improvement in the dried fruit situation noted, not in the way of a radical change, but more in a tendency toward a general betterment in the whole line and in the sentiment of traders. An overnight improvement is not to be expected because surplus stocks cannot be moved at once, nor is it likely that the attitude of buyers, which is now strongly conservative, should be altered to a policy of heavy buying. Industrial conditions do not warrant such a change of front. Some of the betterment in the condition is traceable to the foreign situation which makes it possible to do a little exporting. Prunes are in a better position on spot, although irregular prices are still prevailing as weak holders have not been eliminated. Many jobbers are doing more buying of the cheap lines which, in turn, they are putting out to their trade at narrow margins, for the strong cry is for attractively priced goods which can make a strong appeal to the consumer. The California market was strong all week, with an advancing tendency, and holdings are reported as moderate. Apricots remained firm all week, due to their general shortage. The demand for the moment is not heavy, as the high prices no doubt influence consumption. Peaches are firm also and are in moderate demand. Their best selling season has not yet set in. Offerings from the Coast are light. Raisins generally in the jobbing trade, were dull because distributors are not free buyers and confine their operations to the spot. Some exporting, however, occurred. Currants are quiet, except for a light jobbing movement, with trading confined to the spot. Figs are lower, both in layers and in pulled fruit.

Rice—Domestic rice is quiet, both here and in the country. Supplies are ample for the current demand.

Syrup and Molasses—There has been a fair jobbing business for compound syrup at prices that remain about unchanged. Sugar syrup is moving every day, but at unchanged prices. Molasses is dull. Stocks are being kept low and every operator in molasses is hewing close to the line. The consumptive demand is fair.

Salt Fish—The Lenten demand for mackerel is just ahead and the trade appear to be expecting very much this year. All stocks and grades of mackerel are light and there will practically be no new stock until next fall. Prices are unchanged for the week, but the undertone is firm.

Cheese—The consumptive demand

is very light and the market is barely steady at prices ranging about the same as last week. Stocks in storage are ample and we do not look for much change from present conditions in the near future.

Provisions—Everything in the smoked meat line is ranging about 1@2c per pound over a week ago, with an increased consumptive demand. Pure lard is in better demand at prices ranging about ½c per pound over last week. The market on lard substitutes, on account of scarcity of cotton-seed oil, is firm at an advance of about ¼c per pound over last week. Canned meats, barreled pork and dried beef are unchanged, with a light consumptive demand.

Advisable To Purchase Requirements in Advance.

Written for the Tradesman.

Continued deterioration in the condition of the growing crop of winter wheat has created a great deal of bullish sentiment in the market.

Comparatively low stocks and the outlook for a short crop of wheat in the United States the coming season has also affected European buyers and sentiment has changed very materially during the past two or three weeks.

It is now conceded that wheat is in an exceptionally strong position. In fact, this is emphasized by the advance in foreign markets, Winnipeg and Argentine wheats going up 6c in one day and Liverpool 7c, with the undertone as strong as ever.

The strength in foreign markets has added zeal to American traders who favor the long side of the market.

May wheat in Chicago, yesterday advanced 6½c, closing at approximately 5c higher than on Monday.

Futures opened a trifle easier this morning, and while it would not be surprising to see somewhat of a reaction, the market as a whole is in an exceptionally strong position and it is not only safe but advisable to purchase requirements for four or five weeks at least.

A complete confirmation of reports of damage done to the growing crop will certainly result in higher prices than we have yet seen on this crop. On the other hand, if it is found reports of damage have been overstated and exaggerated, a reaction to a somewhat lower basis will certainly develop. However, it seems out of the question to produce a bumper crop of wheat the coming year. There has been too great a reduction in acreage, due to winter-killing and drought, which has positively been confirmed, to warrant materially lower prices. The probabilities seem to favor even a somewhat higher range than that prevailing at the present time.

Lloyd E. Smith.

William Judson (Judson Grocer Company) and wife were called to Schoolcraft this week to attend the funeral of Mrs. Judson's mother. The funeral was held on Monday.

When you make a show card too attractive you make people think of the card itself rather than of the goods it advertises.

Arthur Higman in Criminal Class With Travis.

Benton Harbor, Feb. 14—About two months ago I read with much interest your articles in the Tradesman relative to the Travis failure at Plainwell, and his method of stock selling. Thus far I have not seen anything in the Tradesman in regard to one Arthur B. Higman, formerly Vice-President of the Berrien County Bank, at Benton Harbor, President of the Higman Package Co. and President, Treasurer and general manager of the Office Investment Co.

If all the stories are true about Higman in his stock selling and stock jobbing scheme of the Office Building Investment Co., then Travis in selling stock was somewhat of a piker compared with Higman, who, during the year 1921, had from eight to twenty-two salesmen selling stock in the O. B. I. Co., so-called, all the way from \$100 to \$175 per share. Higman stated to his attorney, "The less stock we had to sell the more we could sell it for," without taking into consideration that the more stock sold the less the value of the stock, for reason that Higman sold to the Office Building Investment Co., through the manipulation of the articles of association and the board of directors, consisting of himself and two others, property to the amount of \$200,000 which cost him not to exceed \$100,000.

The company was organized by this man Higman with \$400,000 capital stock, of which amount \$200,000 was subscribed and \$60,000 paid in cash, but no cash was paid in except that a check for \$60,000 was given and later turned back to Higman, or cancelled, so that the amount originally subscribed covered the value of the buildings.

Higman is the son of the late John Higman, of the Wells-Higman Co., who died suddenly at Grand Rapids some twelve years ago after getting off the Pere Marquette train while on his way to the hotel. The son, Arthur B. Higman, in his manipulations of the Office Building Investment Co. stock, was authorized by the Securities Commission to sell \$240,000 of the stock, as I am informed, but instead of limiting himself to this amount, he actually oversold \$50,000 more than the authorized capital of the company or authorized by the Securities Commission. When his attorney, William P. Harvey, of Gore & Harvey, about Dec. 10, discovered the true situation, he sent Higman out to get back some of the oversold stock and Higman did actually secure from one Mrs. Cuffman \$50,000 worth of stock and gave it to his attorney for cancellation.

Mr. Harvey two or three days later made Higman resign as Treasurer of the Baptist church at Benton Harbor, also as Vice-President of the Berrien County Bank and as President, Treasurer and general manager of the Office Building Investment Co. and within a week or so announced to bankers at Benton Harbor and attorneys holding claims against Higman that he was involved to the extent of at least a half million and could be arrested at least a thousand times.

I am told that Mr. Harvey stated to our circuit judge, who stated the same thing to our former prosecuting attorney, that "he didn't know of any criminal statute Higman couldn't be prosecuted under in this State."

Some time ago Mr. Harvey gave out a statement showing Higman's total liabilities as \$587,302.27, with assets (mostly all of which were pledged) some \$274,759.14. Since giving out this statement Mr. Harvey has stated he has found other debts to the amount of \$35,000, making the total liabilities approximately \$625,000.

I am sending you statement which was handed me by one of the attorneys and also a general proposal for the settlement of his affairs, as made by Mr. Harvey, his attorney.

Widows, laborers and even children bought stock of Higman, who took

upon himself to sell all this stock at the above prices mentioned. He, in return, was to see that the Office Building Investment Co. secured the face value of the stock. Now the stock is estimated to be worth all the way from 25 to 60 cents on the dollar and I have been told it has been offered as low as 10 to 20 cents on the dollar or from \$10 to \$20 per share.

Action should be taken at once by the Securities Commission to prevent people being swindled—and especially laborers, widows and children—the way Higman, as told by his own attorneys, has swindled the people of this country.

The Real Discoverer of America.

Detroit, Feb. 14—The letters which are appearing in the press, giving emphasis to the discovery of America by Lief Ericson, the Icelandic (pilgrim) child of parent Norway, are a beautiful and enlightening "sign of the times." The press is doing a great work for pure Americanism in printing the truth about America's discovery. All who have made deep, consecrated research on this subject are holding up your hands in this issue, which, however, is no longer an issue, but an acknowledged fact, based on scientific understanding.

Lief Ericson was obeying a Divine command when he set sail for these shores. His landing, in the year 1000 near what is now known as New Bedford, Mass., was not a chance happening, but an actual unfolding of spiritual prophecy, ordered by God. As a child little Lief heard God's voice, as did little Samuel, and through boyhood and in young manhood his mission of discovery of the young child America "burned within" him. He followed the star (of his own Divine impulsion) which never leads astray those who seek its unerring radiant guidance. He followed the star to the promised land (America), whose ultimate revelation by God, through His messenger, was foretold by the prophets of old. "Touch not mine anointed (America) and do my prophets (the makers of America) no harm." (1st Chron., xvi:22.) Every step in the discovery and unfolding of this Nation is the work of God. Columbus (and the honest achievement of every man is recognized and revered) placed his symbol of narrow and bigoted ecclesiastical despotism on San Salvador in his vain attempt to reach these shores, five hundred years after Lief Ericson's discovery. He never set foot on our American continent; he could not, under Divine law and order. He represented—his activities were fostered by—the influences which have ever attempted to slay the young child, our America.

Our prophets—Franklin, who prepared the way; Jefferson, whose motto "Rebellion to tyrants is obedience to God" was a beacon light in the process; Washington, the father of our country; and Lincoln, the revelator of the Union—all these seers of the new era fought and were relentlessly assailed by ecclesiastical tyranny and autocratic despotism, the enemies of divine democracy, which America represents. Their experiences were at one with that of the Master Prophet, the Master Discoverer and Fighter, during His temptation on the mount.

The devil taketh Him up into an exceeding high mountain, and sheweth Him all the kingdoms of the world, and the glory of them, and saith unto him, All these things will I give thee, if thou wilt fall down and worship me. Then saith Jesus unto him, Get thee hence, Satan: for it is written, Thou shalt worship the Lord thy God, and Him only shalt thou serve. Then the devil leaveth Him, and, behold, angels came and ministered unto Him. (Matt. iv: 8-11.)

The "angels of His presence," the "ministers" of the God who is Love, were with the makers of America, and are triumphantly guiding all who are to-day upholding her sublime ideals, her sacred institutions and who are

in the glorious battle of Armageddon for the preservation of her divine (Anglo-Saxon) discovery.

Kitty Cheatham.

Go Easy on Title Guaranty and Casualty Co.

The Tradesman regrets that more of its readers did not avail themselves of the services of our information department (free of cost to Tradesman patrons) before subscribing for stock in the proposed Title Guaranty and Casualty Co., of Detroit. The scheme was fathered by a man who made a very unsavory record for himself at Manistee a few years ago and some of his associates in the game bear reputations which can properly be classified as "shady." Some of the money filched from deluded purchasers of stock has been deposited in Lansing. It is evidently destined to remain there for some time to come, because the State Insurance Commissioner refuses to issue a license to the company to do business so long as Grieg and others equally responsible for existing conditions are connected in any way with the organization. The only logical outcome the Tradesman can suggest is that the stockholders hold a meeting at Lansing under the auspices and advice of the Attorney General, Insurance Commissioner and Securities Commission, vote to disband the organization and arrange with the Securities Commission to return the remaining funds to the stockholders pro rata of their holdings. The sooner this is done the more there will be to distribute, because Grieg and his avaricious associates are rapidly "absorbing" all the funds they can get hold of.

Likes Merrill (Old Timer) Best of All.

Goble, Oregon, Feb. 2—Upon receiving the 2,000th issue of the Tradesman, my first thought was to write and tell what I thought of it. Then it occurred to me that some one of its regular writers could do it better than I could, for somehow I never could reproduce my exact mind in writing. Slight illness and bad weather have confined me to the house for a few days, so I have read the Tradesman more closely upon receiving it. When I read Mr. Merrill's article regarding the 2,000 issue of the Tradesman I decided to write at once. Mr. Merrill has reduced to writing the exact sentiments that occurred to my mind when I began to read the 2,000th issue. If the reading public would pick out the educational value of Mr. Merrill's writings, the Tradesman would have to be published four times a

week to be able to keep up with the demand for it. I do not mean to reflect on the educational value of the many other writers for the Tradesman. Far from it. But where there are twelve writers, each in his special line, Mr. Merrill covers the whole twelve in one article. So long as I can see to read, I expect to read the Tradesman, for every issue is getting better. I am not acquainted with many other journals, but it is a safe bet that none has a greater moral, educational or business value than the Michigan Tradesman. May its issues be unlimited.

John E. Walker.

Want To Know Where Candidates Stand.

Grand Rapids, Feb. 14—The Grand Rapids Grocers and Meat Dealers' Protective Association has invited Major John G. Emery, candidate for the United States Senate to meet with them Tuesday, March 7, in order to become acquainted and learn Major Emery's attitude toward the retailers in order that they may vote intelligently at the approaching election.

Secretary Hanson is also mailing questionnaires to the candidates for City Commissioner. The replies will be submitted at the next regular meeting.

Do you favor a city ordinance regulating Sunday closing of the grocery stores and meat markets?

Do you favor a ruling of the City Commission which would enable citizens of Grand Rapids to purchase farm products at reasonable market price direct from farmers governed by the order of supply and demand?


Our contention is that consumers unintentionally inspire the farmers to advance their prices by competing with wholesalers on the island city market.

It is our purpose to protect citizens of Grand Rapids against exorbitant prices, so far as our ability will permit, and propose the island city market be conducted on strictly wholesale basis and the city retail markets be continued as strictly retail markets. The prices established by wholesalers according to the order of supply and demand naturally would govern the prices on city retail markets thereby benefiting all the citizens of Grand Rapids, as the grocers' selling prices are based according to prices paid, plus a nominal percentage for their services.

Herman Hanson, Sec'y.

Some business men are as tight with information as a miser is with coin. They turn a salesman loose in a store with a bunch of tailor-made regulations and expect him to absorb in a week the business acumen it took them years to acquire. They spend time and money putting a gloss on a showcase or ginger in an advertisement, but they fail to appreciate the value of hand polish on the human elements of their business.

OUR MARKET
CALENDAR



We Stand Behind Our Goods
We are Distributors of Home Products

1922 JANUARY 1922						
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Subscribers: Rubbels! KEEP THE FEET DRY
Subscribers: Rubbels! KEEP THE FEET DRY

Our Market Basket Calendar

Suitable for General Store Dealer.

Memorandum space under each date.

Simplified bookkeeping for the farmer.

Samples and prices upon application.

Grand Rapids Calendar Company

572-584 Division Ave. So.
Grand Rapids, Michigan

FINANCIAL STATEMENT

Merchants Life Insurance Company

HOME OFFICE—DES MOINES, IOWA

DECEMBER 31, 1921

ADMITTED ASSETS

Mortgage Loans on Real Estate	\$3,768,169.13
Policy Loans and Premium Notes	377,402.82
Bonds (United States)	306,410.80
Bonds (Municipal)	134,437.50
Cash in Banks	233,874.50
Interest Due and Accrued	108,515.72
Net Uncollected and Deferred Premiums	219,333.97
Total Admitted Assets	\$5,148,144.44

LIABILITIES

Legal Reserve	\$3,766,706.00
Reserve Funds	705,923.22
Claims in Process of Adjustment	40,489.51
Premiums Paid in Advance	24,227.27
Set Aside for Taxes	42,632.33
Other Liabilities	17,306.70
Capital stock	\$400,000.00
Surplus	150,859.41
Surplus to Policyholders	550,859.41
	\$5,148,144.44

Paid Policyholders since Organization (1894)	\$6,200,756.40
Paid Policyholders during 1921	734,252.09
Reserve on Deposit with the State of Iowa December 31, 1921	\$4,147,402.56

WILLIAM A. WATTS, President.

RANSOM E. OLDS

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4th Floor Michigan Trust Bldg., Grand Rapids, Mich.

HOME OFFICE, DES MOINES, IOWA

ACHIEVEMENT OF THE AGES.

How easy it is to kick. It is much easier to find fault, to acquire a grouse than it is to analyze conditions, pick out things to commend, and speak kindly of those whose business it is to make our laws.

"A great achievement" is how the bargain arrived at the Washington conference is referred to by President Harding.

The die is cast. The bargain for the reduction of naval armaments has been put through in very good time and with scarcely a hitch. A few knobs of opinion had to be hewed off to make the bargain a first rate job, but by and large, it is a handsome outcome to a most difficult proposition.

The signatures of the plenipotentiaries of the conferring powers were attached to four treaties and the supplement to a fifth.

It is a great work well done. To President Harding and his cabinet head, Charles Evans Hughes, the greatest meed of praise is due. It is an epoch in history, a lasting mark of distinction for the administration, which will always be known as the greatest work of Harding's regime.

Abraham Lincoln is remembered for his great state paper, the proclamation freeing the slaves. This five power pact is to be Harding's distinguishing mark, his monument to fame in after generations.

We stand now in the immediate presence of this great consummation. As time wags on and the perspective of distance lends enchantment to the view, there will be the names of Harding and Hughes waxing greater and grander as time rolls down the bay-side of the years. Great have been the deeds of American men during the past half century, and the act consummated at the capital of the Nation last week adds new luster to the name of America and to American manhood.

The question may well be asked how will this pact work out in practice? It doesn't seem possible to fail. There may be, of necessity will be, bumps along the way, but for the next decade the peace of the world has been secured. Is not that glory enough for one administration? The littleness of those men who would make political capital out of minor things will grow more pronounced as this grand achievement of the ages comes to be viewed and studied by the unprejudiced eye of the world at large.

There are a few only of our long line of Presidents since the adoption of the Constitution who stand out as great men; great in the accomplishment of great ideas carried into practical execution. Among these few the name of Warren Gamaliel Harding will stand well in the lime light. Whatever mistakes he may hereafter make, this one great office performed for the world will forever immortalize his name.

In order to live up to the reputation thus established President Harding must keep continued step to advanced ideas and make good along other lines. If he is brave enough to stand pat on the soldier bonus

business, and see to it that an added taxation of billions be not put upon the Nation at the present time, his future greatness will rest secure.

Dare to do right is a shibboleth that has carried men over dangerous quicksands in the past and the President may well take heed to this saying, lest he be found grovelling at the feet of politicians who are unworthy to lace his shoes.

Political expediency has been and still is the bane of American public life. It was the defiance of this that so endeared Lincoln to the hearts of the common people. At one time during Lincoln's incumbency of the Presidential office many of his party friends had deserted him, bitterly decrying his conservatism. Even these went so far as to nominate John C. Fremont at Cleveland for the Presidency in opposition to Lincoln. It is recorded of the great Emancipator that he refused to bend the knee to the flatterers of his day, standing for his honest conception of right through good and evil report. And in after years the Nation he saved and the world outside applauded his course.

The pen with which the American officials signed the new pact of world peace was made for the occasion by a Chicago painter (David Fairbanks) of twenty-eight kinds of wood from twenty-eight states, and decorated with the flags of twenty-eight nations. It is to be presented to the Daughters of the American Revolution as a permanent memorial of the conference.

The ceremony of this world's greatest conference lasted but an hour. It has passed into history and we are now to see how all this just bargaining for a world peace shall work out in practice. It will work out, it must do so. There seems not the slightest probability of any miscue in the whole affair.

President Harding missed his figure in the pardon of Debs. He may have made some mistakes in judgment while dealing with the farm bloc, but in this pre-eminent affair of a deleted navy and a promise of world free from war for a decade at least, the President has written his name high on the scroll of fame. Should he continue to make good along other lines, even perhaps of less importance, the administration will be one to be long held in blessed remembrance, not only by the people of the United States but by those of the whole civilized world as well.

Stimulated by a strong holiday demand, the entire crop of California walnuts, totaling over 36,000,000 pounds, has passed through the hands of the trade, until to-day but a few bags remain scattered among the smaller markets. Consumer demand for walnuts, however, has remained firm and heavy sales of walnut meats are reported throughout the country. Evidence that the trade is taking an active interest in the handling of walnut meats is shown in the unprecedented activity of the walnut growers in California through their co-operative marketing agency, the California Walnut Growers' Association.

NO NEED OF BONUS.

To pass a bill "providing for" a bonus without at the same time definitely providing for the means of payment would be the hugest piece of legislative buncombe within living memory. It is disgraceful that such a performance should even be suggested. But if a bonus is to be voted, where is it to come from? Secretary Mellon's mere recital of the new taxes by which three-fourths of it could be raised is enough to make the politicians think twice before voting for it. Even the ex-service men are divided. Every attempt to bring the question into the realm of practical discussion reveals the utter impracticability of the scheme. But it is worse than impracticable. It is most unwise. To pretend that we can wipe out our debt to the soldiers by handing them a sizable tip is to sully the sacrifice they made—a sacrifice, be it said, that the country had a right to ask and that the great body of them gladly made.

Refusal of a bonus does not mean indifference to the needs of ex-service men. On the contrary, those who are most strongly opposed to a general "handout" are vigorous champions of the disabled veteran. The country has formally admitted its responsibility for his welfare by spending large and increasing sums in his behalf. More than 300,000 claims for compensation have already been allowed, and \$300,000,000 has been paid in compensation benefits. Nearly 150,000 insurance claims have been allowed, the commuted value of these claims totalling \$1,300,000,000. An interesting detail indicating the vastness of this work is the fact that 4,000 ex-service men and women are employed in handling the 1,000,000 claims now on file. In 1922 expenditures for disabled veterans will exceed \$500,000,000, which is more than the entire normal expenditure of the Government in any year prior to 1897. Does the country begrudge this money? Far from regretting this expenditure, the Nation is proud of it.

Because the country so earnestly desires to do the disabled veteran full justice, it cannot believe that the mass of his comrades wish to see their service made the basis of a demand for a bit of prize money. To do so is to stamp every one making the demand as a mendicant or a Hessian, disloyal to the country and untrue to every instinct of manhood and every tradition of Americanism.

WILL PRICES RISE OR FALL?

Among business observers there is a wide difference of opinion at present concerning the future of prices. On the one hand, there is the view that prices are slowly retreating to the pre-war level. The process may take five years, or even as much as ten or fifteen years; but the steady recession, in view of the low purchasing power of Europe and the inevitable deflation of currency overseas, is inevitable. The general downward movement, it is said, will probably be interrupted by short upward swings, and it will not necessarily tend to prolong the industrial depression for the reason that business men

will soon learn how to prosper under lower price levels, just as they did in the eighties. On the other hand, there is also a view that a new period of inflation, long overdue, is now about to arrive. It is pointed out that gold holdings are excessive, that credit is again beginning to expand, that the country will soon be called upon to absorb enormous quantities of new securities, and that some of the more sensitive raw materials are already showing symptoms of a new advance. It is not improbable that both views of the situation have a basis in fact, and that the two opinions are not altogether contradictory. A short period of inflation, affecting especially those raw materials in which deflation has gone furthest, is not inconsistent with a tendency for the general price level in the long run to recede.

INSURING CROP LOSSES.

Among the many projects presented at Washington, for the farmer's salvation there has recently appeared a plan for Government insurance to protect him from crop losses incident to the weather. The idea is not wholly novel, as a number of Western States have employed a system of hail insurance for the protection of grain growers. North Dakota, while under the domination of the Non-Partisan League, went all other Commonwealths one better—or worse—in this respect by providing a system of compulsory hail insurance. The plan has not worked satisfactorily; the farmers complain that the maximum compensation is inadequate, that the payments are unduly delayed, and that the premiums which they may be called upon to pay are too uncertain, being determined under the generally discredited "assessment" system of insurance. Privately operated concerns handling hail insurance are fully able to compete with the State agencies. Some practicable means of insuring the farmer against the vagaries of the weather would prove a blessing to the country, but any hope that this can be done effectively by Government agencies is evidently based on ignorance of past experience.

Two facts stood out prominently in the discussions at the meeting of the National Retail Dry Goods Association in New York last week. One was the expectation of merchants, as expressed by President Richard H. Webber, of "lower prices eventually in practically every line that we sell, with these reductions to come gradually." Another was the general consensus of opinion that the cost of retail distribution is high and that the spread between production costs and retail prices will have to be reduced. Increased transportation costs, higher rents, and heavier taxes, both State and local, were enumerated as factors contributing to this spread. Retailers have learned by experience that sales can be stimulated only by lower prices, and that new means of effecting economies all along the line from the factory to the store must be discovered if business is to return to a normal basis.

ESSENTIALS TO SUCCESS.

Five Business Assets Every Merchant Must Have.*

It is a good thing to have a big association where every fellow can be tagged with a badge and one man is just as good as another—and, as the old gentleman said, "Yes, and a d—sight better." It is good to have every man lose his identity for a little while in this kind of an organization, and catch the spirit of the big things that need to be done, and by some kind of a yell, send it down into the teamwork of each individual.

The job I have this afternoon is pleasant rather than otherwise. I want to talk to you about building up the man power required to do things. You cannot do anything without man power. There is one boss who can never get away from—you yourself. There is one manager better for you than anybody else in the world—you yourself. There is one fellow who can make you get up in the morning and go out and do the things you have to do, and do them in the way you should do them—you yourself.

I am not talking about the old shot in the arm we used to get by putting one foot on a brass rail and crooking our right elbow. I am talking about the kind we had to take when we went into the army; when you had to roll your sleeve up to the shoulder and the surgeon stuck a needle into your arm and leaned against it. When I asked him what he shot into my arm, he said, "I am shooting a bunch of dead bugs into your arm to kill the live ones that might get you."

This "culture of enthusiasm" destroys the bugs of fear and of the sense of defeat and of personal inefficiency and of sense of failure. I am talking to you about that which has made men do things all down through the years—this culture of enthusiasm, the use of the powers a man has. If we were using all our powers, we would not be the pygmies we often are. It is not that men are not equipped. It is that they don't use the equipment they have. For much that I say to you I am indebted to the men with whom I had the honor of serving in the army overseas. I saw men cut off from all the comforts of life that give "pep" and enthusiasm giving themselves with utter self abandonment to the things they had to do. How did they do it?

Let me introduce to you the most enthusiastic man I ever saw, a red-headed Irishman, sometimes a sergeant and sometimes a buck private, depending entirely upon his behavior. When men worked under him he could swear at them or kick them or tell a witty story or even pray for them, and get them to work. But when he turned to his superior officers and said the same things to them as to the men, it didn't work.

The day before this incident I am relating to you occurred, the sergeant had told the Major just where he thought the Major ought to go. Now the Major could not keep command of his battalion and go there, because the battalion hadn't all got down there yet. Besides no man ever left the battle fields of France to go to the place where the Sergeant had told the Major to go unless he had been "hit" and the Major had not been "hit" yet. So the only thing the Major could do was to take the stripes off the Sergeant, reducing him to the ranks. I saw this former Sergeant the next morning about 4:30, standing in water up to his neck, holding a brace against a "passerelle bridge" over which the infantry were filing. The bottom of the stream was so muddy that the brace could not be made to hold unless someone steadied it.

Remembering that this man had often been sent to me for discipline, I leaned over near him and said, "Hey,

*Paper read at Michigan Retail Hardware Association by Olin Mason Caward, of Chicago.

Old Top, how's every little thing this morning?"

Shivering and looking not at all like the much discussed picture of September morn, his red face sticking up over the water he said, "Captain, here I shtand in the wather up to me neck, I'm hungry and I'm could, wet to the skin; I'm lousey as hell, and I'm a buck private; now what more could a man ask for in this army?"

That was the most enthusiastic man I ever saw. He had bumped the bumps all the way down to the bottom, and had the meanest job in the A. E. F. that morning, yet he turned his Irish wit loose on himself, laughed at the job and wanted to know what more a man could ask.

When we in this day and age of so-called business depression hear people talking hard times, and of the "terrible depression" and the "tremendous upheavals," and the "great reconstruction that is about to come," and all their other high sounding phrases, would that we could catch the spirit of the Irish Sergeant and say, "Here we are; let it come; all we want is the chance to get out and put over ultimately the thing we must put over."

When we catch that spirit we may be said to be on the way toward real enthusiasm.

That man started me thinking. When I saw men putting up with hardships to which they were not accustomed, I thought, "There must be a way to find out how they do it." And this is what I found: I want to write a prescription for you. You won't have to lie to the doctor to get this one written or lie to the druggist to get it filled, because every man has the ingredients within himself. It is a prescription, written on the thumb and four fingers, which I call the culture of enthusiasm. If a man is to be really enthusiastic all the time, he must have, first of all, an unshaken faith in the Power of the Human Will. I am not going to talk to you about the culture of will power. You all have enough of that and perhaps some have too much. I am sure that every man in this crowd has at some time or other looked to the woman who knows and loves him best as if he could never get his hat on again because his ears stick up so high. Yes, there is a streak of the mule in every one of us. When a man has said his say in politics or religion you might as well let him stay where he is. If you want to keep his friendship, stay with him and admit his right to stay where he is and stick to it, while you do the same. Your wife, or sweetheart or mother calls this your "stubborn, mulish meanness." But you call it your "manly firmness." And you would like to see anybody get around that.

If you will turn that loose on the big things of life, instead of the petty ones, you can do what you sanely want to do, and you can put over your legitimate enterprises and you can become the kind of a man you want most of all to become. It depends upon which way you turn it. If only against the cook when the coffee is cold, if you are only using that tremendous power of yours on little stuff, you will be a little man. If you use it on big stuff, and throw yourself with all your powers into the legitimate enterprise, you can put it over.

Men, women and children, all have the unlimited source of power, for your will is only part of the great cosmic urge, surging through the world for countless centuries, flowing out of the heart and mind of the great God that created all. You are tapping the cosmic sources of eternal energy—the power of the Infinite—when you rely upon this will of yours.

There never was in all the history of the world an enterprise put over for the blessing or benefit of humanity that did not depend at some time solely upon the power of one man's will for its successful completion. Sometimes you regret that you are all alone

in a proposition, and that you must stick to it and fight it out alone. But that is the same thing which has happened with every other proposition, big and little, down through the centuries.

Cyrus W. Field was only the son of a merchant living in Stockbridge, Mass., when first he heard the ticking of the telegraph instrument and wondered why the wire could not be stretched out interminably around the earth, with a man at the other end ticking off the message received at this end. Thrilled with that idea, he went to the financiers of Wall street and asked for a million dollars. After six months of indomitable effort he raised the million, and started to lay the cable. The first time he got out but a few knots from shore when the cable broke. The second time he had gotten only a little way farther than the first time when the cable broke. The third time he put all the remaining fund into the expedition, and this time he towed the cable three-fourths of the way over seas out of the stern of the Great Eastern, when in one of the rolling, roaring storms that sweep across the face of the deep, the cable broke and sank in sixty fathoms of water. They could not find it! In vain did they grapple for it.

Disheartened, but not discouraged, Mr. Field went back to New York to the men who had been with him before. He asked for another million dollars. They said, "You have just lost a million dollars." "Lost a million," said Field with an oath, "I will take a hundred million dollars and try a hundred times, but I will lay this cable!"

Behind him lay failure, before him lay success, and in that moment Cyrus W. Field crossed the line for the next time he laid the cable.

I believe what happened to Mr. Field happens to you and to me in a greater or lesser degree. You have for your job to-morrow and the next day and all the rest of your life as much will power as Cyrus W. Field had for his. It is only necessary for you to connect up and use it. With it you can build yourself into what you want to be, building your business on a sure foundation of right principle, if you will have absolute faith in the power of the human will.

I have put the will on the thumb, because it is the most important digit on my hand. I cannot pick up a pin or take hold of a chair or make my fist into a battering ram without using my thumb. No more can you take hold of the legitimate propositions of life and put them over without gripping them by the power of your will.

Be enthusiastic about yourself and your job. It is legitimate enthusiasm. There is a kind of modesty that is rubbing its hands and hoping somebody will recognize its true worth. There is another kind that shoots straight out and says, "I am such and such." That is the kind of a man I like to hire. I like to fire him, too, if he has estimated himself too highly. But I like to hire a man who isn't so disproportionately modest as to leave it entirely to me to find out all about him.

The second thing is, all the physical fitness you can get. When I went into the service, five years ago, I weighed two hundred and twelve pounds. When I came out I weighed one hundred and fifty-six. I was not physically efficient when I went in. I could not do all the things required of the men. Gentlemen, I will say for your benefit that I think the worst habit to which men are addicted is the deadly sitting habit—not the tobacco or booze or swearing habit—but the habit of sitting down all hunched up, getting your feet up so the ideas can run down, getting your head and shoulders down into the seat of the chair. So many times we find ourselves getting into this habit. Harry Tolles says, "standing on our livers and sitting on our stomachs." And then we wonder why we are not physically fit and efficient and why we cannot stand a strain without going to pieces.

I think we might learn a lesson from the men who went into military service—that times of peace require the same kind of physical efficiency required of soldiers on the battle field. We can keep ourselves that way if we will.

To intelligent people like you, I will only say there are just three things you have to do. I am not prescribing any particular system of diet or exercise or old or new thought. Eat what you ought to eat and a little less than you think you want. Make





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your food serve your needs instead of your tastes. Sleep as much as you ought to sleep and no more nor less. There is not a man or woman in this audience but who knows how many hours he or she requires to feel physically fit. Nature is a splendid monitor.

The other thing is to get out of doors and breathe the fresh air made for you in the big world, with the sky for a roof and the earth for a floor and the horizon for the walls. This old world is not more full of sunshine than of everything this old body of yours needs to make and keep it physically fit.

The men who have lasted and stood the strain and have had the will that could put things over and bodies that could obey their wills have drawn it from the fathomless source of the big things outside. It is sleeping, and eating, and out-of-doors that will give you the essential physical "pep."

If my will is Captain of my forces, it is up to me to give it a well controlled and organized company in physical forces to command.

The third thing we shall need is a policed and organized "dome." You know what it meant to police a camp and pick up everything in it that was out of place. Here is a definition of dirt you can never forget: "Dirt is matter out of place." That definition will hold anywhere. There are a whole lot of people going around with "matter out of place"—dirt—up here in their domes. I am not talking about the dirt of vulgarity or profanity. Everybody knows how that creeps out and misrepresents him. Almost anybody knows enough to keep it in the background; but I am talking about policing and organizing this wonderful machine so that you may get the greatest amount of efficiency out of it—taking the dirt of anxiety out of it.

So many people make scrap baskets of their heads, instead of filing cabinets. It is just as easy to put a thought in the proper place as to throw it in like a scrap of paper. What man or woman can be excused from not knowing enough practical psychology to keep his or her mind in order? You would not run an old Ford car of the vintage of five years ago as carelessly as you run this most magnificent piece of machinery ever created by God or man on the face of the footstool. Nobody knows the depth or the power of that piece of machinery inside your dome. We have come a long way and still have a distance to go, perhaps, far greater than we have come.

Upon what are we depending? This marvelous machine here within the skull. You are endowed with it just the same as anybody else. Your limitations may be different, but it is up to you to develop it along the line of progress. You can do it by taking the dirt out of your mind. There isn't a man here who would stand for the disorder on his desk that he stands for in his mind or the woman who would stand for the disorder in her home at any time that she stands for in her mind all the time, or a man who would allow a clerk to keep a set of filing cases as disorderly as he keeps his own mind.

There is not a man or woman but who has looked into some splendid plan and then said, "If such and such a thing should happen." Many a man is imagining certain obstacles that lie in front of him which he cannot overcome. Only as we can give our undivided attention to the "right now" of life can we get the fullest efficiency out of this splendid machinery. Only as we sweep out the thoughts out of place and organize our forces can we use this magnificent machinery of ours to the best advantage.

Donald Mitchel, in "The Reveries of a Bachelor," has a sentence that ought to be blazoned on the heart and conscience of every living man to-day. He said, "The past belongs to God; the present only is ours. And short as it is, there is more in it, and of it,

than we can well manage. That man who can grapple it and measure it and fill it with his purpose is doing a man's work; none can do more; but there are thousands who do less."

When you and I can organize this mind and give undivided attention to the tasks and problems of the present, we shall have so much enthusiasm for the things we are doing, we will not be worried about the things that may happen or have happened.

Not only must we have absolute faith in the power of the human will, physical fitness, and a policed and organized dome, but "The golden art of self-abandonment. You may think I was talking paradoxically when I said you are your best manager. Nobody knows you any better—except your wife—than you know yourself. Nobody knows your shortcomings, your strength and weakness any better than you do yourself. It is up to you to care for this mental machinery. Depending upon the will and upon organized physical efficiency and policing the dome to give your mind to the tasks and problems of the immediate present; then to forget self and go away and leave it and go on about your business.

Chauncey Depew, coming home from Europe, was met in New York Harbor by a group of his friends on board a lighter. On either end was a brass band making noise enough to wake the dead. After the lighter had been swung around alongside the liner, Chauncey, standing on the bridge, made the shortest speech of his life; he said, "My friends from New York, if you are as happy to-day to see me as I am to see you, then there never was a happier group of people since the angels sang, 'Peace on earth, good will toward men' over Judea's plains, for I have found in my short life that life is worth living only to those who can, upon occasion, loudly let their enthusiasm overcome their modesty."

You know, and I know, that there are hundreds of men and women so good and heroic and splendid in their private business that all the world ought to know about them. But they are so modest they don't get enthusiastic about themselves and thereby these good people rob the world of a magnificent service which they could render by example and precept.

I have not very much patience with a man who knows how to do something better than anybody else who does not at least brag about the results even if he doesn't divulge the method. Life is an advertising proposition after all. It is up to you and me by the best means at our command, to let the world know—at least our part of it—what we have as stock in trade to put into business success, what ever it may be. So I say it is well for us to acquire the art of letting our enthusiasm loudly overcome our modesty.

I like to go even to a baseball game once in a while if for no other reason than to let any enthusiasm loudly overcome my modesty. Not long ago when a favorite of mine made a home run, I began to "Ki! Ki!" and pound the shoulders of the man in front of me, and to my chagrin I saw that I had broken his straw hat. I leaned forward and said, "I am sorry, but I will get you another hat right after the game."

"Don't worry about mine. Look at your own!"

And when I looked around the fellow behind me had his feet in mine, and it wasn't even a hat at all any more.

It is worth while to forget not only your hat, but some other things in your enthusiasm, and let yourself free, so that you can get rid of that magnificent dignity with which, please God, you shall be clothed once for all when you are carried out, either head or feet first. It is time enough to let dignity rest upon you then. Enthusiasm is good now.

The other side is this: A few months ago I was at Pittsburg, listening to a

great Scotch banker as he addressed a large group of selling men—men in various lines of merchandise and idea selling from all over the world. Words of wisdom came from this old Scotchman's lips, who had been a salesman and banker and had succeeded in selling his services to "his" world. After he got through he asked for questions, and a chap in one corner got up and said, "What is a fellow to do when he is plumb discouraged—when everything has gone wrong and he cannot get enthusiasm about anything?"

The old Scotchman did not wait until he was through. He jumped to his feet and said, "Ah, mon, mon! D've'e know what discouragement is? I'll tell 'ee! Discouragement is disappointed egotism!"

Put that in your meerschaum and smoke it. I do not know of any other class of men—I am paying a sincere compliment, though I may be mistaken in my premises—who ought to have that thing shot into them any more than you fellows. "Discouragement is disappointed egotism." In other words it is a luxury in which no red-blooded, two fisted, honest-to-God man can afford to indulge. It is feeling sorry for ourselves. "I think that deal ought to go through. I pronounce judgment it is good. After I have sized up this situation I think it ought to go through." All of a sudden it doesn't, and somebody is mean enough to say, "I told you so!" You begin to get sore, not only at that other fellow, but you think, "It was my plan. Just see what happened to me! How terrible it is for a man as wise and big and splendid and enlightened." Of course you never whisper this, even to your wife, but I know, because I have thought it myself—"to fail. How terrible it is!"

That is the kind of stuff I mean by the golden art of self-abandonment. There is only one man can make you fail, in the last analysis, and that is yourself. There is only one man can make you succeed, and that is you yourself. If you pay too much attention to his dignity, you will have him in your way all the time. So treat him as best you can and turn him loose and forget about him.

There isn't any use of protecting this self of yours. The golden art of self-abandonment will turn you loose with the enthusiasm of a boy and the power of a man and a forgetfulness and oblivion about the things that hurt you. Put an elephant hide on your ego, so that it isn't going to get pricked at every little dart that is shot towards it.

First of all: Absolute faith in the power of the human will. Second: All the physical fitness you can get. Third: A policed and organized dome. Fourth: The golden art of self-abandonment. And last of all: The little glad habit. This last is not the least important. It is a tremendous business asset of to-day.

Over at the edge of the Argonne forest we had a two day wait after the "hop over" of September 26. I had a box of books. I knew there were some men who have to have something like that to relieve the tension of waiting. I asked the Corporal who had charge of these books to let me know the names of the books asked for and the number of times for which each book was asked. You could not guess in a hundred years, unless somebody had given you an inkling—the book these men asked for twenty times to one request for any other book. It was for "Pollyanna," the story of the girl who was glad things were not worse. That was the secret of her happiness and the secret of her strength of character. I thought it was only a girl's, or at most, a woman's book. Those fellows taught me that it is a two-fisted, red-blooded man's job to be happy in the face of adversity.

The smile is nature's camouflage. I do not need to talk to those glorious women about the smile, because there is not a woman who does not know

the smile in nature's camouflage, better than any camouflage that can be purchased at—you know where to get it, I don't.

Do you know what camouflage is? It is the art of making everything appear perfectly natural. When we camouflaged a gun, we covered it so it looked like a part of the landscape, and if a photograph were taken from the air, you could not tell that the gun was there.

And now that smile of yours. Every woman knows when she uses it she can cover up the feelings of hatred or love she has inside. How about you Mr. Man?"

My smile does not add to my beauty. My little boy said to me one day, "I like your smile when you are talking to people, even if you do not look as good when you are smiling as when your face is straight."

If you will take that little prescription and give yourselves a shot in the arm whenever you need it, you need never be blue or inefficient or self-depreciatory any more. You can go ahead at the job you have.

Here stands your man of yesterday, the man of the centuries, and the man of today. The man of the hour, the man who is relying upon his will, with a trained body and mind, forgetting himself, and letting his smile clothe his face.

Do you know where the word "king" comes from? When the Norsemen went out to their conquests and came back or never came back, that word was applied to the man who came back with greater power than when he went out. They called him the "can-ning-man." We have it in "can." In other words, the word "King" comes out of the idea that the man is king who can and who does. Here stands your king of to-day and to-morrow—the man of the hour—the man with his will in use, tapping the eternal source of energy and power; the man with a body under control of his captain; the will with a mind whose machinery is called and cared for as well as he oils his automobile, with enthusiasm for his work, and who is not afraid to smile in the face of sickness, and even death, and smile when he is successful and happy and when he is not. There he stands—your man of the hour, of the centuries to come—the man you may be if you will use, as thousands of others have, sensibly and reasonably and rationally, the culture of enthusiasm and give yourself "a shot in the arm."

Opportunity seldom goes to any man; man sees opportunity and goes to it.

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Ideal Wet Weather Leather Shoe Material.

Written for the Tradesman.

Strictly speaking there is no such thing as a waterproof leather shoe.

There are leather shoes that are approximately waterproof, under certain conditions, but the ideal has not yet been attained.

If any young chemist wants to leap into fame by a single bound and, incidentally, accumulate an easy fortune by way of royalties, let him invent a process for making leather waterproof.

Now this statement needs to be qualified, by saying that this waterproofing process must not make the leather hard and brittle, but leave it soft and pliable; and it must not injure in any way the life and strength of leather as a shoemaking material.

This, of course, complicates the problem. Leather can easily enough be doped with waterproofing materials in such a way as to make it absolutely waterproof, but at the expense of other qualities essential to satisfactory shoemaking materials. Leather can be made as hard and brittle as a board, and almost as impervious to moisture as a slab of slate; but what's the use?

Generally speaking, the thicker and heavier leather is, the more apt it is to possess wet-resisting qualities. Of course the method of tanning will have a direct bearing on the matter. And shoes made with the flesh side out are believed to be better able to withstand moisture and keep the feet dry under extreme conditions. In the so-called trench shoe, this was one of the Government's specifications, and the Government ought to know.

Of course the chief objection to a shoe thus made is that it cannot be made to look as attractive as it does with the grain side out. With some folks this would not, in itself, constitute a serious objection; but many other people are rather fussy concerning the matter of appearances, even with respect to a shoe for tramping about in snow and slush.

Why can't shoe manufacturers find a leather that is naturally waterproof? A leather that has all and sundry of the good qualities that leather should possess, and this added virtue of being waterproof? The trouble is not with the shoe manufacturers, but with nature. Nature hasn't provided any source of such material. Leather, being made from the skins of animals, continues to possess hair-follicles—i. e. glandular cavities or ducts—after the hair has been removed and the process of tanning completed. Water-naturally penetrates these glands or ducts. Furthermore, modern taste has decreed that the natural oils and greases be largely removed, and this makes it easier for moisture to penetrate the fibrous material. The removal of these natural oils and greases was itself an effort to secure a very important virtue for the shoe; namely, ventilation.

This brings us to the point where two highly prized shoe merits clash. In fact the conflict is so sharp that we may say the two are mutually exclusive, and cannot exist in the same pair. If the shoe is waterproof, it cannot provide proper ventilation; if it gives the foot air, it cannot exclude moisture.

Orthopaedic authorities are agreed that we breathe through our feet, even as President Lincoln contended in his day. In the summer shoe, this is a quality that is often played up strongly both by shoe manufacturers and retail shoe dealers. It is very good selling dope. Anybody knows that the hot, stuffy shoe is extremely uncomfortable in warm weather. Especially so to feet that are inclined to perspire. Where the finish of the leather is such as to provide for the admission of air, the feet perspire less freely and the temperature thereof is perceptibly reduced. Yes, admittedly, ventilation is a very important mat-

ter; but ventilation means porousness; and porousness means the admission of moisture.

The old-fashioned heavy cowhide boot worn by our fathers and our grandfathers was, perhaps, just about as near to the goal of a waterproof leather material as shoemaking has thus far attained. And our fathers and our grandfathers kept their boots heavily coated with lard, or grease, or neat's-foot oil, or some other such handy water-proofing material. They rubbed on the grease or oil in proportion to the depth of the snow or the consistency of the mud. For looks they cared not at all. They wanted dry feet. Eturdy and robust were these forebears of ours, and their feet hadn't been coddled by wearing light, pliant shoes such as most of us have worn all our days. Even now in certain sections of the country boots of that type are still worn. And when it comes to foot-wear service, it is doubtful if you can beat the old boot of halcyon memory. Not much for looks, it must be confessed, but mighty fine to pull on when the stock must be fed and the mud is three inches deep. Fine, too, to wear out to the woodshed when there's eight or ten inches of snow on the ground.

Resourceful manufacturers have produced very good preparations for making shoes less pervious, better able to keep one's feet dry in stormy weather. Some dealers have rather frequent calls for such preparations, and keep them constantly on hand. If properly made, they do not injure the texture of the leather. They have a way of penetrating the fiber both of soles and uppers so as to leave no objectionable after-results. Shoes thus treated can, later on, be made to take a polish. But the chief merit of all such stuff is that it reinforces the shoe at the point where it is weakest as wet-resisting covering; namely, along the line of stitching where the welt is sewed to the upper. As a result of strain and wear these holes made by the needle of the welting machine open up; and as the shoe becomes older, the moisture comes in the more easily. A good waterproofing material really does help to exclude wet and slush at this point.

The writer has observed that the heft of the leather has much to do with its resistance of moisture. It may also be said that shoes have more or less of this according to the part of the skin from which the upper stock is cut. It is a well-known fact that flanky leather is highly unsatisfactory in this particular. It is spongy. Water goes through it readily.

Tanners have long been searching for the ideal wet-weather leather. Elkskin has been touted as an excellent leather for storm boots, hunting shoes, and other types of footgear designed for use under extreme weather conditions. Certain types of sole leather—leather tanned by special processes designed to meet the severest test—have been advertised from time to time. It has been sought for many years; and it is a fascinating quest—the search for the ideal wet weather leather shoe material.

Thus far it has not been found. The field is open to all comers and there are millions in it. If you think you can solve the problem, go to it. It is a complicated problem. There are many important matters to be considered in its solution. And, as we have seen, it seems to involve a sort of contradiction. Is it altogether Utopian?

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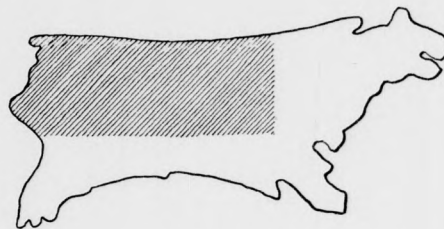
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Imperative Need of the American Business Man.

Financial inflation is not the only ailment from which American business is suffering to-day. One of the procuring causes of this painful malady is an over-inoculation of business "psychology."

The business man who succeeds in these days of economic confusion and perplexity must be a dealer in facts. His success will probably be somewhat in proportion to the consideration which he gives to the facts of the situation rather than to the psychological dope in popular circulation concerning it.

Any business man, large or small, who deals intelligently with the complex and confusing problems which all must deal with in the days just ahead, must have at least some realization of the fact that the United States, in an economic sense, is no longer a Robinson Crusoe's Island; that the price which the American farmer gets for his wheat, his steers, hogs, butter and other products is intimately related to the conditions of production, demand and finances not in America alone, but in every other important country on the globe—in England, France, Germany, Russia and China, for example.

Hindsight is much easier than foresight, and it is now apparent to the shrewdest business thinkers in this country that the calculations of the most trusted and experienced financial prophets who have undertaken to foretell business conditions for the past few years have fallen wide of the mark, as a general rule, more through a failure to understand the foreign situation than from any other cause. If this is true—and I doubt that any one will have the temerity to challenge the assumption—it is plain that the vital and imperative need of the American business man is a better understanding of the basic elements of the foreign situation than he has had in the past. True, he can scarcely hope to grasp at one eager clutch a situation which is in many particulars highly confusing to the trained economic thinker of large ability and long experience. On the other hand, no business man in America is in position to protect his own interests and make all the profits possible who does not make a serious and consistent effort to understand the more fundamental particulars in which prosperity on the American farm and in the American store and factory, is to-day tied up with labor, trade and financial conditions in the countries across the seas.

Not long since I heard the head of a business say to the young salesman

whom he hoped to sometime name as his successor:

"You don't have to know bookkeeping in order to sell our product—but until you do understand the fundamentals of double entry bookkeeping you are going to be in about as helpless a position as a man who cannot read or write. Get the notion out of your head that only those who aim to become accountants should study bookkeeping. You can't read, write, talk or understand the language of business until you understand the principles of double entry bookkeeping and can take a trial balance yourself. Those principles are as elemental as the alphabet and the multiplication table and you are open to have something put over on you just as long as you have failed to master them."

The business man of to-day who does not make it his business to understand at least the rudiments of the "foreign trade situation" both as to its industrial, financial and general economic aspects, is in much the same unprotected situation as the aspirant for a position at the head of a business to whom double entry bookkeeping is a profound mystery.

The typical American business man does not relish being told that his ignorance of the most elemental principles of economics, as related to world trade and world finance, is so great as to imperil the size of his profits or that he can no longer hope to cope successfully with the forces which are arrayed against him unless he masters the rudiments of business economics, at least to an extent which will enable him to understand the language of those who are supposed to be the best qualified to analyze existing conditions of this country as affected by the conditions in foreign countries. But it is the time for blunt speaking.

Take, for example, the matter of foreign exchange and the principles which govern in that field. Only a small percentage of the smaller business men in this country have even the most elemental knowledge of those principles—yet they are operating to-day to strangle American exports, close thousands of factories and throw several million men out of employment. If the average American citizen had a knowledge of the simplest fundamentals of sound finance, would proposals by Henry Ford, Senator Ladd and other men in high position to meet the popular need for more money by printing more money receive a shadow of acceptance? This is virtually what the legislation urged by these men and by many others amounts to—in spite of the fact that in European countries where the government printing presses have been

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working overtime money is about the most worthless commodity a person can own.

The problems of tariff legislation are imminent and we are about to have new legislation on that score. It will affect all business in America—small as well as large—and in a very direct way. Any man who leaves his thinking on that subject to members of Congress, college professors and "Experts" is guilty of a failure to protect his own business in a business-like manner. The instinct of self-preservation should make every man in business in the United States to-day feel a direct and personal pressure to acquire a knowledge of at least the rudiments of business economics, so that he may accept or reject for himself the theories and statements offered by those who are in the business of formulating economic sentiments, policies and legislation.

Give us the facts—every cheering fact in sight—but let every plea for good cheer in business outlook have a substantial fact behind it. Do not stress the "psychological influence" of "cheerful thinking" to quite the extent which it has been stressed in the immediate past. We are a bit surfeited with the "business-a-state-of-mind" stuff. Perhaps it is—but no state of mind which is utterly unrelated to the existing state of facts with which it is concerned is going to be either permanent or satisfying.

And not only does the American business man need to know the facts of the economic situation but he needs to know how to read them in relation to each other and to his own business.

The net of the whole matter is that business success in the days and years just ahead calls for the application of more intelligence than it has demanded in the past—a sounder and broader understanding of the great world forces which are shaping supply, demand and prices for the American producer. Putting it in the bluntest terms possible it is going to become increasingly difficult for the ignorant man in business to "get past" and show a profit; successful men who boast that they confine their reading to base-ball reports are going to become about as scarce as passenger pigeons. This is because virtually every business has lost its old local limitations and is touched and moved by new and complex influences radiating from conditions in countries thousands of miles from our shores.

America is no longer an isolated Utopia; she has moved dangerously near to the center of the World stage and it is up to her average citizen to broaden out and get the firing range on the new situation—even if he has to neglect the sporting page occasionally to do so. Forest Crissey.

Happy Ending.

"I have just heard of a woman who went to a hotel unaccompanied and discovered that the acoustic properties of her room were such that every time she spoke aloud there was an echo. She then made a bold attempt to get in a last word, and in so doing talked herself to death."

Where the Vision Fails the People Perish.

In the year 1911 over 192,000 persons were convicted in Germany of aggravating assaults and similar offenses. The corresponding figure for England and Wales for the same year was 1,720. In this year more murders were committed in Germany by boys between the ages of twelve and eighteen than were committed in England and Wales by persons of all ages and both sexes. In 1911 there were in Germany 14,892 cases of violations of women. The corresponding number in England and Wales was 562.

Are not these figures startling, and do they not persuade us of the truth of the old saying that where the vision fails the people perish. For from the time of the Great Elector there had been built up in Prussia no stronger sentiment than that of force. Every effort to develop the industrial power of the nation had for its ultimate objective military dominance of the government. This serves to show that the traditions of a nation incline its people to good or to bad.

I speak of this because our Nation was founded on strong religious beliefs, and whenever and wherever attacks are made on the religion of the Nation and attempts are made to convert us to materialism, the very bulwarks are being attacked. We cannot hope to survive and play our part in the destinies of the world unless religion is the dominant power in the lives of our people and unless we are thoroughly wedded to the belief that there is nothing worth while but right.

J. H. Tregoe.

Take an occasional inventory of yourself. If you detect a shortage in the oil of gladness, pack your grip, take a week's vacation and begin active missionary work on your heart and liver.

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Germany's Economic Illness and the Outlook.

A brief summary of Germany's present financial and business position will give some idea of this uncertainty affecting the underlying factors. First as to finances. Following present indications, the German budget for the fiscal year ending March 31, 1922, will show a deficit of ten billion paper marks, with the year 1922-23 probably worse by a deficit well over 125 billion marks. It is true that to avoid excessive loans there are plans being discussed for an extensive revision of taxes, but on the other hand it is admitted that no large increases in revenue will be coming in this next year. No action will be taken until next spring and the bill under consideration provides for a maximum increase of only 42 billion marks though it will probably be amended. The bill, which will be considered in the spring and which is almost certain to pass with the same features, embraces measures striking especially upon luxuries—such as sweets, liquors, spices, fruits, and tobacco, and also a definite increase upon corporate incomes.

To meet this increase of domestic taxation, there has been a general elevation of export duties which it is hoped will be passed on to foreign buyers. The more important of these increases in export duties are those affecting dyes, leathers, linen, hemp, jute goods, and all classes of iron and steel goods.

As for more particular business problems, those which the visiting observer finds are at present viewed with the greatest concern are those of industrial disturbances, coal and coke shortages, the question of Russia and raw supplies, and some phases of government operation of German railroads. The problem now facing every manufacturing concern in Germany is that of raw materials. Undetermined but considerable decreases in coal and coke production have compelled the country not only to fail in her deliveries to France and Belgium, but also to fail to meet the consumption of her own industries. It is not only fuel, however, that the latter lack; among their other needs are unfinished steel, pig-iron, flax, wool, cotton, and copper, the latter two being notoriously low. The result of all this has been very apparent the last month—the falling away of foreign customers who can get no promise of delivery.

Here is where Russia comes in. Germany has always looked upon this country as one whose resources would prove to be, voluntarily or involuntarily, one of the big factors in her expansion. But, as much of a genius as Lenine is considered to be in Germany, it is clear that not much can be expected in the way of assistance for present difficulties.

The German Association of Employers estimates that the average wage increase from July to December has been 75 per cent., but this has not been stepping along with prices; the price index figures of the "Frankfurter Zeitung" showed an increase of 54 for the last recorded month, from 249 on November first to 303 on December first.

The question of government ownership has stepped back into the limelight for at least a while, due to the fact that the industrial leaders are not satisfied with the operation of the railroads. In 1920 the Government padded very heavily the railroad pay-lists, and since then public operation has never been able to get from under the deficit by which it was saddled, through this and other steps of inefficiency. Rate increases are now coming rapidly; there were heavy raises of railroad tariffs the first of December, and now the first of the year is met by further increases averaging 30 per cent. Representatives of the German industrialists have finally made private operation of the railroads a condition to their assistance to the government in organizing reparation credits, and on this basis a compromise is being considered. In the last resort the industrial leaders are today also the men back of Germany's politics. The last six years of big dividends have strongly entrenched their position. On the other side the other parties have greatly weakened, the present Socialistic efforts are looked upon as those of inexperienced adventurers, and the papers carry long discussions as to where are Germany's big men in this hour of need for far-sighted administration. Without this leadership there is nothing apparent in the future to bring that degree of confidence which produces co-operation. Thus is explained the temporizing character of the front presented by their National politics, and also the game of private grab now going on in the details of Germany's political and economic life. An appreciation of the completeness with which the heavy industrial dividends of the last year have been invested in foreign securities would well conclude such a particular study.

The writer has spent most of the last month in and around Leipzig and Berlin, and the observations he has obtained on how people are living remind him of the gala year of 1919 in America, when every stenographer bought herself a fur coat regardless of doubled prices. Except for those of fixed or insufficient income the same holds true in Germany to-day. There has been much more artificial stimulation in this boom than in the one which we enjoyed, and there is now the same lack of attention concerning the consequences. The way money was thrown around for their "Weihnachten" holidays was a caution. In Berlin everything is wide open and getting big prices; the city is full of French and American adventurers who have come up to Berlin for excitement and those cut-throat activities which take such a crowd to the city of greatest liberty.

And back of all these changes for which he cannot see himself responsible, the patient German citizen is forced to work on while he sees all his assets quite literally turning into paper and while he wonders how it's all going to end up—where he will "get off." He also feels that things are going to crack financially pretty soon, but even those who think they know the answer are not sharing it

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with him. And there is no need of telling him anything; the future will be accepted as has always been the past. The German did not have to take the observation "it is a hard, hard life!" from any other nationality!

Fire Prevention Suggestions.

"The time to fight a fire is before it happens."

1. Don't leave the stove while boiling is being done.

2. Don't pour water on burning fat; use earth, sand, flour, salt, or a metal cover.

3. Never let a stove get red hot.

4. Be careful not to use stove polish on a hot stove; wait until it is cold.

5. Don't use any kind of stove polish or other cleaning mixture unless you know what is in it; buy the safe kinds.

6. Don't leave sweepings in a piece of paper; put them in the stove.

7. In handling oil or wax, use only small quantities at a time; wipe thoroughly the surfaces you have rubbed with rags, and then burn the rags.

8. Don't put ashes in woden receptacles nor where they can possibly come in contact with wood.

Rules for Rubbish.

1. Keep things tidy; don't allow rubbish to accumulate anywhere in the house or near it.

2. If you keep oily clothes, put them into a metal box or can with a cover.

3. If you learn that any one is keeping oily rags outside of metal containers it is your duty to report it.

4. Don't pile dead leaves against anything that will burn. They sometimes ignite of themselves.

5. Bury leaves; don't burn them.

6. Don't have old pieces of lumber cluttering up your basement. Have them cut up into kindlings and then piled in a proper place.

Rules for Kerosene.

1. Be sure that oil heaters and cookers do not leak and that they will not overturn.

2. Keep their burners clean and do not turn the flames too high.

3. Keep the oil can outside of the house, if possible.

4. Do not let the floor beneath the can become oil-soaked.

5. Make sure that the can does not leak nor drip.

6. Never leave oil uncovered.

Five Years Fire Loss.

Property valued at \$1,416,375,169, estimated to be the equivalent of 283,275 new houses of a valuation of 5,000 or more, or sufficient to house the entire population of a state the size of Connecticut, was destroyed by fire in the United States during the five-year period ending with 1919. These figures have been arrived at by the National Board following an analysis of 3,500,000 adjustments of fire losses.

Electricity, the chief cause of fire loss, led with a total of \$84,086,471 for the five years.

Matches and smoking stood second with \$73,474,348.

Defective chimneys came next with \$56,650,915. Other causes in their order were:

Stoves, furnaces, boilers and their pipes, \$55,133,181.

Spontaneous combustion, \$49,702,886.

Lightning, \$39,828,489.

Sparks on roofs, \$29,271,585.

Petroleum and its products, \$25,910,434.

Incendiarism contributed \$21,596,965 to the damage and miscellaneous unknown cause completed the total.

New York suffered the greatest loss, the five-year total being \$140,305,821, or nearly 10 per cent. of the total. Pennsylvania was second with \$78,339,666. Illinois third with \$73,916,503. New Jersey fourth with \$63,679,525, and Massachusetts fifth with \$53,677,087.

The estimate of the National Board is that \$287,786,960 of the fires for a five-year period were from strictly preventable fires, \$484,826,172 from partly preventable causes and \$360,587,544 from unknown causes, probably largely preventable. To these totals should be added 25 per cent. to make up for reports on losses not covered by the Board's actuarial bureau.

The Dangerous Wooden Shingle Roof.

The unfavorable record of the wooden-shingle roof as a breeder of conflagrations is becoming more widely recognized and, as a result, its use is being prohibited by an increasing number of cities.

There is considerable agitation concerning the matter in Birmingham, Alabama, at the present time and the News of that city advocates the placing of an insurance rate upon wooden-shingle roofs high enough to discourage their use.

The paper goes on to say: "There are entirely too many old fire-traps in Birmingham with tinder roofs. If something is not done to get rid of them, one of these fine, windy days a fire is going to get away from the department, and we will have a conflagration such as devastated a large section of Atlanta a few years ago, or Baltimore. Not only is the shingle roof dangerous per se, but in case of a fire the burning shingles are carried many blocks and light on other inflammable roofs, and start other fires in widely scattered localities. Away with the shingle roof!"

Let's Cancel Carelessness!

"I am not much of a mathematician," says Carelessness, "but I can add to your troubles, I can subtract from your earnings, I can multiply your aches and pains, I can take interest from your work and discount your chances for safety. Besides this, I can divide your thoughts between business and pleasure, and be a potent factor in your failures. Even if I am with you only a small fraction of the time, I can lessen your chances for success. I am a figure to be reckoned with. Cancel me from your habits, and it will add to your total happiness."

When a man's business will not stand up under the laws to which it is subject, whether Federal or State, there is probably something wrong about the management of the business.

MICHIGAN SHOE DEALERS Mutual Fire Insurance Company LANSING, MICHIGAN

Maintains Its 30% Dividend Record

By careful selection of risks

By sound and conservative management

By thorough mutuality

Courteous and prompt attention to all enquiries.

ALBERT MURRAY, Pres.

L. H. BAKER, Sec'y-Treas.

OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies
that you are buying.

The Net Cost is **30% Less**

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

WM. N. SENF, Secretary-Treas.

SAFETY

SAVING

SERVICE

Class Mutual Insurance Agency

"The Agency of Personal Service"

CLASS MUTUALS ARE LEADING MUTUALS, Because they limit their lines to PARTICULAR CLASSES, Resulting in WIDE DISTRIBUTION of risks, LOW LOSS RATIO, and MINIMUM EXPENSE.

WE REPRESENT CLASS MUTUALS THAT SAVE

Hardware, Implement and Sheet Metal Dealers 50% to 60%.
Garages, Blacksmith Shops, Harness and Furniture Stores 40%.

Drug Stores, Shoe Stores, General Stores, and Hotels 30% to 50%.
ARE YOU INTERESTED IN THESE SAVINGS? Are your premiums paying you a THIRTY to FIFTY PER CENT DIVIDEND? If not, then it is up to you to see that they do, by placing your insurance with THIS AGENCY.

C. N. BRISTOL

A. T. MONSON

H. G. BUNDY

FREMONT,

MICHIGAN

Petoskey Transportation Company

PETOSKEY, MICHIGAN

This Company has made an excellent showing in the way of earnings ever since its organization and the beginning of its operation. As an investment opportunity, the 8% Preferred Stock and common stock are exceptional buys.

In the very near future this stock will be withdrawn from the market. We would therefore advise all investors who are interested in becoming stockholders in a real, dividend-paying Company, to give this full consideration.

Write for full information.

F. A. SAWALL COMPANY

313-314-315 Murray Building

GRAND RAPIDS

MICHIGAN

What about the GASOLINE you use?

EVERY motorist knows that all gasoline is not alike: You have reasonable assurance that the quality of most gasoline sold under a well known trade name will remain constant, but trouble creeps in where you form the habit of just buying "gas."

It is not the idea of this company to claim that when you notice a difference in the quality of your favorite gasoline, that the manufacturer has deliberately tampered with his product. What we do mean to say is that gasoline varies according to the methods used in its manufacture, and the raw material from which it is made.

This company on account of its immense resources can truthfully say the Red Crown Gasoline never varies, except as seasonable changes call for variation.

It is also well to consider that the gasoline to which you have your carburetor adjusted may not even be on sale in the next town or state, that too is a source of annoyance.

So we say, what about your gasoline? Is it always the same, and can you buy it everywhere?

Red Crown Gasoline can be bought everywhere. Once your carburetor is adjusted to Red Crown there need never be any necessity for changing, because Red Crown can be bought every few blocks in the city and every few miles in the country, wherever you go, and its quality never changes.

It is a universal fuel.

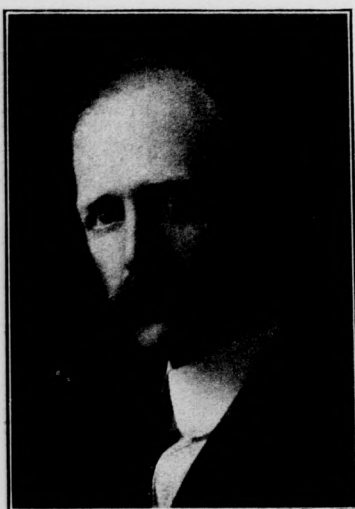
STANDARD OIL COMPANY
(INDIANA)
CHICAGO U. S. A.

IN THE EARLY EIGHTIES.

Reminiscences of the Tradesman's Second Employe.

Shelby, Feb. 4.—The Tradesman's announcement that it had reached and passed its 2,000 edition puts me in a reminiscent mood. I enclose an article as a result. It strings out rather long, yet I have omitted many things that flitted across the retina of my memory. It is quite possible that I am at fault about some things, like the reference to "Toze," as I am not sure of his initials or occupation. I did not link up Mr. Fuller, for whom, you know, I have great respect.

It occurred to me that as your first graduate I may have held a unique position among your alumni, and the article is submitted for disposition as it pleases you. It smacks rather frequently of the first person singular, but its first purpose is to pay personal tribute to the Tradesman and its founder, who have played a large part in whatever has been my good fortune to accomplish.



Harry M. Royal.

The Lord has been rather kind to me, I think, and one of those kindnesses was to direct my ways into early association with the Tradesman. That association was wholesome and helpful to me. The reference to my "diploma" may recall something that you have long forgotten, but something that has been a constant spur and inspiration to me, for it not only gained me something much needed in a financial way, but I could not fall down, could I, in the face of this reposed confidence and trust? My honor and integrity, even more than my small capital and ambition, were at stake. I must make good.

It was then that I came first to a realizing sense of what credit and confidence involved. Harry M. Royal.

Two thousand in terms of months would take us back into colonial days, at the beginning of the rumblings of the revolution—twenty years before the Declaration of Independence.

Two thousand years would take us back to the shepherds tending their wild flocks on the hillsides of Judea and before the three Wise Men followed the star of hope and promise to the manger at Bethlehem.

Even in days it would return us to the dominance of the German War Lord over the stricken cities of Belgium and the ravished fields of France.

Two thousand weeks of useful service and continuity of effort!

A single issue represents a collaboration of mind and matter that not many organizations are capable of producing. And two thousand weeks means the application of brains and vision and energy and love for the task.

Two thousand weeks! Covering a period of more than the average span of human life. The cold figures jar me with the realization that I am

growing old, as for more than 200 weeks, after the first twenty or thirty I was a part of the Tradesman's personnel.

Do you remember the day when, as a callow youth, with a shock of near-auburn hair and with down on my face like that of a newly-hatched gosling, I climbed the stairs to the third floor of the old Eagle building on Lyon street and asked for a job in the little one room that contained all that then represented the possessions and promise of the Tradesman? Indeed, it contained most of what it now represents—in the figure of the dynamo of energy, just then working over a type form, whose genius carried it forward then and always.

After a short conference, with a negative reply, I started away, reluctantly, because, it seemed to me that I would like that little group. And before I reached the street I was called back to begin more than four years of most delightful and, to me, very valuable association.

It was a little family group and I was adopted into the family. I succeeded James Irwin (Jim) Marshall, who was pursuing a course in business administration at the Swensburg Business College and could not assimilate the pot hooks of Ike Pitman and all that stuff and "hold his case" and keep his health at one and the same time. Because he had been faithful to the Tradesman, the Tradesman stayed by him and "grub staked" him until he completed his commercial education. He soon found employment in Chicago and gradually climbed to the top round of success. He owns a controlling interest in the Middleby-Marshall Oven Co., is president of a bank and lives like a prince. I am happy to know that he regards his connection with the Tradesman as the starting point in his career and that

he attributes much of the success he has achieved to the close application to business he acquired while connected with the Tradesman.

There was a regular row of newspapers on the Eagle building third floor in the spring of 1884. Please pronounce "row" with a long o, as we were a fairly friendly neighborhood. About our only rivalry was as to whom belonged the services of the Daily Eagle drum cylinder press in the basement and the possession of the elevator thereto. The front rooms were occupied by the Saturday Evening Post—no relation to the Saturday Evening Post of Benjamin Franklin and the Curtis Publishing Co. It was edited by Rev. J. W. Hallock, earnest in the advocacy of prohibition. Next was our own little office and then the Vreihets Banier—a publication printed in the Holland language, in which its title meant "Freedom's Banner." Its publisher was, I think, James VanderSluis and its editor a small intellectual-visaged man of sandy hair and mild temper whose name in English would be Shaffer, but I never could quite get it in Dutch. In the rear offices was the Michigan Artisan, the pioneer furniture organ, published by At. S. White, whose interesting contributions to the earlier years of Grand Rapids history are read with interest whenever he chooses to delve into the well of his wide knowledge and lively memory.

A. B. Turner was the principal owner of the Daily Eagle, but E. B. Fisher was the city editor and moving force of its news features. I recall Mr. Fisher as a very active and energetic man and that he was reputed to possess a most remarkable memory. It was frequently asserted that he could carry the news gatherings of a day, including numerous interviews, with few if any penciled notes and

later write them with almost absolute accuracy. Mr. Turner spent a good deal of his time carving decoy ducks, as he was a famous duck hunter and had well earned the recreation and leisure which he enjoyed. These decoys were, in their way, works of art, but they never impressed me much, as shooting game never appealed to me, and I was familiar with the netting of wild pigeons during three Michigan nestings and had assisted in the training of the birds used as stool pigeons to lure the passing flocks to the nets of the pigeon catchers. So a wooden duck seemed less clever than a trained pigeon, more a miniature of the art of carving or wooden sculpture which I had seen done by men, making wooden Indian signs for tobacco stores and once a colossal feminine figure which I understood was for one of the early breweries.

The scholarly Albert Baxter was the political editor of the Eagle. As a young cub about the building I had no association with Mr. Baxter, but I gained a high regard for the venerable writer and I stepped lightly as I passed his office door. The only remark I remember ever having heard him make was in pointing out to another man the election returns on the Eagle bulletin board indicating that Maj. Allen B. Morse, of Ionia, had defeated Judge Thomas M. Cooley for Justice of the Supreme Court, intimating in a charitable, but rather pained, tone that "an empty coat sleeve—Major Morse had lost an arm in the Union service—had won over a great jurist." I later came to understand why a man of Baxter's learning and conservatism would appreciate that great interpreter of Michigan's fundamental law. I also came to know Judge Morse and to be attracted by his charm, and could also understand why his personality, including his

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Long Distance beats travel, the mails or any other form of communication.

Your voice is your agent and you handle the business yourself—for your voice is you.

For either business or social purposes the telephone is the fastest, the most direct, the most decisive means of communication.

And the cost is small.

Call the Long Distance operator, and she will connect you. Long distance reaches 70,000 points.

Michigan State



Telephone Co.

empty coat sleeve, would appeal to the average voter more than would the surpassing intellect of the great Cooley.

There was a very decided community of interest in the office of the Tradesman in those days. It has continued to this day, of course, but not exactly along the same lines. One of our chief interests in those days was whether or not the weekly receipts would cover the week's expenses—including the pay roll.

The firm was E. A. Stowe & Bro. As nine-tenths owner of the undertaking E. A. was admittedly entitled to the largest recompense from the business, and, likewise, to the longest hours of work—and his salary was \$12 per week. Arthur, the brother, had by the time of my advent arrived at a \$10 a week wage and my own first earnings were about \$8. When Saturday night came it was the custom to take an inventory of the funds in the treasury. I will say that my own wages were considered a first claim, Arthur's next and E. A. carried the deficiency if there was one—and there frequently was.

Those were the days when Solomon Snooks, of Cant Hook Corners added some humor and, more or less, sage philosophy to our columns. A Josh Billings style of spelling—only different—was adopted for this feature, and to preserve uniformity, which the author seemed never able to do, it fell to my lot to put this matter in type and to evolve a mental dictionary—supplemented by a note book for unusual terms—so that it should not lapse into phonetical clashes and discrepancies. I found it an interesting experience, but it soured me forever on freak spelling.

Another valued contributor was Alfred B. Tozer, familiarly known as "Toze," who had had a long and varied experience in daily newspaper work and later gained considerable distinction and no little profit as the author of thrilling fiction. He held some public position—I think it was Police Court Clerk—and his writings for the Tradesman were more through interest in the head of the firm and his undertaking than for the recompense he received.

With an organ representing the various mercantile interests of the State and an editor zealous for the promotion of the welfare of all of them a great impulse was given to the organization of the various lines of trade. The Tradesman was always the "official organ" and usually its office was the scene of the organization's nativity. Not infrequently E. A. cheerfully and unselfishly assumed the drudgery of the office of secretary until the proper person developed within the ranks of the association to assume the duties of that position.

There were some interesting incidents in connection with these undertakings. For instance, some members of an embryo association, which he was sponsoring and leading through the first steps of their organization, in his own office questioned his presence among them, being afraid that in an editorial capacity he might give publicity to the secrets of their trade.

Among the early organizations which were born in the Tradesman office and met there regularly for many years was the Grand Rapids Retail Grocers Association. One of its first activities was to establish a collection department, with E. A. as Secretary. Among the first to be placed upon the unenviable dead-beat list was a burly individual with a proboscis of such brilliant pink as to indicate why he did not pay his grocery bills, and to designate him as "Peach Blossom" among the office force after he had called a couple of times to see and exterminate the representative of his traducers. He had a bold air and abusive tongue upon his visits when the Secretary was not in, but one day he found the object of his quest and before he had half finished his ultimatum of dire punishment he was thrown out of the door and tumbled

part way down the stairs. And then he went and paid his bill.

Another desperate looking fellow came to the office to interview the Nemesis of dead-beatism because E. A. described his occupation in the dead-beat list as "door tender in gambling house." Some one evidently showed him the designation given him, but before he was through with his first interview with E. A. he was wandering around a lower floor, trying to find out what had hit him.

"Peach Blossom" reminds me of something else in the peach line—no less than a large bottle of peach brandy presented to our boss by a friend from Fennville. That, please remember, was more than thirty years ago and not in conflict with the Volstead act, nor the eighteenth amendment—of sorrowing wails. It is sometimes intimated in the press and on the stage that prohibition is a joke. Whatever it may be now it was a real one then. The boss had no taste for the sparkling elixir, but he was ever a hospitable man and when friends called he was wont to give them a wee bit in a small glass. One day, in his absence, the force took the bottle down to Julius Kuhn's restaurant, then just across the alley toward Canal street, and had that well-known caterer brew some tea to exactly duplicate the color, replacing the brandy with it and the brew was pretty well consumed by astonished visitors before the duplication was discovered. I know that you are wondering what became of the brandy—and so did the boss.

Those were the days when John McIntyre and "By-Gee-Cripe" Jennings and the Bradford brothers and Max Mills, of beloved memory, were prominent as representatives to the trade of Grand Rapids wholesale houses, the first two being especially valuable sources of newspaper stories. Saturday was "drummers' day" at the Tradesman office and it seemed that about every man traveling out of the city visited it more or less regularly.

The wholesale trade changed rather rapidly during the years between 1884 and 1888 and only a few continue their organization and ownership up to this time. In years of continuity of management I presume that the Tradesman is among the oldest. About all of the trade leaders of those days were visitors to our humble office in that time, the men having sense enough to break into the enterprise of the day, evidently possessing sufficient acumen to recognize the commercial leadership which, even in those early days the Tradesman was destined to exercise.

Of course, as the business grew its head could not continue to devote himself to the mechanical details, but there were some things which he persistently declined to delegate to others. Not so much, I came to think, that he distrusted their ability or their interest, but that they were things which he particularly enjoyed doing and he claimed them as a part of his own perquisites. One of these was "getting the markets"—and that was some job, reconciling the quotations of the various dealers, the prices of other markets, and soothing the temper of belligerent retailers who were unable to match invoices with quotations. Possibly the difficulty still prevails. I wonder!

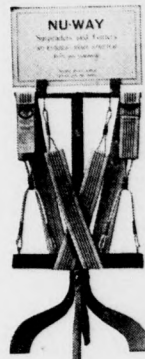
There never was a time after the first year of the Tradesman when the future of the venture was not assured. It might truthfully be said that it was a success from the start. Not because its progenitor had accidentally jumped into a flowery bed of ease, but, rather that he had laid his foundation strong and builded well—yet there were times when faith was an essential asset of the undertaking.

As the Tradesman became firmly established in its field there seemed to be opportunities for other periodicals serving different constituencies and from this thought developed the Michigan Manufacturer and the Michigan Dairyman. While both had the advantage of the superior equipment

30,000 PAIRS

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Nu-Way SUSPENDERS Per Week



—that's the answer to the question, "Do they sell?" Week by week, the sales of NU-WAY products has increased until now thirty thousand pairs of NU-WAY Suspenders alone leave the factory each week

YEAR'S WEAR GUARANTEED

No rubber to rot from heat and sweat; lots of stretch from rustless phosphor bronze springs; unusual comfort from slip-loop back, and a guarantee of "A Full Year's Wear in Every Pair"—those are the reasons for the growing popularity of NU-WAY and EXCELLO Rubberless Suspenders.

ADVERTISED TO YOUR CUSTOMERS

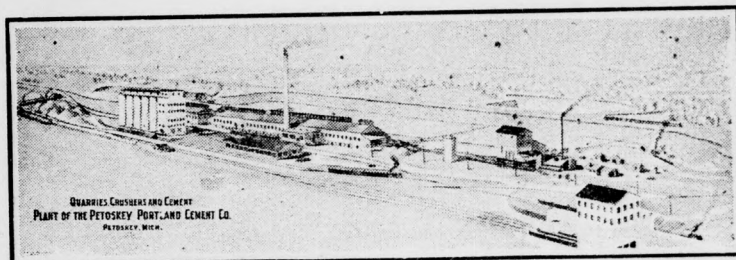
More than seventy-five million readers are being told the story of NU-WAY and EXCELLO Rubberless Suspenders, Garters and Hose Supporters each month.

Floor and Counter Displays are furnished Free with Dealers' initial orders.

NU-WAY and EXCELLO products are increasing the profits of thousands of merchants in every part of the country. Write today for Dealer's Proposition.

Nu-Ways sold direct from factory to you.
Excello Brand sold through Jobbers.

Nu-Way Stretch Suspender Co. Mrs.
THE STRETCH IS IN THE SPRING
Adrian, Michigan, U. S. A.



Petoskey Portland Cement

A Light Color Cement

Manufactured on wet process from Petoskey limestone and shale in the most modern cement plant in the world. The best of raw materials and extreme fine grinding insure highest quality cement. The process insures absolute uniformity.

ASK YOUR DEALER FOR IT.

Petoskey Portland Cement Co.
General Office, Petoskey, Michigan

which the Tradesman had not enjoyed, but had made possible, neither had the affection and interest of anyone on the force, and neither achieved the success of the first-born big brother.

From the very first the Tradesman had a definite policy and expressed and maintained it forcefully and fearlessly. I recall the first libel suit threat, which had it been successfully instituted, would have wiped out the meager capital of the business, while, had the editor taken fright and receded from the position he had taken, he would have ended forever any chance for the usefulness and prestige which his paper has come to enjoy. I never knew a man to come to the office in those early days with a grievance—either real or fancied—that E. A. did not meet him more than half way. So long as the visitor was courteous and gentlemanly he was treated with the greatest possible respect; but if he threatened suit or intimated that he would "see his lawyer," E. A. abruptly terminated the interview with the remark that if the visitor started anything, he must be prepared to follow the matter to the court of last resort, because the Tradesman never considered any cause settled until it had been passed upon by the Supreme Court. There is certainly something uncanny in E. A.'s legal experiences, because he has never gone to the Supreme Court without coming home victor.

In those days the personal journalism of Dana and Greeley the elder Bennett, Raymond and Watterson were more than a memory and had not succumbed to the anonymous composite of the present day editorial page. It may be that the present policy makes for a stronger unit, yet it remained for the last of that great galaxy of personal journalists, the lamented Watterson, to put in trite expression the heart and mind of American thought when he wrote "To hell with the Hohenzollerns and the Hapsburgs." That was more than the combined brains of the metropolitan press had been able to do, and had he done nothing else in his long and eventful career he would be forever entitled to the homage of his countrymen.

There has never been an anonymous or uncertainty of responsibility about the expressions of the Tradesman. Its editorial policy is to go to the point, without equivocation, by the short cut of plain words, clearly expressed. It has never had any patience with, nor much mercy for, the crook and the sharper, but the man with a just cause has in it an unswerving champion and friend.

Two thousand weeks! Grand Rapids street cars were then snailed about the city by horses attached by rope traces. The only rapid transit the city then enjoyed was the old dummy line to Reeds Lake.

Two thousand weeks! Chester A. Arthur was President then. Grover Cleveland was Governor of New York, James G. Blaine, Benjamin Harrison and William McKinley in Congress, Theodore Roosevelt, a member of the New York Legislature. It was years before William Jennings Bryan had coined his "Cross of Gold and Crown of Thorns" or attuned his silver tongue to the ratio of 16 to 1. W. H. Taft and Woodrow Wilson were quite unknown to fame and Warren G. Harding was just evidencing his merit to distinction by breaking into the newspaper game. The Vanderbilts and the Astors were the ultra rich. Rockefeller had not yet erected his colossal fortune and Henry Ford (spell it with a small "F" if that is the office style—I have more regard for typographical style than for any individual)—was a dreamy youth meandering about the fields of Dearborn.

It is with no little pride that I count the Tradesman as my alma mater. I treasure the memory of those four years when I passed through its curriculum as fondly as does the man who has passed from freshman to graduate in the halls of his college.

When I had completed so much of

my course I was prompted to enter upon a career of individual effort with the modest savings which I had accumulated. And then I was given my diploma, which is a most treasured and perhaps, my most valuable material possession, for upon it is based very largely whatever degree of success has come to me. It was a letter of credit to a printer's supply house, guaranteeing my account up to an amount sufficient to meet any needs at that time. I have never made definite use of it except when I embarked my first small craft upon the tumultuous and uncertain sea of journalism, but it was an open sesame to the harbor of refuge in the early days of my needs, and ever served as an anchor of faith and confidence. So far as I know it has never been withdrawn.

I have been separated from the Tradesman nearly thirty-four years, and as upon occasion I see the mentor of those days I note no difference that suggests the strain of those 2,000 weeks. All of the energy, all of the enthusiasm, are there, with a gradual gain in the uncanny ability to transform work into results, with a stronger usefulness; which, God grant, may continue for another 2,000 weeks to come.

Harry M. Royal.

For thirty-eight years it has been a tradition of the Tradesman office that "once a Tradesman employee, always a friend of the Tradesman." We have never relinquished our claim on the dozens of young men and young women who have found the Tradesman to be a stepping stone to positions of even greater responsibility and profit. Mr. Royal is no exception to the rule. Although it is thirty-four years since he left the Tradesman to establish the Shelby Herald, he has never ceased to regard the Tradesman as home and, next to his own establishment, he probably derives more pleasure in calling on the Tradesman than any other place he visits. Although Mr. Royal has never enjoyed the rugged health of some men, he has achieved a splendid success in various fields to which he has devoted his virile efforts and has taken high rank among the strong men of his community and county. Whatever Mr. Royal has done he has done well. He has been faithful to every trust, loyal to every friend, an advocate and exponent of every good cause which comes within the scope of his usefulness.

Mr. Royal may be right regarding the part the "empty sleeve" played in the spring election of 1884 for candidates for the Michigan Supreme Court, but as I now recall the event the real issue was over an unfortunate decision which Judge Cooley wrote during 1883, which was attributed—wrongly, of course—to railway influence. David Hufford, a soap salesman of Grand Rapids, bought a ticket on the G. R. & I. from Cadillac to Mancelona. In handing him the pasteboard the ticket agent at Cadillac made a mistake and handed out a ticket for Manton instead. Hufford did not notice the mistake and, of course, did not get off the train at Manton. Finding his passenger on the train after it had left Manton, the conductor demanded a cash fare from Manton to Mancelona, which Hufford refused to pay. Instead of wiring the agent at Cadillac at the next station to confirm or disprove Hufford's statement, the conductor stopped the train in the woods on a dark, stormy night and put the passenger off with perhaps more force than was necessary. Hufford sued the G. R. & I. for damages and was awarded \$2,000. The G. R. & I. took an appeal to the Michigan Supreme Court, which reversed the case on the ground that the "passenger must be the judge of his own ticket." The decision was written by Judge Cooley and the obnoxious wording quoted was his own. Four other members of the Court concurred with him and the other four presented a minority dissenting opinion.

About this time Judge Cooley had

incurred the wrath of the Detroit Evening News by writing the opinion in the case of Dr. Donald McLean vs. Evening News, appealed to the Supreme Court from the Wayne Circuit Court, which gave the Doctor a \$20,000 verdict against the Detroit publication on libel. The Evening News seized upon the Hufford situation to defeat Judge Cooley. All the venom which brilliant minds and brutal temperaments could concoct was poured into the campaign with an energy and vindictiveness which has since found but one parallel in the annals of Michigan journalism—the hypocritical attitude of the Evening News on the Newberry case. As no candidate for public office could stand up against such a stream of abuse and vituperation, the greatest expounder of the Constitution since John Marshall went down in defeat and Judge Morse was elevated to the Supreme bench. Hufford sought a second trial of his case and secured a verdict the same as before. The G. R. & I. took an appeal to the Supreme Court and that tribunal reversed itself, holding that the railroad company is responsible for the mistakes of its agents. The decision was written by Judge Morse and was concurred in by a majority of the other judges on the bench.

E. A. Stowe.

He Can Who Thinks He Can.*

It gives me great pleasure to have the opportunity of saying a few words to you, for in all probability this will be the only time that I will be honored by being requested to talk to so many hardware men at one time.

When I first received the invitation from your Secretary, A. J. Scott, to address you, I felt that I should decline because I am not a public speaker, but the thought came to me, "he can who thinks he can," and while I may not come up to your expectations, I assure you that I am trying my best and that you are resting a great deal easier than I am, for I am only thinking what I can. I do believe that if more of us were of the he-can-who-thinks-he-can spirit, we would get just a little in whatever we undertook to do. Why is it that Babe Ruth knocks so many home runs? It is because he thinks he can. Why is it that Ty Cobb steals so many bases? Because he thinks he can. Why did Columbus discover a new world, Peary the North pole, Franklin electricity or Marconi wireless? Because they thought they could. Why did Bell invent the telephone, Edison the phonograph, Howe the sewing machine? Because they thought they could and now the United States and Canada are planning on spanning the Detroit River with an international bridge, the longest in the world. They are going to do it because they think they can.

I have in mind two customers who bought talking machines. One bought and sold twenty machines that fall because he thought he could, while the other bought one and was obliged to sell that one below cost because he thought he could not. Sometimes a dealer has not sold himself on an article he buys. How many dealers after they have been sold and bought an article from a manufacturer or jobber try to post their sales force on that article? Isn't it a fact that a great many times the article arrives, is uncrated, the cost and selling price is placed on it by the buyer and it

*Paper read at annual meeting Michigan Retail Hardware Association by Fred C. Richter, of Traverse City.

remains in stock longer than it should, because the salesmen have not been given proper information.

I recall a customer who is not in this room—never has been and never expects to be—because he claims he is too busy to attend conventions of this kind, who purchased an electric washing machine nearly a year ago, but if you would go into this customer's store to-day you would find this same machine still in the crate in which it was shipped, while his prospects have bought electric washing machines in his neighboring town.

Another thing is price reductions. How many of the dealers to-day are following the market changes as closely as they did two years ago and are marking their goods accordingly? This brings to my mind a dealer who purchased some goods of a jobber, but before they arrived some of them had dropped in price and he told me that he had written that house and told them that unless they were willing to stand the decline that he would refuse the shipment. Afterwards I told him that compressed air sprayers had dropped and he told me that he only had a few on hand and was not going to reduce his retail price that season. I believe that when everybody gets over thinking he can enjoy low prices at the expense of others and high prices for himself the situation will improve.

Sell yourself. Sell your clerks and resolve that you will sell more hardware in 1922 than you did in 1921, for, after all, no matter what station of life we occupy or business we are engaged in, it is only a matter of having one aim or purpose with ambition and perseverance to carry it through. In conclusion:

You say the world looks gloomy;
The skies are grim and grey,
The night has lost its quiet—
You fear the coming day?
The world is what you make it,
The sky is grey or blue
Just as your soul may paint it;
It isn't the world—it is you.

Clear up the clouded vision,
Clean out the foggy mind;
The clouds are always passing,
And each is silver lined;
The world is what you make it—
Then make it bright and true,
And when you say its gloomy,
It isn't the world—it is you.

Bonus For First at Fire.

Every fire alarm in the village of Harrison, Ohio, holds a thrill for the residents.

On the front of the Harrison city hall is a tin sign offering \$3 reward to the first man to get a team of horses to the engine house in case of an alarm the team to be used to haul the engine to and from the fire.

It is reminiscent of days gone by when citizens in larger towns used to turn out at night to man the brakes of the old hand engines.

Harrisonians say there are spirited races sometimes between rival team owners when even a hencoop burns down, and the whole population turns out to view the spectacle.

Worst thing about punctures is one never stays close to a garage.

FIRE

WINDSTORM

TORNADO

The Mill Mutuals

Agency

LANSING, MICHIGAN

Representing One of the

Strongest Mutual Fire Ins. Groups In United States

With

\$21,750,000.00 Cash Assets
10,100,000.00 Cash Surplus
4,000,000.00 Cash Dividends
Paid in 1920

We also furnish to our clients, without cost, the best insurance and engineering service obtainable and in case of loss our own adjusters will serve you.

Strength, Service, Economy

ROBERT HENKEL, President
Detroit

A. D. BAKER, Sec'y-Treas.

GEO. A. MINSKEY, Manager

120 Ottawa St., Lansing, Mich.



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.

Midwinter Is a Good Time For Special Sales.

Written for the Tradesman.

Of the winter months, February is probably the best for the holding of special sales. This applies to all branches of trade, but with particular force to hardware. The reasons are both numerous and obvious.

In the first place, business is always dull during February. Trade flickers fitfully throughout January, and dies down to the mid-winter minimum in the month that follows. The necessity is greater then to take some measures to stimulate business activity.

Secondly, a sale can be conducted best during periods when the regular business in the store is light. More attention can be paid to the sale and the regular business does not suffer. February is the zero month in the trade calendar and is selected, therefore, as the best time to conduct special campaigns in certain lines.

Having thus picked out the best time, it devolves upon the hardware dealer to select the best lines to be featured. The rule followed by dealers who carry on special sales is to select the lines which are not called for much in the ordinary course of trade at that time.

It is not necessary, for instance, to hold special sales of screen doors in early summer or snow shovels after the first fall of snow. The demand is there and does not need to be brought to the surface by special efforts. There are other seasons, however, when these goods are not in demand; and then it is advisable to hold sales.

To illustrate, watch the advertising columns of any large newspaper during January and see how persistently the dry goods and department stores feature "whitewear sales." The idea is somewhat incongruous. Whitewear does not seem a good line to feature for sale during January frosts and storms. That is just the point, however. There is no natural demand for whitewear and consequently the big stores set out to create the demand. The working out of the same idea has led to the vogue of February furniture sales, August overcoat sales, and other regular fixtures in the average big store calendar.

The hardware dealer could safely follow this plan in deciding what to feature during February. Pick out a number of lines which carry a good profit but which are not actively in demand.

One of the first considerations would be a sale of cutlery and silverware. Although cutlery sells more or less steadily the whole year round, there are some seasons which are comparatively dull; and February is one of them. Demand is keyed up to a high pitch before Christmas and a certain reaction sets in during January and February. The dealer knows that activity will return in a short space of time but, if he is fully awake to trade possibilities, he will not be content to let the demand revive of its own accord. He will take steps to bring it along and will bridge across the break in his cutlery and silver profits. The sure way to accomplish this is to hold a special sale, featuring the goods as strongly as circumstances will permit.

The methods to be employed in this connection can be summed up in one word: "Advertise."

People are not likely to extend their shopping during February beyond the limits of sheer necessity, unless the man who has goods to sell employs some unusual means to break through their indifference. The average person will buy only if he feels it is to his distinct advantage to do so and it devolves on the dealer to prove that such is the case.

The newspaper is one of the most potent factors to be used in this connection. The store window is also a big help; but here the weather man must be overcome. A well-frosted window has no attraction for the passers-by. If the weather is cold, people hurry along with their faces buried in mufflers and coat collars, looking neither to right nor left. But the merchant makes up what he loses in this way by the fact that people stay in more during the evenings and study the daily papers longer and more attentively. It is through the medium of the newspaper, therefore, that the dealer should strive to create interest in his February sales.

The next step is to display the goods to the best advantage. This can be done by appropriating a front position in the store. A show case or two should be utilized for the goods on sale, flanking a table on which some of the more popular lines could be shown. Price tickets are an essential feature of the special sale. Double interest can be aroused in goods which are clearly and distinctly priced.

In the matter of price reductions, it is impossible to set a rule which all should follow. Some contend that it does not pay to give any large reduction, urging that, by so doing, the dealer's ability to secure his regular price at other times is seriously impaired. This may be true; but the

Foster, Stevens & Co. Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.
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W. M. Ackerman Electric Co. Electrical Contractors

All Kinds of Electrical Work.
 Complete Line of Fixtures.
 Will show evenings by appointment.

549 Pine Avenue, N. W., Grand Rapids, Michigan
 Citizens 4294 Bell Main 288

Our travelers are out with the new things in robes, blankets, sheep lined coats and mackinaws. In the past our line of this merchandise has always been a strong and active one and for 1922 you will find many fine additions.

Kindly wait until our salesman calls on you and then look over the line. You will be glad you waited for this.

Brown & Sehler Co.
 Grand Rapids :: Michigan

Michigan Hardware Company

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

Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
FISHING TACKLE

fact remains that a noticeable reduction is an inducement that few people can resist. This is one of the reasons why special sales of unseasonable goods can be made so successful. If the fact is made reasonably plain that the price is a special one, which cannot be expected at any other time, the ability of the dealer to secure the regular figure at all other seasons should not be seriously interfered with.

However, this is a matter which every dealer must settle for himself. No dogmatic rule can be laid down. A discount might make the sale a brilliant success in one place and yet prove a bad policy elsewhere.

There are a number of other lines which could be very successfully sold during February on the special sale basis. Paints, tools, dairy supplies, laundry accessories are among the first to suggest themselves.

A certain hardware dealer arranges one special sale every week during February. He decided to adopt this policy some years ago, the compelling circumstance being the extreme dullness of trade during that month. "I figured that I couldn't lose," he said. "My clerks didn't have much to do, anyway, and the sales would not interfere with the regular business. I took a leaf out of the book of the department store and started to boom the lines which were not selling to any extent. The system has proven a big success."

He holds each sale two days, Friday and Saturday. His advertising campaign is conducted with spirit and people attend, literally, in droves. The revenue from these sales constitutes over 50 per cent. of his total turnover for the month of February. The real point is that the goods thus featured were formerly among his slowest February sellers.

It is important to remember, always, to make the most of your sale. Put it on half-heartedly, advertise it cautiously, and it will bring small immediate or ultimate results. If you are going to hold a sale, make it the sort of sale that people will talk about, and that will advertise the store and bring new customers to you.

There are many by-products of a special sale. For instance, the customer attracted by some special feature is quite likely to buy some regular line as well, at the regular price. That is why it pays to put on at least a few features at prices that are sure to bring crowds of people to the store. Use your sale to get in touch with a lot of people who have been dealing elsewhere.

Then, look out for prospects in various lines—paint prospects, stove prospects, prospects for this, that and the other line. You won't sell these people now, but try to interest them, and get their addresses, so that you can follow them up later. In this way your special sale, even if the immediate profits are very small, will lay the foundation for a lot of future profitable business.

At the same time, avoid tricky slogans, that involve deceit. Such announcements as "Going out of business" when you are doing nothing of the sort are sure, in the long run, to shake the public confidence. Try

rather, to develop some new and original stunts that will attract attention by their novelty.

Victor Lauriston.

Manufacturing Matters.

Detroit—The Hi-Power Tool Corporation has been incorporated to manufacture and sell machine tools, etc., with an authorized capital stock of \$75,000 preferred and 15,000 shares at \$1 per share, of which amount 10,000 shares has been subscribed and paid in in property.

Detroit—The Frank Products Co. has been incorporated to manufacture, sell and deal in beverages, syrups, flavors and extracts, with an authorized capital stock of \$100,000, of which amount \$84,000 has been subscribed, \$10,000 paid in in cash and \$30,000 in property.

Adrian—The Anchor Concrete Machinery Co., of Rock Rapids, Iowa, incorporated at \$100,000, is Adrian's newest industry. The factory buildings and site were purchased from the Adrian Steel Casting Co. Machines for producing blocks, bricks and cement will be made.

Iron Mountain—Iron Mountain hopes to soon have a brass and iron foundry in operation. A site has been procured and money is being raised to finance the venture which is being headed by B. C. Chatfield, of Escanaba, a founder of experience. These concerns use iron and copper and will help along in the manufacturing business of Iron Mountain.

Muskegon—The Gray Iron Foundry Co. and the Alamo Heating Co., both of Muskegon have been working on a partnership agreement for about a year in the manufacture of furnaces and other foundry products. They have now formed a new corporation with a capitalization of \$10,000, to operate under the corporate name of the Gray Iron Foundry and Furnace Co.

Midland—The toy plant of the H. P. Manufacturing Co. was sold at auction Jan. 26 for a second time. Roland P. Place, former president and manager, again bid in the bankrupt property at \$44,000, of which \$40,000 is to assume a mortgage of this amount against the plant, and \$4,000 for the plant itself. As in the case of the first sale, the approval of George Marston, referee in bankruptcy, is necessary to confirm the sale.

Perry—After three months' vacation the Perry Glove and Mitten Co. has reopened its factory with the usual force of help. The traveling salesman recently commenced their work throughout the various states, two from Perry, A. G. Watkins taking the State of Iowa and M. Rann the State of Nebraska. The annual meeting of the stockholders was held Monday night. The reports given were satisfactory, and a good run of business is looked forward to for the coming year.

Tecumseh—The new hydro-electric power plant at this place is now in operation. This plant provides lighting and power for Tecumseh, Deerfield, Britton, Ridgeway, Holloway and Petersburg, as well as to farm patrons on forty miles of rural cir-

cuits. The capacity of the plant is 325 horse power. It is owned by the William Hayden Milling Co. and the current provided is sold to the Tecumseh Electric Co., which will handle this energy in addition to that produced by its own hydro-electric and steam power plant at Tecumseh.

The early bird catches the worm; the late employee gets the squirm.

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

Saginaw Brick Co., Saginaw
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Rives Junction

We are making a special offer on
Agricultural Hydrated Lime
in less than car lots.

A. B. KNOWLSON CO.
Grand Rapids Michigan



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 a money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

Fieglers

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Package Goods of
Paramount Quality
and
Artistic Design

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Grand Rapids Steam
Ground Bone Fertilizer

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200 Strawberry Plants \$2

100 Everbearers—100 Senator Dunlop

both postpaid anywhere at proper planting time. Send Now. We have 50 other varieties of strawberries; also small fruits, shrubs, trees, evergreens, etc. Free Catalog of everything to plant. Our Reduced Prices will pay you to answer this adv. Write today to

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

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"A MOTOR CAR
is only as good
as the house
THAT SELLS IT."

We consider our Service
organization second to none in
Michigan.

Consider this when you buy your
NEXT CAR.

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WE SELL

**Pierce-Arrow
Franklin
Oldsmobile**

F. W. Kramer Motor Co.
Grand Rapids, - Michigan

Cardinal Rules For the Purchase of Hardware.*

Several generations past, in the State of New York, when my great grandfather was a boy attending district school he studied a geography containing a description something as follows: "The territory of Michigan is a vast waste of swamps and sand dunes. Aside from scattered military posts it will never be inhabited except by wild beasts and wild savages"—and here we are.

The distribution of hardware has been a potent factor in the development from the condition depicted in the ancient geographers chronicle to the commonwealth of to-day.

In addressing you it must be understood that I am not speaking as a large or notably successful buyer, but am confining myself to the impressions gathered from experiences as clerk, manager and proprietor of a small business catering to a territory large in area but sparsely populated.

In the established order of things buying is the merchant's first contact with the sequence of events placing merchandise with the consumer, and a review of the past years brings to mind several factors that I believe have a bearing on the proper buying of hardware.

Why do we buy? To sell and make a profit? No, that isn't it; we buy to supply human needs, to make our patrons happy and prosperous, and the selection of merchandise should be governed by the needs of the people we serve.

When debating whether to buy or not to buy an article under consideration I ask myself the question "will it be useful to someone who deals with me?" and the answer decides.

Any article of merchandise that will not contribute to the comfort or prosperity of a customer is destined to a long rest on the back shelf.

The individual characteristics of our customers influence our purchases. To illustrate; the carpenter wants a high grade handsaw but the average farmer wants a moderate priced one for occasional use and to lend to friend neighbor, but when Mr. Farmer wants a crosscut saw or an axe, something to use all day and several days in succession he wants the best.

The duck hunter wants a high base shell with a heavy load of smokeless powder and chilled shot but there is a demand for a lighter and cheaper load for smaller game.

When do we buy? We study our territory, anticipate the need before the other fellow is aware of it, order in time to have the goods when the need arises, and often educate the customer to the need.

Forest fires in the fall mean a heavy demand for barb wire the following spring; no education needed, natural demand.

Several farmers have been using dynamite in 1921. More cleared land; room for hay loaders and new tillage implements. Educational campaign is now under way.

While developing the new market it is worth while to get around and look

*Paper read at annual meeting Michigan Retail Hardware Association by W. S. Felton, Engadine.

at things from the other fellows point of view and let him do a little of the educating.

Regarding the logical source of supply, certain special lines are well obtained from the manufacturer but the bulk of the country merchants business fares best with a responsible jobber. There are several fine jobbing houses doing business in our State, but it is wise for the little fellow to concentrate and make his account worth while to somebody.

I do not open an account unless satisfied that pleasant relations will follow.

In making purchases two attitudes should be available for instant use, a receptive one for the traveler representing the regular source of supply, and a bomb-proof one for the tramp specialty chap who wants to load you to the limit and drift on, sending a stranger to collect.

The travelers with good houses are high grade men, and are the country merchants' most useful friends. Meet them half way and they give their best freely. The nature of their training equips them to be educators and missionaries, and they make good in the hardware world.

Price is not as important as proper selections. In dealing with a good house the price takes care of itself automatically, therefore, I believe in keeping attention centered on the choosing of goods to maintain a normal stock, adding such new items as the trade will assimilate, appraising each article at its intrinsic worth.

Did you ever go into a store owned by a fellow who is continually shopping around for low prices without seeing a lot of mis-bought, unsalable stuff, acquired because the price was made to appear low? I have a sample or two in my stock. Have you any? If not, accept my congratulations.

A reputation as a price shark causes the salesman to feature a few specials at the expense of essential items and perhaps some time some fellow may be tempted to raise a notch in order to have a concession. Isn't it more satisfactory to have the salesman ready to quote his best price the first time?

In sporting goods, cutlery, paint and some other lines it seems wise to confine purchases to one line as nearly as possible, getting better turnover and avoiding stock duplication. It is easy to become familiar with one line but too many are confusing. The one line plan gives the trade better service at less cost, and simplifies buying.

In conclusion, allow me to submit a little code of ethics, which for convenience we will call the country merchant's creed:

I will buy what my customers need to make them prosperous and happy, selecting the highest quality consistent with their purchasing ability.

I will provide insurance for my customers and myself by buying from reliable sources, thereby having redress in those rare instances where the quality of merchandise is disappointing.

I will promote the welfare of my patrons by leading them to a knowledge of better merchandise and cheer-

ful service, that all may profit thereby.

The traveler is my friend. I will not limit the value of his presence to the gains computed in dollars, but will greet him with a spirit that will cause him to enter my store with a smile, and rejoice there to arrive.

My Association is my inspiration in prosperity and my refuge in adversity. I will read my hardware bulletin diligently, attend each convention, contribute my mite when opportunity offers and shout aloud my appreciation of the privilege of membership therein forever.

Mutual Relations of Hardware Dealer and Banker.*

The present period of depressed conditions brings to our minds the importance of careful deliberation by this convention of all matters which are of vital interest to the industry in which we are engaged. During the unusual prosperity of the recent war period and for a time following, all business and commercial activities became badly inflated. The optimistic attitude which spread over the world finally collapsed from its own weight, starting with the panic of the silk industry in Japan in 1920 and what followed in rapid succession is now only history with which we are familiar. It is not my purpose to talk of the past. The water which has gone over the dam cannot be utilized to help restore a commercially sick world to normal conditions. Many new conditions are arising and we should trim our sails to cope with them. One important lesson which has been taught us by the war activities and that is the value of co-operation and at this time I want to drive home to you fellow hardware dealers this point that you cannot do a shrewder thing than to cultivate a spirit of free understanding and co-operation with your banker and as a result there will be immense benefits not only to the banker and yourselves but also to the community in which you reside. Will the banker co-operate? Surely he will if he is of the modern type.

The banking fraternity seems to have attained the distinction of being in class one in the business world. Now where does the hardware fraternity stand? I say a close second and to get the best results from this cooperation you should be frank and candid with your banker. Let him know your true financial condition and then demand of him to give you the financial aid you really need and are entitled to. If you have a successful business record back of you you are a reasonably safe risk. You are engaged in merchandising necessities and things that enter into the constructive phases of our economic life and the upbuilding and advancement of our social and commercial being. Your merchandise in the main is liquid and moves on from your shelves and warehouses to the channels of commercial and agricultural developments. You and your vocation represent the bulwarks of stability. Your hardware insurance companies have found you

*Paper read at annual meeting Michigan Retail Hardware Association by E. J. Foster, of Grass Lake.

to be safer risks by 50 per cent. than many other classes of merchants and when you have enlisted your banker to give you the financial support that your business requires then set your jaw on the proposition and stay by the ship and prove what kind of leather you are made of. Have confidence in yourselves and confidence in the future. We are the only Nation on the globe that is on a strictly gold basis having a money system so sound that when the financial structure of the country was threatened in the recent past proved its ability to serve all the demands that were made upon it. Now with our splendid currency system and with all our great natural resources and granting that international affairs will at least partially right themselves industrial America will surely emerge from the siding on to the main track towards former prosperity, surely none of us can doubt that. Now fellow hardware men there is work that you can do besides selling hardware and making money. Do something for your fellow men and strike back at the unscrupulous solicitors and promoters who sap the community of the results of the peoples' thrift and enterprise by selling them stock of doubtful value. When these conditions are relieved they will have more money to buy needed merchandise and pay their bills besides add to their bank deposits. Here is where you can work to the financial betterment of your whole community and do it in a wholehearted way. Some class of business men should take this stand and why not you. You can do this by urging carefulness and caution at every opportunity. You again can perform a master stroke in the way of giving aid to stop the drift on the open sea of increasing taxation. No one should be more interested than you in this movement. Your property is entirely exposed and surely will have to stand for its full quota. What stand are you going to take towards having an amendment to the Constitution enacted prohibiting the further issuing of tax exempt securities. Do you realize that there are now ten to twelve billion of tax exempt securities outstanding. Do you realize the moral effect this will have on our people unless it is discontinued? Then, gentlemen, use your influence to have this condition corrected.

In conclusion, let me again suggest the value of closer co-operation between each merchant and his banker. I urge you to take an active part in politics. I do not mean politics of the old hide bound variety but of the modern type. Now is the time for real constructive action. Forget personal interests occasionally and make some contribution towards the solution of your local problems. Your membership in this splendid association places you in the ranks of progressive merchants. Business and society needs men as never before with strong characters who will lead in the fight for that which is just and right. Let each one of us say here and now I will be such a leader in my community. Thereby you become a stabilizer of good citizenship in your locality.

Two Fundamental Stumbling Blocks To Prosperity.

Chicago, Feb. 14—That undeniably autocratic body, the Interstate Commerce Commission, has issued another edict to the effect that an interurban railroad line, operated entirely in one State, must not maintain a lower freight rate than an interstate rail line running parallel therewith, said trolley line being arbitrarily ordered to advance its rate at once, because of competition with the stronger organization.

Secretary Hoover simultaneously announces that there will be no reduction in freight rates on coal until April 1 when the coal year ends.

The announcement frankly was "made for the purpose of stimulating buying and storage by railroads and other industries to meet an expected coal strike.

Queer logic, that: To the layman possessing average common sense it would seem that a radical rate reduction would be the most logical and quickest method of producing the effect desired—the buying and storing of this commodity.

Representatives of the steel industry, appearing last week before the Interstate Commerce Commission in connection with the investigation into transportation rates, renewed their demand that the 40 per cent. increase in freight rates ordered in 1920 be removed. Most of the witnesses, all men of large business experience, expressed the opinion that the present high freight levels constituted the chief obstacle to a return to business prosperity.

"It is the maladjustment of prices and service charges which continue to force the existing depression," was the consensus of opinion.

Recently the Detroit, Toledo & Ironton railroad announced a substantial reduction in rates on coal and other commodities, as well as passenger fares. The I. C. C. promptly knocked the project in the head, with the simple but unsatisfying announcement that such a cut would result in hardship to competing lines.

For several weeks I have been in touch with commercial lines as well as commercial men in this city, and while I find a much more cheerful feeling over the business outlook than at any time during the past eight months, there prevails the feeling that the I. C. C. is the chief stumbling block to a revival of prosperity.

It was believed the tardy action of Congress in declaring the war to be a thing of the past, would mean a restoration of constitutional rights to the public and an excuse for transportation lines to bring their charges down to a living basis, but between the rulings and actions of the I. C. C. and the U. S. Railroad Labor Board, there is little hope of any immediate results from such Congressional action.

Two meetings of business associations which I have attended lately, the Rotarians and Supreme Council of Illinois U. C. T., were prolific with discussion of transportation matters and many prominent speakers laid much emphasis on the fact that unless rates were radically reduced and at once, there would be no noticeable reaction in industrial and commercial conditions.

Primarily, the fuel condition was spoken of as a menace to the resumption of manufacturing. One prominent coal operator stated that his mines had a producing capacity of 100 cars per day, that the sidetracks at every rail line station between Chicago and his shipping point showed hundreds of idle coal cars in storage which would be kept constantly moving but for the excessive charges, which were absolutely prohibitive. His mines were without production and many of his customers were installing oil burning apparatus for self preservation.

Others attested to the deplorable conditions in the live stock and other agricultural commodities. The rail-

roads, when appealed to, referred them to the I. C. C. and U. S. Labor Board.

One individual stated that his business connections had made it almost obligatory for him to make fortnightly trips to New York. He had continued this custom until last fall, although dreading the trips in deluxe trains in empty Pullmans. He finally discovered that he could utilize the telephone at a considerable saving of time and expense and suggested that others do likewise.

Ex-Congressman Sohl in a talk before the U. C. T. facetiously remarked that he believed the public still had one privilege left them—the right of petition. He had suggested on one other occasion that petitions be generally circulated, asking Congress to legislate the two boards mentioned out of existence. Speaking of the effort being made at this time by the various commercial associations to secure through action of Congress a mileage book at a reduced rate, he believed that even if such legislation was finally successful, it would, undoubtedly, be nullified by the I. C. C.

These remarks were followed by the passing of suitable resolutions, providing for the preparation and circulating of petitions asking for the abolishment of the Interstate Commerce Commission. Such petitions to be first submitted to President Harding in the hope that he will so change the personnel of the Commission that the public will have simple justice in the consideration of their demands. If such presentiment proves futile, then pressure is to be brought to the legislative body in the hope of relief. Whether or not the public desire to return to the days of the early 90's, when rate cutting and discrimination were frequently indulgences, remains a problem, but the results cannot prove much more disastrous than we receive under the present regime. Occasionally we used to hear of some institution unfortunately located at a non-competitive point being put out of business by discriminating practices, but, on the other hand, general prosperity prevailed and capital for railroad building and improvements was not lacking.

Railroad officials have divergent opinions as to the effect of a restoration of railway charges to a pre-war basis. President Underwood, of the Erie, recently stated in an interview that if permitted to do so, he would favor re-establishing passenger rates at 2 cents per mile, believing such action would sufficiently stimulate that class of traffic and prove a financial benefit to his organization.

The president of a Michigan railroad, when propounded the interrogation as to whether a radical reduction in rates would not prove beneficial, said that, so far as the general public were concerned, there was no doubt as to the effect, but that from the standpoint of the transportation companies it was problematical. If the reduced rates could be placed on trial, he would favor the experiment, but that the great trouble would come when, in the event of failure to provide sufficient revenue, the public were again asked to stand for an advance.

A return to normal conditions is profoundly hoped for. The I. C. C. and U. S. Labor Board are not producing satisfactory results or promoting public confidence. On either hand we have dissatisfied transportation officials, employees and shippers. And then there is the public, being sacrificed between them.

But the public are reasonable and, while disposed to be argumentative, have shown by their state legislative actions that they do not desire to be served at a loss. Why not, then, take their claims under consideration, at least, and possibly give them a try out?

At a recent banquet given to ex-President (now Chief Justice) Taft, at the Drake Hotel, Chicago, so far as he could ethically do so, one speaker expressed the belief that the states

should be permitted to resume their internal sovereignty and authority, especially in the handling of public utility problems.

Now that we see manifestations of returning prosperity, when every boost helps, why not ask for a resumption of state control of every means of transportation? W. H. Istler.

A South Dakota farm owner has offered to rent his farm in a novel manner. He states that he will rent the 160 acres to a tenant on the sole condition that the tenant shall turn over to him one turkey for each acre of land contained in the farm. Turkeys sold by the land owner during the closing weeks of 1921 brought him from \$8 to \$10 each, and he figures that he will receive good rent for his land if the tenant will agree to furnish him in the fall of 1922 one turkey for each acre in the farm. And he believes that by this method he would be getting the "long end" of the bargain with his tenant.

The poultry and egg dealer is not only in a business that will "last forever," but he is rendering a real service to the farmer who produces the eggs and poultry and to the citizen who buys them for consumption. The farmer of the future that does not lean hard upon the cow and the chicken will not only be unsuccessful, but, many think, will "go broke."

Corporations Wound Up.

The following Michigan Corporations have recently filed notices of dissolution with the Secretary of State:

Lakewood Theater Co., Detroit.
Gem Toothpick Co., Adrian.
Northway Motor & Mfg. Co., Detroit.
Battle Creek Garbage Co., Inc., Battle Creek.
Owosso Bronze Bearing Co., Owosso.
Morgan Packing Co., Traverse City.
Weeks Motor Repair Co., Grand Rapids.
Stoepel Realty Co., Detroit.
Truesdell Marble & Granite Co., Port Huron.
Romeo Heights Land Co., Royal Oak.
Wilson Shoe Co., Detroit.
Farmers Creamery Co., Lucas.
Lunde Clothing Co., Ludington.
Ajax Enameling & Foundry Co., Battle Creek.
Loud Lumber Co., Charles.

A man arrested at Davenport, Iowa, in connection with four incendiary fires, is reported to have confessed membership in a nationwide organization composed of union officials to destroy property in order to provide work for laborers and mechanics, to keep wages up.

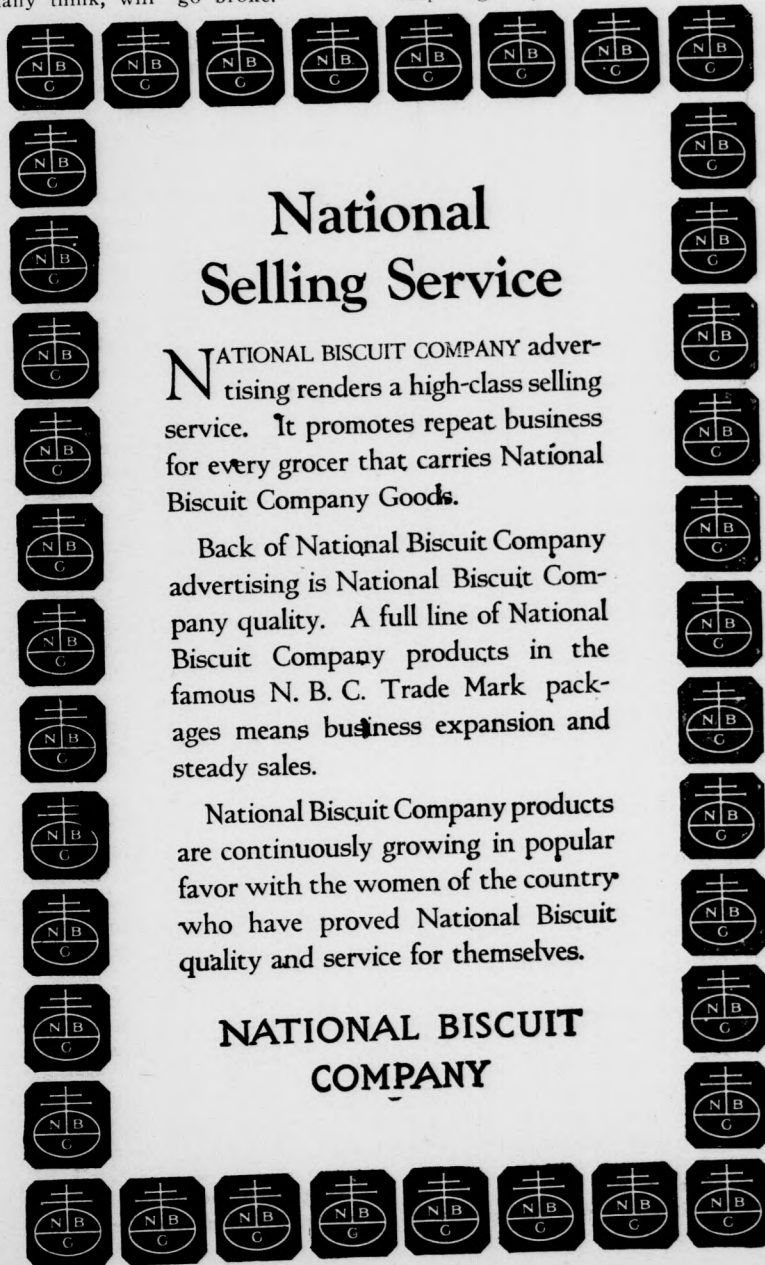
National Selling Service

NATIONAL BISCUIT COMPANY advertising renders a high-class selling service. It promotes repeat business for every grocer that carries National Biscuit Company Goods.

Back of National Biscuit Company advertising is National Biscuit Company quality. A full line of National Biscuit Company products in the famous N. B. C. Trade Mark packages means business expansion and steady sales.

National Biscuit Company products are continuously growing in popular favor with the women of the country who have proved National Biscuit quality and service for themselves.

NATIONAL BISCUIT COMPANY



The Dry Goods Dealer Should Advertise More.

Written for the Tradesman.

Now that the writer has stated the general topic for this week's letter to the Tradesman, it suddenly occurs to him that this is a whale of a subject. Obviously there are many phases of it which cannot be touched upon at all in a two-column article. All the writer can hope to do is to hit a few high places.

And let me remark just here that the high places the writer hopes to hit are such as may be of interest and profit to the small advertiser, rather than the large. The dry goods business of the larger towns and cities is principally controlled by the big department stores. And they are consistent and expert advertisers. Many of them have a high-class advertising man on the job. Each year there is a certain definite sum agreed upon as an advertising appropriation. The campaign includes, possibly, the street car cards and various direct mail approaches, in addition to the newspapers. Campaigns are laid out weeks ahead. There is usually a rich and varied scheme of special sales. These are played up conspicuously in big half or full page announcements. And the changes are rung on the various departments—suits, millinery, blouses, coats, yard goods, white goods, furniture and furnishings, china and glassware, hardware, books, toilet goods and accessories, men's and boys' furnishings, etc., etc.

All of which is perfectly fine, but wherein is the small dry goods dealer profited by analyses of such ambitious programmes? He is a dealer in a small town and he has a small-town establishment. He cannot employ an expert advertising man at a fancy salary. He must write his own copy. And he cannot make a big appropriation for advertising purposes. The business will not stand it. He must do his advertising on a necessarily limited scale. And yet he wants to advertise as much as he can.

Naturally, there are some difficulties in the way of small dry goods dealers' advertising. These should be frankly recognized.

First, there is a difficulty implicit in a comparatively small store devoted to many different lines. If the stock was not so diffuse; if all the capital was invested in men's or women's wearing apparel, in footwear, or in foodstuffs, it would be easier to advertise. But just consider the variety of merchandise comprehended under the phrase "dry-goods."

Not only that, but consider their familiarity—I had almost said commonplaceness; thread, muslins, edgings, needles and pins! What new word can anybody hope to say about such things? About so many things the dry goods dealer has in stock one can claim neither the charm or novelty, the appeal of style, nor the romance of the unusual. The thread is just thread; probably the same good old O. N. T. that grandmother used to use; and needles and pins are just pins and needles!

But the situation isn't as bad as it

might first appear. There are new things as well as old. And maybe back of the commonplace articles, there's a human-interest story. It might be interesting and encouraging to sit down some time and make a list of all the different lines you carry, which, in your judgment, could be effectively advertised. And I am rather inclined to think you would include muslins in this list. Of course muslins is an old story. But it is interesting to study and compare the different finishes of muslins of different grades, or even of the alleged same grade. The difference is not in the threads and not in the loom, but in the weavers operating the looms.

What you want to work into your advertising copy is just good selling points. Why did you buy this or that line, from such and such a house, rather than competitive lines which you knew about? Maybe there was little or no difference in price, but one appealed to as being better than the other. Get the points that influenced you into clear-cut form and use them in your advertising. If they were weighty enough to influence you, they'll also influence others.

Because a certain commodity or line seems rather familiar and commonplace you are not to suppose that nothing of a new and interesting nature can be said concerning it. The houses from which you buy things will be glad enough to help you to find fresh and interesting methods of advertising the commodity or line to your trade.

The difficulties of advertising effectively stocks of the small dry goods store is in part physical. That is, your newspaper office is not always equipped with suitable type face, borders, etc. Your paper, it may be, is a small weekly or semi-weekly publication, and the man that sets the advertisements isn't as clever at the work as he ought to be; but if you would talk the matter over with him—and maybe so show him some good model newspaper announcements clipped from some big city paper—perhaps you might stimulate him to try to get out of the rut and set your advertisements in better style.

Another physical limitation, is that your newspaper announcements must be smaller in size than the more effective big city store advertisement. But after all there is a qualitative, as well as a quantitative, standard. Not mere bigness alone makes a strong appeal; it is what you say, and how you put it. The good advertiser can overcome, to some extent, this physical difficulty inherent in the smaller sized announcement. Make every statement tell. Strive for much in little; and above all, for fresh and original ways of putting things.

This means that your copy should be carefully written. You are a busy man, of course, and have ever so many things to look after personally. And you must write all this advertising copy—usually at spare moments, and in a very hasty manner. You are not satisfied with it yourself. You know it could be better. You wish it might be. But you imagine, per-

haps, it is the best you can do under the circumstances.

Maybe what you need is to plan your schedule of the week's work so as to allow more time for getting up advertising copy. I suspect this is true of a good many folks. When you stop to reflect how important it is that you get the maximum of value from that investment in newspaper space, you will realize that no announcement should be carelessly or hastily written. You pay just the same, whether your copy be good or bad. And this much is certain: Your printer can't make a good appeal out of poor copy. Give him the best you can to start with, and then try to get him to do the best he can with this material.

The result will be better announce-

ments for your store. Whether your advertisements be large or small, they will be more effective.

It is easy to get into ruts in writing advertising. It is easier to jot down the same old trite phrases one has used time and again than it is to think up new and less obvious ways of saying the same thing. Maybe people are not reading your newspapers advertisements because they are dull and uninteresting. Maybe it is because you've been saying the same things until they have clean lost the charm of novelty. Frank Fenwick.

You can't expect new goods to look up-to-date and attractive if you place them in old-fashioned show cases. Old display fixtures keep the stock looking behind the times.

REMEMBER—

G. R. Automobile Show—February 20 to 25.

After looking over the latest models in Automobiles—
come in and let us show you our new lines of spring merchandise.

Make our house your headquarters
while in the city.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Expert and Artistic Workmanship

are two other underlying principles
of

PRINCIPLE SHIRTS

Connect up these two facts with the others we are giving
you from week to week.

Daniel T. Patton & Company

Grand Rapids, Michigan—59-63 Market Ave. N.W.
The Men's Furnishing Goods House of Michigan

The Best Place to
Get New Spring Merchandise Quickly
On the Lowest Market

Grand Rapids Dry Goods Co.

We sell quality merchandise AT WHOLESALE ONLY at lowest
prices prevailing and DELIVER THE DAY THE ORDER IS
RECEIVED.

Plans Made For the Flint Convention.

Lansing, Feb. 15.—The Flint convention has already been announced. It will be held March 8 and 9. I am very glad to announce that we have some very able men spoken for, including George E. MacIlwain, of the Babson's Statistical Organization on the subject, "The Real Causes of Prosperity;" T. L. Blanke, of the Wurzburg Dry Goods Co., Grand Rapids, on the subject, "Modern Retail Accounting;" Verne C. Divine, President of the Standard Advertising Co., of Chicago, on the subject, "Retail Advertising for 1922;" and Prof. Walter H. French, of the Michigan Agricultural College, on "Vocational Training with reference to Salesmanship." Prof. French is universally accepted as the leading educator of Michigan in his line, having had years of experience as the executive man in the State Department of Public Instruction and later at the head of his Department in M. A. C.

While in Flint yesterday I conferred with the management of the Hotel Durant regarding hotel rates. The Durant is a magnificent hotel and is wonderfully equipped for a convention of this kind. It is a fact that the hotel rates are a little high, the rooms (single) being \$3.50 to \$4 and the rooms (double) being \$5 to \$6. The management, however, will co-operate with our members to secure them rooms in the other hotels in Flint where the rates range from \$1.25 per day to \$2.50 single and from \$2 to \$4.50 double. Those who are acquainted with the Flint hotels will do well to communicate directly and make their own reservations. The chairman of our Program Committee, Mr. Jackson, is well satisfied that the Durant management will render the assistance necessary to secure less expensive rooms outside of the Durant. This is a matter you would do well to look after at an early date.

At a recent meeting of the Board of Directors, held in Flint, there were present with the directors members of the Pattern Committee and Program Committee. At that time the question of the election of President, First Vice-President and Second Vice-President was brought up and, after discussion, it was decided that the manager should send a bulletin to the members previous to the Flint convention, calling attention to the proposed amendment to Section 8 of Article 5 of our constitution.

The reason for advocating this amendment is the desire on the part of those advocating it to give the members in the convention more of a chance to choose regarding the persons who are to be elected for its chief officers. It was thought by asking the Nominating Committee to nominate nine men for the three highest offices, that the men receiving nearly as many votes as the President should occupy the next highest offices, instead of nominating three of our very best men for the office of President with the inevitable result that two of them would not be elected President, nor be eligible at this election for Vice-President.

Jason E. Hammond,
Manager Michigan Retail Dry Goods Association.

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.

PRICES CURRENT ON STAPLE DRY GOODS.

List prices corrected before going to press, but not guaranteed against changes.

Bleached Muslins.	
Auto	16 1/2
Fruit of the Loom	19 1/2
Bravo	15
Cabot	16
44 in. Indian Hd. S.F.	25
Big Injun	13 1/2
Lonsdale	15
Hope	20
36 in. Indian Head	13 1/2
33 in. Indian Head	13 1/2
54 in. Ind. Head L.F.	32 1/2

Unbleached Muslins.	
Plaza	09 1/2
96A 36 in.	12 1/2
Black Hawk	12 1/2
Giant	12 1/2
40 in. Exposition	14 1/2
40 in. 96A	12 1/2

Wide Sheetings.	
Pepperell Unblea. Blea.	
10-4	53
9-4	49
8-4	44
7-4	40

Pequot Unblea. Blea.	
10-4	60
9-4	55
8-4	50
7-4	44

Pillow Tubing.	
12 in. Seneca	32 1/2
15 in. Seneca	34 1/2
12 in. Pepperell	32 1/2
15 in. Pepperell	34 1/2
36 in. Edwards	26 1/2
42 in. Indian Head	30
42 in. Cabot	31 1/2
45 in. Cabot	33 1/2
42 in. Pequot	38
45 in. Pequot	40
40 in. Quinebaug	30

Denims, Drills and Ticks.	
220 Blue Denim	18 1/2
240 Blue Denim	17
260 Blue Denim	16
Steifels Drill	17 1/2
8 oz. Canvas	17 1/2

Armour, ACA Tick.	
3 oz.	28 1/2
Cordis, ACA Tick	25
Warren Fancy Tick	35
Thorndyke Fy. Sat.	37 1/2
Amoskeag, ACA	28 1/2

Cambrics and Longcloths.	
Berkley, 60 Cambric	21 1/2
Berkley, 60 Nainsook	21 1/2
Berkley, 100 Nainsook	30
Old Glory, 60 Camb.	18 1/2
Old Glory, 60 Nain.	18 1/2
Diamond Hill, Nain.	16 1/2
Diamond Hill, Camb.	16 1/2
77 Longcloth	13 1/2
81 Longcloth	16
84 Longcloth	17 1/2
7001 Longcloth	15
7002 Longcloth	16 1/2
7003 Longcloth	19 1/2
7004 Longcloth	24 1/2

Ginghams.	
A. F. C.	17
Toile du Nord	20
Red Rose	17 1/2
Dan River	17 1/2
Everett Classics	15
Amoskeag Staples	13
Haynes Staples	13
Lowe Cheviots, 32 in.	15
Bates 32 in.	02 1/2
Treffan 32 in.	27 1/2
B. M. C. Seersucker	18 1/2
Kalbunnie 32 in.	22 1/2
Jacquelin, 32 in.	40
Gilbrae, 32 in.	45
32 in. Tissue	42 1/2
Manville Chambray	16 1/2
Red Seal Zephyr	18 1/2

Prints and Percalines.	
Columbia, Lights	15

Ladies' Underwear.	
Vellastic Fleece union suits,	
HN-LS or DN-ES, Reg. sizes 14 50	
Ex. sizes	16 00
Fleece vests and pants, Vests	
HN-LS, DN-ES, LN-NS, Reg. Siz.	8 25
Ex. Sizes	9 00
Pants, AL open or closed Reg. Si.	8 25
Ex. Sizes	9 00
Union suits, 11 pound rib,	
DN-ES or LN-NS, Reg. Sizes	10 00
Ex. Sizes	11 00

Men's Underwear.	
Hanes shirts and drawers	7 50
Hanes union suits	14 00
Black Label High Rock shirts and drawers	8 50
Red Label High Rock shirts and drawers	9 00
Black Label High Rock union suits	15 00
Red Label High Rock union suits	16 50
14 pound combed union suit with Cooper collar	15 00
Heavy all wool union suit	35 00
18 pound part wool union suit	18 00

Hosiery—Misses and Ladies.	
Misses 300 needle combed hose, bxd. 1 doz. \$2.25 on 7 rise 10 fall	05
Boys' 3 lbs. on 9, extra clean yarn on 8 (R10F5)	2 25

Hosiery—Men's.	
Men's 176 Needle Cotton Cut Toe	\$1 00
Men's 200 needle full combed yarn	2 15
Men's 220 needle full merc. hose	2 50
Men's 240 needle fiber silk hose	4 50
Men's pure silk hose	6 00
Nelson's Rockford socks, bdis.	1 20
Nelson's Rockford socks, bdis.	1 30
Nelson's Rockford socks, bdis.	1 50

Infants Hosiery.	
Cashmere, Silk Heel and Toe, 60 per cent. Wool	4 12 1/2
Infants' Cotton Hose 1x1 Rib	2 00
Infants' Mercerized 1x1 Rib	2 00
Infants' Fibre and Wool Hose	6 50

Boys' Hosiery.	
Misses 1x1 Cotton Ribbed Hose	\$1.25 on 7 R. & F. 5c
Boys' 2x1 Cotton Ribbed Hose	\$2.25 on 8 R. 10c, F. 5c

Columbia, Darks	
Columbia, Lt. Shorts	14
Columbia, Dk. Shorts	10 1/2
Am. Prints, Greys	10 1/2
Am. Prints, Indigo	10 1/2
Manchester 80x80 Lt.	18 1/2
Manchester 80x80 Dk.	19 1/2
Scout, 64x60, Lights	14
Scout, 64x60, Darks	15 1/2
Shirtings	09
Reds	11

Outings and Cantons.	
Cashmere Twill	15
27 in. Unble. Canton	14
100 Flannelette	12 1/2
131 Outing Lights	12 1/2
1921 Light Outings	12 1/2
Applehece Shaker	14 1/2
Scotchdown Shaker	16
24 in. White Shaker	11 1/2
26 in. White Shaker	12 1/2
Daisy Cloth	15
1931 Dark Outings	15

Draperies and Cretonnes.	
Hamilton Twill	16
Dresden Fy. Drapery	18
Tudor Fy. Drapery	20
Nu Drape	35
Westmoreland Creto.	16
Fancy Silkoline	16 1/2
Stratford Cretonne	16
3544 D. B. Scrim	13 1/2
8177 Curtain Net	35
8342 Curtain Net	62 1/2
4939 Marquisette	20
Dragon Drapery	30
3 in. Art Cretonne	25
36 in. Elco Tapestry	30

Linings and Cambrics.	
Tico D Satine	30
No. 40 Bk. Satine	16 1/2
No. 1 White Satine	14 1/2
No. 50 Percaline	16 1/2
DD Black Satine	25
Satin Finished Satine	37 1/2
Raidant Bloomer Sat.	42 1/2
36 in. Printed Satine	60
Windsor Cambric	09
Parkwood Wash Sat.	57 1/2

Meritas Oil Cloth.	
5-4 White	3 10
5-4 Mossaic	2 95
5-4 Blue Figure	3 10
5-4 White	4 10
All oil cloth sold net cash, no discount.	

Flags.	
16x24 in. Spearheads	1 32 1/2
18x30 in. Spearheads	1 90
24x36 in. Spearheads	2 95
Each	
3x5 ft. Reliance	1 30
4x6 ft. Reliance	1 30
5x8 ft. Reliance	1 30
6x9 ft. Reliance	2 90
8x12 ft. Reliance	4 25
4x6 ft. Defiance Swd.	2 00
5x8 ft. Defiance Swd.	2 75
6x9 ft. Defiance Swd.	3 60
8x12 ft. Defiance Swd.	5 20
10x15 ft. Defiance Swd	8 00
6x9 ft. Sterling Wool	7 50
8x12 ft. Sterling Wool	11 50
Gross	
No. 7 Muslin Flags	7 20

Sheets and Pillow Cases.	
63x90 Pequot Blea.	15 85
63x99 Pequot Blea.	17 35
72x90 Pequot Blea.	17 35
72x99 Pequot Blea.	19 00
81x90 Pequot Blea.	18 85
Less 5%	
81x90 Standard	15 00
42x38 1/2 Utica Cases.	4 15
42x36 Pequot Plain	4 32
45x36 Pequot Plain	4 56
42x36 Pequot S. S.	5 32
45x36 Pequot S. S.	5 56
Less 5%	

Wool Goods.	
36 in. Hamilton, All	
Wool Storm Serge	57 1/2
No. 75, 50 in. Storm	
Serge	87 1/2
No. 4040, 50 in. Storm	
Serge	1 10
40 in. Julliards Pla.	1 32 1/2
50 in. Julliards Pla.	2 00
6120, 50 in. French	
Serge	1 50
K S. 36 in. Storm	
Serge	37 1/2
2215, 50 in. Storm	
Serge	1 22 1/2
56 in. Silvertone	
Coating	2 00
D R N Tricotine	1 65

Carpet Warp.	
Peerless, White	46
Peerless, Colors	50

Diaper Cloth.	
18 in.	1 15
20 in.	1 25
22 in.	1 35
24 in.	1 45
27 in.	1 60
30 in.	1 75

Blankets.	
Nashua Cotton Felted.	
54x74, G. W. T.	1 60
60x76, G. W. T.	1 65
64x78, G. W. T.	1 60
68x80, G. W. T.	2 00
72x80, G. W. T.	2 15
72x84, G. W. T.	2 30

Catin Cotton Felted.	
54x74, G. W. T.	1 32 1/2
60x76, G. W. T.	1 42 1/2
60x80, G. W. T.	1 50
64x76, G. W. T.	1 50
64x80, G. W. T.	1 60
70x80, G. W. T.	1 90

Notions.	
1225-F Boston Garters	2 25
Rubber Fly Swatters	90
Per M	
Roberts Needles	2 50
Stork Needles	1 00
Per Box	
Steel Pins, S. C.	300 42 1/2
Steel Pins, M. C.	300 45
Brass Pins, S. C.	300 75
Brass Pins, M. C.	300 85

Coats Thread.	
Clarks Mile-End Td.	59
J. J. Clarks Thread	56
Gainsborough Hairnets	
D. Mesh	1 00
Gainsborough Hairnets	
S. Mesh	80
Per Box	
R. M. C. Crochet Cot.	75
B-4 Clarks Crochet C.	90
Silkline Crochet Cotton	90
Sanslik Crochet Cot.	55
Dexters' Knitting	
Cotton, White	1 50
Dexters' Knitting	
Cotton, Bk., col'd.	1 75
Allies' Yarn, bundle	6 50
Pound	

Fleishers Knitted	
Worsted, skeins	2 00
Fleishers Spanish	
Worsted, balls	2 25
Fleishers Germantown	
Zephyr, balls	3 30
Fleishers Saxony, ba.	3 30
Fleishers Knitted	
Worsted, balls	2 25
Fleishers Scotch &	
Heather, balls	2 55
Dox.	
Ironweave Handkfs.	90
Rit Dye Soap	80
Bixby Jet Oil Paste	1 35
Bixby Brown Paste	1 35

Ladies' 220 needle combed yarn	
hose, seamed back	2 50
Ladies' 220 needle merc. hose with	
440 needle rib. top fashion seam	
in back	5 25
Ladies' fleeced hose, hem top	2 25
Ladies' fleeced hose, rib. top	3 00
Ladies' fleeced hose, rib. top	3 25

Men's 176 Needle Cotton Cut Toe	
hose	\$1 00
Men's 200 needle full combed yarn	2 15
Men's 220 needle full merc. hose	2 50
Men's 240 needle fiber silk hose	4 50
Men's pure silk hose	6 00
Nelson's Rockford socks, bdis.	1 20
Nelson's Rockford socks, bdis.	1 30
Nelson's Rockford socks, bdis.	1 50

Infants Hosiery.	
Cashmere, Silk Heel and Toe, 60 per cent. Wool	4 12 1/2
Infants' Cotton Hose 1x1 Rib	2 00
Infants' Mercerized 1x1 Rib	2 00
Infants' Fibre and Wool Hose	6 50

Boys' Hosiery.	
Misses 1x1 Cotton Ribbed Hose	\$1.25 on 7 R. & F. 5c
Boys' 2x1 Cotton Ribbed Hose	\$2.25 on 8 R. 10c, F. 5c

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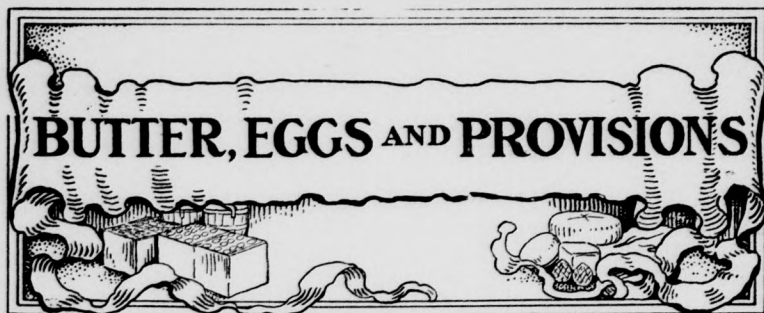
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Infants' Mercerized 1x1 Rib	2 00
Infants' Fibre and Wool Hose	6 50

Boys' Hosiery.	
Misses 1x1 Cotton Ribbed Hose	\$1.25 on 7 R. & F. 5c
Boys' 2x1 Cotton Ribbed Hose	\$2.25 on 8 R. 10c, F. 5c

Ladies' 220 needle combed yarn	
hose, seamed back	2 50
Ladies' 220 needle merc. hose with	
440 needle rib. top fashion seam	
in back	5 25
Ladies' fleeced hose, hem top	2 25
Ladies' fleeced hose, rib. top	3 00
Ladies' fleeced hose, rib. top	3 25

Men's 176 Needle Cotton Cut Toe	
hose	\$1 0



Extent of the Damage To California Products.

El Cajon, Calif., Feb. 5—Your suggestion that a few lines on the prospect of the lemon and orange crop of California, might be interesting at this time is timely. I have been waiting for the reports of the Exchange's committee, appointed to gather the data, necessary to an intelligent forecast of these two important crops, but the lateness of the winter crop has delayed reports more than a month.

Good authorities, however, seem to fear an unprecedented shortage in the orange supply, of first-class fruit, such as carries the Sunkist brand. And from all that has happened during the last sixty days, I am inclined to feel that such fears are pretty well grounded. The early Navel crop of the Northern valleys of Southern California was a little late, but most of it from the hot locations went East and found a good market, though the returns to the growers were nothing to make them feel happy.

The summer—with the exception of September—in all the Southern valleys of the State was too cool for Navels to ripen early enough for Christmas trade. The result was they got caught on the trees and a severe wind storm in early December, just as they were beginning to color bumped them severely, blowing off perhaps 10 per cent. of the near ripe and bruising a large percentage of the remainder, which has been dropping quite freely since. This means more than 60 per cent. of the crop must go to by-products, normally 30 per cent. is not packed, by the Exchange's packing houses, which handle about 70 per cent. of California's total product.

Following the wind storm was a twelve day downpour, which was cool and did some damage. Now a part of the State is experiencing another strong wind. This valley has escaped so far but it will surely get its share. Florida's crop was curtailed by storms, so it looks like a short Navel crop, and the late Valencias may be injured too.

Another very good sign of shortage is evidenced by the presence of speculators in the field, offering to take "run of orchard, including wind falls" at a price near the average returns if shipped through the Exchange. These speculators never make any effort to buy except when they can get a lot of Exchange discards at a time when the crop is damaged, or the supply of Exchange standards is short.

This year there is a stronger demand for so-called culls perfectly good oranges, but off color, small, or with wind bruises which make them unsafe fruit to warehouse because of the dozen or more new by-products which the last two years have developed from the juice of these so-called culls. The principle products are becoming popular, especially orange vinegar and orange oil. The former takes one back to the good old days of real cider vinegar. This orange product has a flavor all its own.

With the Exchange's discard no longer available for local consumption or speculative shipping and every appearance of a short crop, the speculator is quite active. These fellows are the boys who make the money, when others lose it. Last spring I had 100 trees of lemons which I had

not sent to the dump when prices began to soar. The Exchange would not take them because they were tree-ripe (yellow on the trees and over size), which prevents packing in uniform colors; tree-cured, which they claim will not keep equal to the warehouse cured. A speculator paid me 2c per pound for run of orchard—\$1.50 per commercial box. They were six weeks reaching Philadelphia, and sold at auction on a \$15 market! My speculative friend netted almost \$9 per box with less than 2 per cent. for decay. Had the Exchange been willing to handle this lot of 300 boxes for me my returns would have been \$10 per box net! The consumer was soaked; so was I.

Should we experience a large shortage and another condition like we had in the lemon market of last summer, oranges may be a real luxury. Growers don't like these speculative conditions. They rarely make anything on them for reasons noted above.

The lemon crop looks very promising, indeed, but the winds may have damaged it and probably has. A half a crop is enough to glut the market on a cool summer. California has 33,000 bearing acres of lemons, with 17,000 more to come into bearing within two years. If lemons could be retailed at what they ought to be, we might hope to sell all this production; but a cost of 2c each to the grocer returns the grower only a red ink statement. The spread between cost to produce and consumers' price is six or seven times what it ought to be. Lemons at \$7 per box wholesale will now return the grower \$1 per box. If he has a good orchard he will get 375 commercial boxes from an acre, at a cost of not less than \$275 cash outlay. So it will be seen that, as usual, the farmer gets it in the neck.

I don't look for a paying lemon market this spring, and the summer market will depend greatly on weather conditions. There will be little danger from exports, unless the Eastern wholesale markets rise above \$8, as that price will draw all the storage and tree-ripe fruit in sight to the market. Under present Italian conditions that fruit won't come this way under a \$9 @10 market. J. Elmer Pratt.

Later Report.

El Cajon, Calif., Feb. 8—By now I suppose you know all about the California freeze. It was too big and did too much damage to the citrus all over the State to keep it under cover. Local prices for lemon and orange culls have tripled in three weeks.

Inspectors began inspecting orchards in this valley Feb. 3 and report that but very little fruit is fit to ship.

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by

FOOTE & JENKS
Jackson, Mich.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

We are in the market to buy and sell
POTATOES, ONIONS, BEANS, FIELD SEEDS
Any to offer, communicate with us.

Both Telephones.
Pleasant Street,
Hilton Ave. & Railroads.

Moseley Brothers,
GRAND RAPIDS, MICH.

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

MAKES
THE



IDEAL
BREAD

ASK YOUR GROCER FOR

MAKES
THE



IDEAL
SPREAD

JUST ARRIVED CARLOAD NEW CROP JAPAN TEAS.
SAMPLES AND PRICES MAILED UPON REQUEST.

KENT STORAGE COMPANY
GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors

Retail Grocers and General Merchants Association of Michigan

President—John Affeldt, Jr., Lansing.
Vice-President—Chas. G. Christensen, Saginaw.
Treasurer—Chas. J. Schmidt, Bay City.
Secretary—J. M. Bothwell, Cadillac.

Maintained for the purpose of improving conditions for the retail grocer and meat dealer. Letters addressed the Secretary will have prompt attention.

We invite you to look over our stock of New and Used Soda Fountains, Tables, Chairs, Glass Ware and Supplies.

We are jobbers for the "Schuster" Line of Fruits and Syrups and our prices defy competition as we have no expensive road men to maintain.

GRAND RAPIDS STORE FIXTURE CO.

7 Ionia Ave. N. W.

Grand Rapids, Michigan

Not enough to pay for the picking and culling. Most growers will let it hang until they can tell by its looks which is unharmed, if any, and which can be taken to the packing house for the water test. County inspectors have taken charge of the packing houses of the Association and claim they will not permit the movement of fruit picked since the 19th, until it has been off the trees long enough for them to test with the only sure method except cutting open. The railroads claim they will not accept any fruit not certified to by the official inspectors.

The very few orchards which escaped through smudging—and they are few—are, of course, doing their best to prevent the shipment of unfit fruit, as the greater the shortage the better the delivered price. The speculators are buying up damaged orchards for little or nothing claiming they can get the fruit into by-products before it is unfit. It is hard to believe the oranges are of no value, for they look and taste prime still, but we are told another week and they will be like a dry sponge. If they could be consumed in twenty to thirty days after first frost, they would be all right; but they will not keep longer and retain their juicy content.

Orange trees on my ranch are not injured and the leaves show no sign of frost, but the lemons on the lower reaches! They look like a Michigan corn field after the first stiff frost. There will be no lemons in sight for a year worth while thinking about. It will be three months before any new growth will be ready for bloom, and it is nine months from bloom to maturity.

Most of the citrus packing houses are figuring on closing for the season. Many growers—those whose ranches are for sale—are making light of the damage, claiming their ranches are in a protected or "frostless belt," and to prove it are removing the evidence by picking the fruit, pruning the trees, and burning the dead wood and leaves!

J. Elmer Pratt.

As To Poultry Profits.

Discussing the question of possible over-production of eggs and poultry, and anticipated attendant losses, the Division of Poultry Husbandry, Purdue University, La Fayette, Ind., says:

"A number of poultry raisers are worrying because of a possible over-production and drop in price of eggs and poultry products during the coming season. A lowered price may come, but it will take a much lower price than that of last spring to seriously affect profits, as is shown by the demonstration farm reports of this year. As it has always been in the past, the good poultry keeper, who is getting a good egg production and is raising his stock well and economically, will continue to make a good profit from his poultry.

"Indiana poultry keepers are in a happy condition as far as feed prices are concerned, in comparison with the East and West coasts of the United States. Feed prices in California are about two-thirds higher than here, and New York and New Jersey prices are one-third higher. The prices of eggs and poultry products are not enough higher in either of these two locations to make up this difference in feed cost. It is cheaper to ship eggs and poultry to the distant markets than to ship feed and much of the feed outside the corn belt must be shipped in from our own middle Western states."

It is strange, this love shortage—and so much love is being made.

CO-OPERATING FOR PROFIT.

A "Scratch My Back And I'll Scratch Yours" booklet that should be read by every Retail Grocer, every Retail Grocer's Clerk, every Wholesale Grocer and every Wholesale Grocer's Salesman.

The purpose of this booklet is to secure greater co-operation between the Retail Grocer, the Wholesale Grocer and the Manufacturer. If you believe that their general interest is mutual and that they must stand or fall together this booklet will interest you and if you are in any way connected with the Grocery Trade, there is a copy of this booklet waiting for you, free upon request.

Let's get acquainted: Perhaps we can help each other to iron out some of our troubles. Your acquaintance will be appreciated as I would like to know personally everyone who is in any way connected with the distribution of grocery products. At least drop me a card to-day giving your name and address so that we may send you "Co-operation for Profit," and we believe it will lead to an acquaintance that will be mutually profitable. Address me personally, Lloyd M. Skinner, President Skinner Manufacturing Company, Omaha, Nebraska. —Advertisement.

Egg Exports.

The United States Department of Agriculture, through its Bureau of Markets and Crop Estimates, reports exportation of eggs from the United States totalling 4,966,074 dozen for the month of November.

Of these, 1,464,750 dozen went to the United Kingdom, 7,270 dozen to Bermuda, 1,536,312 dozen to Canada, 540 dozen to British Honduras, 70,730 dozen more to other points in Central America, 743,393 dozen to Mexico, 1,132,110 dozen to Cuba, 9,664 dozen to Honduras, 480 dozen to Jamaica, and 825 dozen to other British West Indies. The total exports for the same month last year were 2,702,018 dozen. The total exports for January to November, inclusive, of this year were 30,505,463 dozen. For the same period last year there were 25,629,281 dozen.

Giant Shrimps.

Tourists in Alaska, when they stop off briefly at Petersburg, find there an unfamiliar luxury in the shape of fresh-cooked shrimp in the shell, which they buy at a local cannery. They take them away in paper bags and eat them like peanuts.

The shrimp canning industry in Alaska is as yet in its infancy, but is expected before long to become of great commercial importance. It is now centered at Petersburg and Wrangell, the shrimp being caught mostly in Thomas Bay, Farragut Bay and Northeast Passage.

The shrimp are of at least a dozen species, one of which is of giant size, measuring nine inches from tip of nose to end of tail, almost a lobster, and with meat of a most delicate and delicious flavor.

The shrimp, delivered by the fishermen fresh at the canneries, are cooked and spread on shallow trays to cool. They are then divested of their shells and the meats are packed in gallon tins for shipment to Seattle, where they are further processed and put up in cans.

Those collecting bootlegger income tax mustn't take it out in trade.

You Make Satisfied Customers when you sell "SUNSHINE" FLOUR

Blended For Family Use
The Quality Is Standard and the
Price Reasonable

Genuine Buckwheat Flour
Graham and Corn Meal

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

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

Makes a Hundred Delicious Dishes

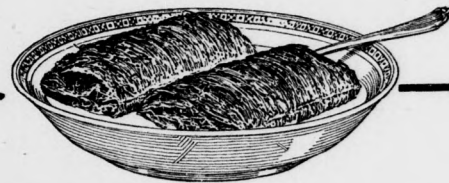
While it is true that Shredded Wheat is eaten in most homes as a breakfast cereal, there is no food that lends itself to so many delicious, nourishing combinations with fruits, creamed vegetables and creamed meats.

Shredded Wheat Biscuit

is therefore the most economical of all foods and being thoroughly cooked, requires no kitchen work or bother. Being in biscuit form, it is so easy to make all sorts of delicious dishes with it for any meal in any season. We have created a steady demand for this product through years of consistent educational advertising.

MADE ONLY BY

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



An all year 'round fruit

DELICIOUS
NUTRITIOUS
WHOLESOME

Sold only by

The Vinkemulder Co.
GRAND RAPIDS, MICH.



BETTER THAN EVER.

Largest Hardware Meeting Ever Held in America.

The twenty-eighth annual convention of the Michigan Retail Hardware Association was held in Grand Rapids, being the sixth time the organization has met in this city, as follows:

1904
1912.
1916
1920
1921
1922

The convention was notable in many respects, as follows:

It marked the largest membership of any state organization of the kind in the country—something over 1600.

The enrollment of active members at the convention was 1110.

The convention honored itself by re-electing Arthur J. Scott to the position of Secretary for the twenty-first time.

The papers, addresses and reports were of a high order and the proceedings were characterized by a dignity and decorum which are in keeping with the great industry represented.

The exhibits were the largest in both number and variety ever shown at a hardware convention.

The meeting was called to order Tuesday afternoon by President Popp. Charles M. Alden pronounced the invocation. After the singing of America, led by Treasurer Moore, John McNabb delivered the address of welcome, which was responded to by Vice-President Sturmer. Pres. Popp then read his annual address, which was published verbatim in the last issue of the Tradesman. The President then announced the special committees for the convention. Lee M. Bierce delivered an address on International Economic Conditions and J. W. Grist addressed the members on the Need of Education in Business.

The meeting adjourned at 4 o'clock to inspect the exhibits and in the evening they attended the Empress theater.

Wednesday morning A. L. Komers, of Antigo, read a paper on Turnover, which was published verbatim in the Tradesman of last week. The same is true of two other papers—one by A. H. Nichols, of Detroit, on Auto Accessories as a Profitable Side Line, and one by Fred High, of Chicago, on Making Service Pay.

Addresses were also made by H. A. Pickert, of Detroit, and Rivers Peterson, of Argus, Ind.

Wednesday afternoon the exhibit hall was open until 6 p. m. In the evening a closed session was held, during which time the reports of the Secretary and Treasurer were presented. Secretary Scott's report was published verbatim in the last Tradesman. Later in the evening the closed session was declared open and the Question Box was opened and discussed.

Thursday forenoon L. B. Gee, of Whitehall, delivered an excellent address on Sales Promotion. Four papers were then read, as follows:

W. S. Fenton, Engadine, on Buying.

Fred C. Richter, Traverse City, on He Can Who Thinks He Can.

E. J. Foster, Grass Lake, on The Hardware Dealer and His Banker.

Olin Mason Caward, of Chicago, on A Shot in the Arm.

All of above papers are published in full in this week's edition.

Election of officers resulted in the selection of the following:

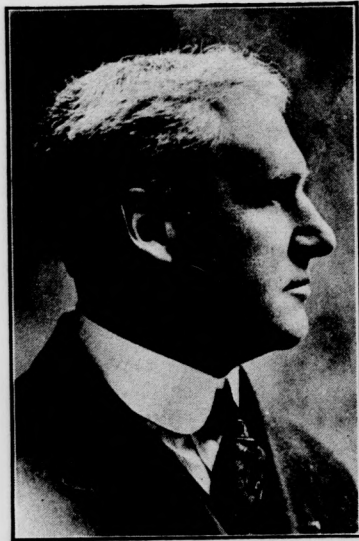
President—Charles A. Sturmer, Port Huron.

Vice-President—J. Charles Ross, Kalamazoo.

Secretary—Arthur J. Scott, Marine City.

Treasurer—William Moore, Detroit.

Directors—R. G. Ferguson, Sault Ste. Marie; George W. Leedle, Mar-



Charles A. Sturmer, President.

shall; Cassius L. Glasgow, Nashville; Lee E. Hardy, Detroit; George L. Crompton, Britton.

The report of the Legislative Committee was received and adopted, as follows:

First: As to the revolver, or pistol license, your committee did not deem it wise, after studying the situation, to make any aggressive fight to have this law repealed, so the law remains as it was.

Second: Your committee had a bill prepared and introduced in the Senate to amend the Judicature Act, relative to serving summons, in civil suits in adjoining townships in other counties. This bill passed the Senate, but for some reason the judiciary committee of the house failed to report it out, and so we did not get the legislation asked for. This was the real disappointment of the session, as we believed that it would be a great help to our members doing business in bordering townships, in making collections in adjoining townships of other counties.

Third: The House bill, introduced by Representative Henze, providing for the labeling of all classes of merchandise, was considered in opposition to the merchants interest, and it did not get any farther than a hearing before the committee.

Fourth: The House bill introduced by Representative Byrum, prohibiting the payments of any commission, in any form, for goods or materials used in public work, State or Municipal, seemed to be aimed at merchants. This bill went to third reading in the House but was defeated there, there being only forty-six votes in its favor.

Fifth: The Senate bill introduced by Senator McNaughton, to regulate the manufacture and sale of wire fence, passed the Senate, but your committee, with others, called for a public hearing before the House Committee with the result that the House Com-

mittee failed to report it out. We feel that the work done on this bill was of much importance to the dealers handling fence, and they should congratulate themselves that it did not pass.

Sixth: The Senate bill introduced by Senator Osborn, to require all fishermen to secure a license passed the Senate, but was defeated in the House.

Seventh: The House bill introduced by Representative O'Brien, to regulate reciprocal insurance, and possibly mutual insurance companies, seemed to be a dangerous bill to the members of your association, and your committee asked for a public hearing before the house committee, with the result that it was defeated on the floor of the House. We understand that a large percentage of the members of the Hardware Association carry their insurance in Hardware Mutuals and any unnecessary legislation making it harder for them to do business would be against the interest of the members of the Hardware Association, and for this reason we opposed the bill.

Your committee worked in conjunction with other committees wherever it seemed best and in the interest of the Hardware Association and we especially wish to thank the officers and members of all Associations, that in any way gave your committee assistance, for without their help we would have been unable to do the work that was for us to do. How well we done the work, we leave for you to say, we tried to be on the job.

Frank L. Willison.
J. Chas. Ross.
C. L. Glasgow.



J. C. Ross, Vice-President.

The afternoon was devoted to further inspection of the exhibits and in the evening a banquet was held at the Coliseum. Charles A. Ireland acted as toastmaster and addresses were made by Arthur H. Vandenberg and Frederick P. Sheets. Mr. Vandenberg spoke on the Washington arms conference. He said that, while his audience was interested primarily in the promotion of "more hardware," all of these men and women joined other heartfelt people all over the globe in wishing that in international relations the world could "scrap its hardware" and deal together on bases of amity and justice and peace. Mr. Vandenberg spoke earnestly of the conference's splendid work. He urged that all America make itself articulate in notifying the American senate that the American people want American ratification of the resultant Treaties with greatest possible speed. "We led," he declared, "in bringing the conference to pass, in showing it the way to epochal achievement, and now

we should lead in being first to give its work the seal of formal approval." He pointed out the wide difference between the Treaty of Versailles, with its League of Nations, and the contracts that are created by the Treaties of Washington. He showed how the former was a hard-and-fast contract for territorial preservation all round the globe, a contract based upon force while the latter is a voluntary agreement for relations that seek peace through justice and amity. He insisted that the two should not be confused. "Many earnest citizens," he declared, "could see no reason for American opposition to the League of Nations. But there were many more who urged serious objections to any such entangling alliances. Not one of these latter objections can be legitimately raised against the Washington Treaties. To do so—and thus to defeat this stupendous adventure—would be a climax in treachery to civilization." Mr. Vandenberg described the direct results of the Conference, particularly stressing the fact that it puts an end to naval competition between the major powers of the earth. Then he described the indirect results and emphasized that the Conference has set a new style for international candor and by eye-to-eye negotiation has wiped away age-old suspicions and frictions and created a new atmosphere of international confidence and friendship.

Friday afternoon the final session of the convention was held. The Resolution Committee presented the following report, which was adopted: Stable Prices on Standard Products.

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

Whereas—The said commission has made a special report thereon to Congress, in favor of legislation granting to manufacturers such right and stat-

TAKING INVENTORY

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

GRAND RAPIDS KNITTING MILLS

Manufacturers
of
High Grade

Men's Union Suits

at
Popular Prices

Write or Wire

Grand Rapids Knitting Mills
Grand Rapids, Mich.

ing that bills then pending before the Congress may well be made to meet the difficulties of the situation if amended to provide for a review of the terms of resale price contracts by a disinterested agency; and

Whereas—It is understood that the Stephens-Kelly bill (H. R. 11) pending is acceptable to the Federal Trade Commission as amended by the addition of a section reading as follows:

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

Now therefore, be it

Resolved—By the Michigan Retail Hardware Association, in convention assembled, that the recommendation of the Federal Trade Commission be approved and that all legitimate and proper efforts be made by this Association and by its members to secure the enactment of the proposed legislation.

Turnover and Costs.

Realizing that business has entered an era of declining prices, when commodities will depreciate in value, while money appreciates, the Michigan Retail Hardware Association, assembled in convention, at Grand Rapids this 10th day of February, 1922, after careful consideration of the subject, urges upon all hardware merchants the necessity of making their investments more productive through the increase of merchandise turnover, and recommends that every merchant give thoughtful study to the following factors which have such an important bearing upon turnover:

Study community conditions so as to avoid buying goods that will not sell, and specify quantities with greater certainty of and confirming to needs.

Avoid overbuying for the sake of quantity prices.

Keep records of comparative purchases and sales so as to determine future buying and eliminate goods that do not move properly.

Buy goods only when they are needed.

Carefully study seasonal purchases and schedule shipments so as not to needlessly tie up money in goods which can be bought every month, every two weeks, or every week.

Keep copies of all orders given and check goods received against the orders so as to guard against buying the same goods twice.

Avoid duplication of lines. Standardize and concentrate selling efforts upon lines which best meet the requirements of your community.

Carefully study your inventory, to discover evidence of overbuying, and dispose of old or slow moving goods.

These recommendations are made in view of the changed economic conditions, and with the understanding that mercantile success will be largely dependent upon closer study of distribution problems, more careful buying and less speculating, more intensive selling and the elimination of faulty methods and burdensome costs.

Business Ethics.

Recognizing that maximum success for all can be achieved, and the interest of the public best served, by strict adherence to sound ethical principles in business. We approve of the Code of Business Ethics, adopted by the Louisville Congress of the National Retail Hardware Association, and for the guidance of its members, and the

information of manufacturers and wholesalers in the hardware trade, state its conception of ethical principles, and their application to be:

That the retailer should

At all times scrupulously regard terms and discount dates in paying bills.

Place orders only in good faith, and accept goods so purchased.

Return no goods without the seller's consent.

Report shortages promptly.

Keep inviolate price information and other business confidences.



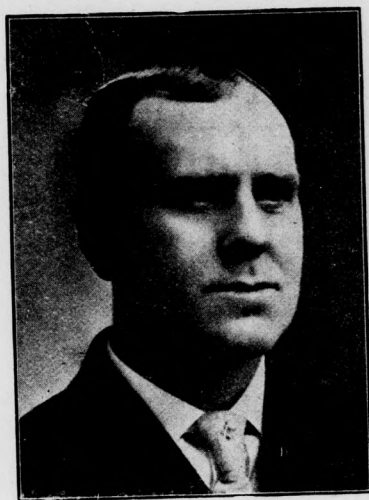
C. L. Glasgow, Director.

Not stock minimum amounts of merchandise to keep other dealers from buying.

Co-operate with other retailers.

That the manufacturer who utilizes the local merchant's service should

Not discriminate against the local merchant by preferential price to other distributors.



Wm. Moore, Treasurer.

So scale quantity discounts that they will not handicap the small buyer or induce purchases beyond his needs.

Distribute "seconds" through the same channels as their standard products.

Allow discounts from resale prices adequate to cover the retailer's cost of doing business and a fair profit.

Brand and label products at actual capacities and weights.

Follow promises of co-operation through advertising and dealer helps with performance.

Not advertise price reductions, at the beginning of the retail selling season, of goods which dealers have bought for the season.

This Association warns members against signing contracts that they have not read, or do not understand.

That the wholesaler should

Not sell consumers in competition with retailers.

Avoid price discriminations by maintaining uniform prices for all customers.

Not substitute for goods ordered, without consent of buyer.

Not place goods on back orders without notifying buyer and receiving approval.

Furnish buyer with copy of each order.

Not overstock an individual merchant, nor a community, by selling to general and other stores, goods similar to those the hardware dealer has ordered in ample quantity.

Avoid duplication of effort and expense incident to sending two or more salesmen over same territory.

The Association also strongly condemns the gossiping salesman who makes a practice of telling one dealer about the shortcomings of another, and a third about the lack of business virtue in the second; be it

Resolved—That the Secretary of the Association shall cause this statement to be printed and copies to be mailed to all members of the Association and to officials of American Hardware Manufacturers' Association and the National Hardware Association.

Whereas—Our State Association having a membership which is the largest of any one State and realizing that a larger portion of this unusual growth has been due to the hard work and untiring efforts of our Worthy Secretary, Arthur J. Scott, during his twenty years of uninterrupted service; be it

Resolved—That we extend to him a hearty vote of thanks for this wonderful record of results accomplished.

Whereas—This being the largest convention as to attendance and number of exhibits ever held; be it

Resolved—That we extend a hearty vote of thanks to the officers, speakers, hotel management, exhibitors, the various committees and all others who have taken part in making it the success it has been.

Invitations were received from Detroit, Flint and Grand Rapids for the 1923 convention. It was unanimously decided to hold the next meeting in Grand Rapids.

The convention then adjourned.

Fourteen To Four.

Howell, Feb. 14—Permit me to call your attention to the fact that Best Insurance News under date of January 20, 1922, on page 122, makes a statement that fourteen stock insurance companies retired from business in 1921 and only four mutuals retired from business. Therefore, the mutual companies came through the year of depression very well.

William E. Robb.

Pat a puppy's head or a man's personal opinion, and you have them both going.

8%

Cumulative-Participating
Preferred-Investment
OF THE

**PALACE THEATRE
CORPORATION
AND OLIVER THEATRE**

Send for Attractive Circular on a Growing-Going Proposition—now active.

Note—The Editor of the Tradesman recently visited South Bend and was so well impressed with our proposition that he handed us his subscription.

**PALACE THEATRE
CORPORATION**

Oliver Theatre Bldg.

South Bend

Indiana

DANISH PRIDE

The name "Danish Pride" on a can of milk stands for quality and purity. "Danish Pride" Milk comes from selected cows, housed and cared for by dairy folks of a region recognized the world over for its dairy products.

"Danish Pride" Evaporated Milk

comes from the great North Shore dairy region—famous for its abundant pastures and sparkling waters. It is produced in the most modern condenseries under ideally hygienic conditions. The raw milk—obtained under rigid supervision of a corps of trained inspectors—is converted, by the famous Enz process, into milk in its most economical, most wholesome and most palatable form. Nothing is added and nothing taken away except water.

For the coffee, it adds a piquancy of flavor not obtainable with ordinary milk, and for baking and general household uses it is without an equal.

JUDSON GROCER CO.
GRAND RAPIDS MICHIGAN



Another Review of Kalamazoo and Battle Creek Hotels.

Battle Creek, Feb. 14—On a recent visit to Kalamazoo in mentioning the various hotels of that thriving city, I made brief reference to the new Hotel Rickman, recently acquired by Walter Barnes and his son-in-law, R. L. Pfeiffer. These gentlemen are by no means novices in the art of entertaining—Mr. Barnes being a veteran in the service in Chicago and latterly in the South—and the two are giving evidence of an ability to make the Rickman as popular as any of its contemporaries.

The Rickman is of recent and modern fire proof construction and, so far as conveniences are concerned, is strictly up to the moment. Seventy rooms provided with hot and cold running water, modern heating, many with baths, and all sumptuously furnished, are supplied the public at rates ranging from \$1.50 upwards.

At present a coffee room, with a menu evidencing a wide range of selection at reasonable charges is in operation, but the larger dining room is being renovated and redecorated and will soon be opened to the public.

Messrs. Barnes and Pfeiffer are ideal hosts, who believe the hotel is something besides a strictly commercial proposition and are going to supply to their patrons that air of hospitality, which means so much to the man away from home.

I have some pronounced ideas about the conduct of a hotel, and am free to say that while this is my individual opinion, it has the backing of many road men and it is to the effect that Kalamazoo needs at least one strictly American plan hotel and if I was operating the Rickman, I would conduct it on that plan, or at least serve regular meals, well prepared, though simple based on a rate, as in the case of this particular hotel, of \$3 upwards per day. For such as did not desire three meal service, an allowance could be made based on a certain definite charge per room and individual meals. How does this strike you Walter?

Everyone who has visited the Post Tavern is unanimous in conceding it to be in a class by itself, unsurpassed if even equalled by any public institution in the entire West. The building proper, constructed at a time when every known convenience was to be obtained, was erected at a time without regard for outlay and shows every evidence of this fact. I will not attempt to describe its many interesting details or its conveniences and furnishings, which are on a most magnificent plan. It is well worth a visit for entertainment and educational purposes as well, and so conducted that every move made by management is a source of wonder and satisfaction. It has been said that the rates at the Tavern are somewhat higher than the average public ought to stand, but it is also true that in no similar institution does one realize more for his investment than right here. Waiving the discussion of room prices, which are no higher than for like accommodations in Detroit and Grand Rapids, the restaurant service is almost unapproachable.

In no hotel which I have observed are the details of the culinary department of the Tavern excelled, the kitchen being supplied with every known modern appliance, conveniently arranged, and its refrigerators filled to

overflowing with variety and delicious offerings. Club breakfasts or regular a la carte service can be obtained at the morning meal, at reasonable prices with a service not to be equalled anywhere else. An appetizing luncheon is served for \$1 and a course dinner in the evening for \$1.50. The dining room patronage at all times indicates that the Tavern guests are not going elsewhere for meal service.

Carl Montgomery, the manager of this institution, is a firm believer in the personal touch as applied to hotel administration. Not only does he radiate cordiality towards his guests, but a competent corps of employees from chief clerk to bell boy seem to have similar inspiration and co-operate in supplying you with comfort and cheer.

That Knight of the Glad Hand, George A. Southerton, of the Tavern and Tavern Annex, Battle Creek, is deservedly popular and enjoys a patronage which is at once flattering and profitable. Here he has accommodations that are, to say the least, worth much more than the prices charged. You can have rooms with or without bath or running water at prices ranging from \$1 up. His most modest priced rooms are neat and well furnished, while those at an advanced cost are the equal of similar priced accommodations to be found everywhere.

Traveling men like George Southerton. He is the same genial host, day in and day out, and he has a most amiable assistant in the person of his esteemed wife who loves the hotel game and finds it no hardship to be hospitable. Mr. Southerton, in addition to being a citizen of well-known good qualities, is a strong believer in organization. He is one of the most substantial members the Michigan Hotel Association has on its roster.

I predict that when the next Hotel Association meeting, which is to be held at Battle Creek, next September, is over with, two very weary individuals, C. A. Montgomery and George A. Southerton, will at least have the satisfaction of knowing that their entertaining qualities, stretched to the utmost limit, were not found wanting. Frank S. Verbeck.

News Notes From Busy Boyne City.

Boyne City, Feb. 7—The chief item of interest with Boyne City merchants for the past week has been the assertion at the Noontime dinner that prices on necessities were too high for the workers to meet at the price now paid for labor. The matter was the subject of a lively discussion at the council meeting of the Chamber of Commerce last Friday. The points brought out were of a very instructive kind. When the noise had subsided and the smoke settled it appears that the kind of service demanded has much to do with the cost to the consumer and that the abuse of the delivery system by customers was another contributing cause. The voluntary assumption of the duties of the city and county poor commissioners by the merchants made the proper restriction of credit well nigh impossible and made necessary a wider margin of goods sent out. Co-operative buying and delivery were discussed at length. These matters will be taken up further at a future meeting and it is expected that something to the benefit of all concerned will be brought out.

This spring's election promises to be very interesting. Party lines have never cut any figure here. It has been largely a matter of men. We have two candidates for Mayor, five for City Treasurer and each ward two or three for alderman. Two years ago no voluntary candidate for Mayor showed up, so our present Mayor was prevailed upon to run. He has made a good officer at a very trying time. Some of our worthy citizens seem to have forgotten that Mayor Bergy accepted the office. He did not ask for it. It is to be hoped that his successor will be able to make as good a showing at the end of two years as he has.

There has been little or no change in the industrial situation here for the past month. The usual winter crop of logs and other forest products is being harvested and brought in. The Crozed Stave Co. is getting a good stock and the Wood Products Co. has a yard full of lath timber which it expects to begin cutting in a few days. So we have hopes. In the meantime some of our citizens are sucking their paws for sustenance and running up bills at the groceries. Maxy.

Selfish Features of Soldier Bonus.

Detroit, Feb. 7—I notice a recent contributor to the Tradesman makes a strong appeal to the American Legion to cease their agitation for an omnibus bonus disbursement and takes the ground that England should be made to pay for our soldier bonus by paying its loans to us, principal and interest.

This is an illustration of the ignorance of so many of our well-intending citizens. It seems to demonstrate clearly the crying need of an intensive propaganda of truth and education in relation to the present world conditions.

As for the bonus question itself, there are undoubtedly two sides to it and the service men have a grievance but in the present economic distress of the entire world, no group, whether they be soldiers, labor, capital (so-called) or anything else, has the moral right to attempt to force through a selfish and utterly needless measure of benefit to themselves only, when it will wreak such hardship and distress on the entire country as is bound to follow. R. T. Jellett.

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HOTEL BROWNING MOST MODERN AND NEWEST IN GRAND RAPIDS

ROOMS with Duplex Bath \$2.00; With Private Bath \$2.50 or \$3.00

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For The Past 10 Years
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RATES \$1.50 up without bath
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Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurnished and redecorated throughout.

Cafe and Cafeteria in connection where the best of food is obtained at moderate prices.

Rooms with running water \$1.50, with private toilet \$1.75 and \$2.00, with private bath \$2.50 and \$3.00.

J. T. TOWNSEND, Manager.

PARK-AMERICAN HOTEL

Near G. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

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Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated.

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST



Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 14—William Norvall, who for the past year has been postmaster at Engadine, has retired and is succeeded by Mrs. Ruth Hastings.

Mrs. C. L. Clement and Mrs. J. J. Heffernan, at Manistique, will open a novelty store in the former Gallagher hat store on Oak street about March 1.

"Lots of people are on the right track, but headed the wrong way."

Edwin Ekdahl, receiver for the Manistique Handle Co., at Manistique, announces that the factory will start operating on Wednesday with a full crew of about forty men. During the past week the company has received considerable timber and everything will be in full operation. Mr. Ekdahl feels confident that he will be able to make a good showing, which is good news for the merchants of our lively neighboring city.

The Soo Co-Operative & Mercantile Association is making an exceedingly good showing according to the annual report for last year, having \$12,000 in the treasury to hand out to the stockholders as dividends on their purchases for the year.

The Gwan block, one of our fine buildings, was sold last week to the masonic lodge, which has been located in the building for the past twenty years. This will give the masons a home of their own and shows signs of prosperity to a marked degree.

The Federal Court, which has been in session here for the past two weeks with Judge Arthur H. Tuttle presiding, is certainly doing a land office business. Moonshine enterprises seem to be increasing at a wonderful pace. The \$500 fines handed out will help the budget considerably. Our sheriff is also reaping a big harvest by taking care of the less fortunate offenders who have not yet got to be on Easy street, but the inconvenience of paying a fine is having market effect.

Rev. T. B. Marsh, the new Baptist minister, arrived last week to take charge of the church here and will succeed Rev. Vatcher, who moved to Port Huron. Mr. Marsh has the appearance of being a very fine man and found a warm welcome in our midst.

The Home restaurant, which for the past year has been conducted by Robert Anderson, was sold last week to W. H. Godfrey, who expects to make extensive improvements and changes. The restaurant will be closed several weeks during the reconstruction.

"The man with a frown had better take another look."

Our hockey fans are still in the ring, regardless of having lost the rink here by fire. Arrangements have been made for the Canadian Soo rink and all games are played as scheduled across the border and all fans are still happy. William G. Tapert.

Boyne City Considering Purchase of a Park.

Boyne City, Feb. 14—The council voted to submit to the people at the next election the question of the purchase of Maple park for use of the city. This was done at the instance of the Noontime Club. This question has been up with more or less insistence for the past five years and was turned down hard a few years ago. The park has quite a history. The land was purchased ten years ago and the fence and grandstand built by donated material and labor. The plat contains 40 acres in the outskirts of the city on the State trunk line highway and the Boyne City and East Jordan county road. The plat was fenced—a mile of fence—and the grandstand built all in one day. Afterward a good half mile race track was built and when Boyne City boasted a league ball team it was used for a ball park. After various vicissitudes

the property fell into the control of the First National Bank and was turned over to one of our business men. Several attempts have been made to make it the property of the city, but the voters could not see it that way. It is hoped that it can be acquired this spring and made useful to our various athletic organizations. It would make a fine place for an aeroplane landing field.

The latest meeting of the Noontime Club proved more than usually interesting. As the chairman expressed it, there is no use sending out of town for oratorical talent when our own bunch is so replete with men whose wit and wisdom are on a par with any outsiders. Fisher lined us up on the soldiers' adjusted compensation business. Metcalf waxed eloquent on the need of better accommodations for our crowded high school. Harris really got going in a eulogy of our young men and women and Sack came across with a defense of the retailers that was a surprise to his business associates. We all know that Will is the best meat man in Michigan, but that he could express himself so succinctly, positively and poetically was a surprise party. Barden is good, Merrill is a wonder. Harris is the old standby, who can be depended upon to say something good on any occasion and any subject, but this new star got us going.

The Boyne City Wood Products Co. is installing steam power to operate the lath mill in the old Von Platen sawmill building. It is the intention to add a shingle manufacturing outfit in the near future. A good stock of bolts is piled in the yard and it is expected that with the demand now booked and promised a permanent place will be given to a good number of our citizens. Maxy.

Lining Up Under New Regime.

Petoskey, Feb. 14—At the February meeting of the directors of the Petoskey Chamber of Commerce, the following officers were elected for the ensuing year: President, Frank Clement; Vice-Presidents, Geo. Danser, Leon Chichester and George S. Rice; Treasurer, John Lake; Acting Secretary, Afton Holm.

The new board of directors is composed of the traditional "Doctor, Lawyer, Merchant, Chief" and each man has pulled off his coat and gone to work in earnest to make the Petoskey Chamber of Commerce a success and each member of the organization successful. Mr. Clement, Cashier of the First National Bank, newly-elected President of the Chamber, has always been a worker in the social and civic life of the community, and as he is surrounded with committeemen who are out-after-em, results are bound to come. Plans are being made for the big annual meeting and banquet, to be held the latter part of March, at which time an outside speaker will address the organization. Robert L. Wolff, of this city, who for the past eight years has been Internal Revenue Collector, has been chosen City Manager and Chief of Police.

At a recent meeting of the City Council, several additional strings of lights were ordered for our city streets. Petoskey is, at this time, one of the best lighted cities in Michigan, owing to its arch lighting system. The city contractors report a big building era starting early this spring. Several new residences have been bargained for, as well as four new business buildings. Afton Holm.

Cedar Springs—The Eclipse Auto Signal Co. has been incorporated to manufacture and sell Eclipse automobile signal devices, etc., with an authorized capital stock of \$10,000, \$4,200 of which has been subscribed and paid in, \$2,100 in cash and \$2,100 in property.

Teller Hospital

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For the Treatment of Chronic Diseases

Rheumatism, Neuralgia, Neuritis, Bright's Disease and Diabetes

Oroificial Surgery, Including Rectal

PROSTATIC TROUBLE CURED WITHOUT THE KNIFE

High Blood Pressure and Other Reflex Troubles
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A Message From the President

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FRANK L. KLINGENSMITH.

A limited amount of 10% preferred stock, which is both cumulative and participating, is offered for public subscription. Two (2) shares of common stock is issued with each (10) shares of preferred. In addition to a dividend of 10% upon the preferred stock it also participates equally with the common after 10% has been paid upon the common. There are several other attractive features of this investment that are unusual in character and which we will be very glad to explain to those who are interested.

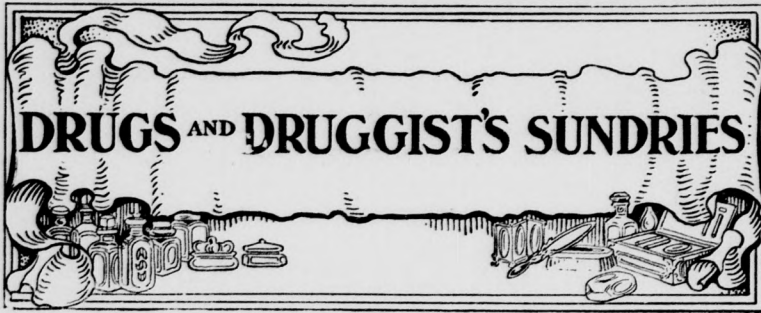
The present terms of subscription will not be available for long. We urge you to make your commitment at this time. The representative for the underwriters is Gilbert E. Carter, 507 Grand Rapids Savings Bank Bldg., Grand Rapids, Mich.

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Bell M. 46



Michigan Board of Pharmacy.
President—James E. Way, Jackson.
Sec'y and Treas.—Charles S. Koon, Muskegon.
Director of Drugs and Drug Stores—H. H. Hoffman, Sandusky; Oscar W. Gorenflo, Detroit; Jacob C. Dykema, Grand Rapids; J. A. Skinner, Cedar Springs.
March Examination Session—Grand Rapids, March 21, 22 and 23.
January Examination Session—Detroit, Jan. 17, 18 and 19.

How To Keep the Frost From Windows.

This is the time of year when one of the chief problems which confronts the window trimmer is how to keep the frost off the panes. The remedy is very simple when the cause is understood and when the remedy itself is explained. Practical trimmers have never found any liquid, mixture or compound which will do the work. Glycerine applied to the window is said to be effective, but no good trimmers ever use it. Double windows will keep the frost off pretty well when the joints are practically air tight, but it is unsightly to have two glasses between the window gazer and the display.

Frost on the window is caused by the difference in temperature between the air on the outside of the window and that on the inside. The same phenomenon is seen on a pitcher of ice water in a warm room or on a pail filled with cold water in a hot room, or a pipe filled with steam or hot water in a cold place. A sheet of window glass outdoors, where both sides are subjected to the same temperature, will show no frost, but when the glass is cold on one side and warm on the other, the moisture in the atmosphere collects on the warm side in the form of a vapor and the cold glass condenses this vapor and freezes it on the glass.

It is obvious, then, that the thing to do is to make the temperature the same on both sides of the window, and the best thing to do is to box the window in as nearly air tight as it can be made, so that it will be almost as cold inside of the window as it outdoors. If the window is needed to admit light into the store, the upper part of the partition at the back of the window may be made of glass.

Another method used by many stores is to place ventilating openings onto the sidewalk just under the windows and similar openings in the floor of the window just back of the glass. A third series of openings is made in the ceiling of the window and a fourth opening out onto the street just above the top of the window glass. This admits a current of cold air from below the window and it passes upward just back of the window and out into the street again above the window. This current of cold air keeps the

glass cold on the inside and prevents frost from forming.

When this method is used, care must be taken to prevent the admission of dust through the openings. Fine screens of some sort must be placed over the openings, and the upper ones must be hooded so as to prevent dust from blowing in from the street on the merchandise displayed.

One of the simplest and best methods yet found to keep frost from show windows has been discovered by a Western shoe dealer, who tried all known remedies, but found some flaw or other in each, until he tried using an electric fan. He says, "I became wearied with using glycerine, alcohol, and other things, and one day discovered by accident, that an air current circulating through the window would keep down the frost there. The constant opening and shutting of the door of the store always drove the warm air into the show windows, and as we had no double windows, frost always hid our goods from the passerby. I start the fan when I come down in the morning, and inside of an hour the window is as clear as in the summer time. The circulating air keeps the chilled air from striking the pane, and in order to always keep the air moving I keep one door of the window partly open all the time, which also aids in preventing the heated air from being pushed against the window glass. I tried my fan treatment with the mercury at 5 below zero and it worked beautifully. Besides, there is an advantage to it, for the passerby, seeing the fan at this time of the year, wonders what is up, and stops to examine the freak idea, seeking the reason for the stunt."

Paraffin Tablet For Laundry Use.

The paraffin tablets are the kind added to starch and boiling water in order that the smoothing iron may give a fine finish to muslin or linen. Such tablets may be made as follows: Melt 2½ pounds of the very best paraffin wax over a slow fire. When it is liquified, remove it from the fire and stir in 100 drops of oil of citronella. Have some new round pie tins at hand, place them on a level table, coat them slightly with sweet oil and pour about six tablespoonfuls of the melted paraffin into each dish. The pan may be floated in water to cool the contents sufficiently to permit the mixture to be cut or stamped out with a tin cutter into small cakes about the size of peppermint lozenge. Ten of these cakes added to each pint of the starch solution will cause the smoothing iron to impart the finest finish to muslin or linen.

Old Lumbering Days on the Muskegon River.

Grandville, Feb. 14—The ethics of storekeeping in pioneer days was not quite up to the standards of to-day.

When one contemplates the condition of our State and country under the Volsted law, comparing conditions now and with the days of the Maine liquor law, one is led to exclaim at the great thoroughness of law enforcement along prohibition lines at the present time.

One small village, situated in the heart of the lumber woods, had half a dozen well-filled dry goods and grocery stores, two drug stores and eight saloons. This in the time of the Maine liquor law, which was supposed to make dry spots all over the State.

The officials were compelled to build a jail in the dead of winter in order to accommodate the drunks and disorderlies of the time. The drug emporiums dispensed liquor by the drink, making no disguise of such proceedings. There were a few old soaks who came regularly for their eyeopeners to one of these stores.

There were numerous riots of a small nature in and about the town caused by a too free use of the red-eye. Of the half dozen doctors in the town only one ever drew a sober breath and he was anathematized by the others as a quack and disorganizer.

Those were the glorious days when man's liberty was not infringed by Government, ruded by fanatics!

While selling liquor freely the druggists were careful to shut out the man who "had had enough." One fellow, a big, brawny lumberjack, came into the more pretentious pharmacy and called for a drink. He was unsteady on his feet, his eyes bleary with many potations.

"Can't have any liquor here, John," said the proprietor.

"Why can't I?"

An ugly snarl curled the lips of the speaker. Mr. Blank gazed about uneasily as he saw the man's hand drop to his hip. Another in the store saw the movement, saw also the butt of a revolver as the hand drew it forth. Sam Cowdin, a mill sawyer, who was in the store, stepped to a barrel in which stood several axhelves. Grasping one of these he drew it out and stepped to the rear of the drunken lumberjack.

"Be careful what you do," warned the druggist when he saw the woodman's hand clinching the revolver

butt. He cast also a weather eye at the man with the axhelve, which was now raised above the customer's head.

"Give me the drink or I'll fill ye full o' holes!" roared the woodsman.

Halfway out of his pocket was the six-shooter when it dropped suddenly back as the bleary eye of the weapon-carrier caught sight of the upraised hickory axhelve. With a muttered curse the woodsman shuffled out of the place.

Dozens of such instances might be cited, but this will suffice.

The epizootic among the horses brought large custom to the drug stores of the North woods. Within a radius of a few miles there were a dozen logging camps, and each one was a liberal customer of the medicine dispensers.

That was the year that the street cars of Grand Rapids were drawn by ox teams because of the crushing effect of epizootic among the horses.

One of the drug stores in question put out an epizootic remedy of its own, also a cough remedy that seemed to take with the men of the shanties. The druggist put a white powder in a bottle, a few drops of coloring, filling with sugar syrup and the job was done—the best cough remedy ever known in the lumberwoods.

Above the drug store was a justice's office, and here almost daily and nightly court sat to try offenders against the law. It was the pleasure of the saloons to fill up men with fighting whisky, then came arrests, trials, fines and jail sentences et al. A glorious time it was, because men were free to enjoy their personal liberties to the fullest.

Camp bosses rather deprecated the carrying of flasks of liquor into camp. In fact, these were strictly forbidden at most camps. Saturday night, however, crews of men came into town from the lumber camps and made night hideous with bacchanalian revels. Some Sundays the jail would be full of these wild men of the woods.

It was a cosmopolitan crowd, citizens from every land beneath the sun combining to make up the crews of those lumber gangs that flocked to the Michigan lumber camps during the winter months of the sixties and seventies.

Despite such a conglomeration of nationalities there were few capital crimes recorded against the woods boys. Bare fists rather than firearms or knives were the weapons of attack and rebuttal. Rugged, stalwart, hard-headed

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GRAND RAPIDS - - - - MICHIGAN

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ADVANCED	DECLINED
Canned Blueberries	Condensed Milk
Cheese	Milk Compound
Veal	Evap. Milk
Smoked Meats	Roquefort Cheese
Boiled Hams	Mutton
Flour	
Wheat	
Feed	

AMMONIA
Arctic Brand
16 oz., 2 doz. in carton,
per doz. 1 75
I X L, 3 doz., 12 oz. 4 50
Parsons, 3 doz. small 6 30
Parsons, 2 doz. med. 5 00
Parsons, 2 doz., lge. 6 70

AXLE GREASE



48, 1 lb. 4 25
24, 3 lb. 5 50

BAKING POWDERS

Calumet, 4 oz., doz. 97 1/2
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb., doz. 12 75
Calumet, 10 lb., doz. 19 00
K. C., 10c, doz. 95
K. C., 20c, doz. 1 85
K. C., 25c, doz. 2 35
K. C., 5 lb., doz. 7 00
Queen Flake, 6 oz. 1 35
Queen Flake, 50s, kegs 12
Queen Flake, 100s, kegs 13
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 3 10
Royal, 5 lb., doz. 11 20
Rumford, 10c, doz. 1 85
Rumford, 8 oz., doz. 2 40
Rumford, 12 oz., doz. 2 40
Rumford, 5 lb., doz. 12 50
Ryson, 4 oz., doz. 1 35
Ryson, 8 oz., doz. 2 25
Ryson, 16 oz., doz. 4 05
Rocket, 16 oz., doz. 1 25

BLUING
Jennings Condensed Pearl
C-P-B "Seal Cap"
3 doz. Case (15c) 3 75

BREAKFAST FOODS
Cracked Wheat, 24-2 4 85
Cream of Wheat 7 50
Pillsbury's Best Cer'l 2 70
Quaker Puffed Rice 5 45
Quaker Puffed Wheat 4 30
Quaker Brist Biscuit 1 90
Quaker Corn Flakes 2 80
Ralston Purina 4 00
Ralston Bran 2 70
Ralston Food, large 3 60
Ralston Food, small 2 90
Saxon Wheat Food 4 80
Shred. Wheat Biscuit 4 35

Post's Brands.
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85

BROOMS
Standard Parlor 23 lb. 5 50
Fancy Parlor, 23 lb. 7 00
Ex. Fcy. Parlor 25 lb 8 50
Ex. Fcy. Parlor 26 lb 9 00
Toy 2 25
Whisk, No. 3 2 25
Whisk, No. 1 3 00

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

Shoe
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 1 90
No. 2 1 25
No. 3 2 00

BUTTER COLOR

Dandelion, 25c size 2 85
Nedrow, 3 oz., doz. 2 50

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 3
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40

CANNED FRUIT.

Apples, 3 lb. Standard 1 75
Apples, No. 10 5 50@6 00
Apple Sauce, No. 2 2 35
Apple Sauce, No. 10 9 00
Apricots, No. 1 1 90@2 00
Apricots, No. 2 2 25
Apricots, No. 2 1/2 2 25@3 50
Apricots, No. 10 9 00@13 50
Blueberries, No. 2 3 00
Cherries, No. 10 13 00
Cherries, No. 2 3 00@3 50
Cherries, No. 2 1/2 4 00@4 95
Cherries, No. 10 18 00
Loganberries, No. 2 3 00
Peaches, No. 1 1 85
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 2 75
Peaches, No. 2 1/2, Mich 2 60
Peaches, 2 1/2 Cal. 3 00@3 75
Peaches, No. 10, Mich 7 50
Peaches, No. 10, Cal. 10 50
Pineapple, 1, slic. 1 60@1 75
Pineapple, No. 2, slic. 2 25
Pineapple, 2, Brk slic. 2 25
Pineapple, 2 1/2, sliced 3 25
Pineapple, No. 2, crus. 2 25
Pineap., 10, crus. 7 00@9 00
Pears, No. 2 3 25
Pears, No. 2 1/2 4 25
Plums, No. 2 2 25
Plums, No. 2 1/2 3 00
Plums, No. 10, Water 2 50
Raspberries No. 2, blk. 3 25
Rhubarb, No. 10 6 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 75
Clams, Minc'd, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. 1 35
Lobsters, No. 1/2, Star 4 50
Lobster, No. 1/4, Star 2 75
Shrimp, No. 1, wet 2 10
Shrimp, No. 1, dry 2 10
Shrimp, No. 1 1/2, dry 4 00
Sard's, 1/4 Oil, 4 25@7 75
Sardines, 1/4, k'less 7 00
Sardines, 1/4, Smoked 7 75
Sardines, 1/4, Mus. 3 75@4 75
Salmon, Warrens, 1 1/2 4 75
Salmon, Warrens, 1 lb 4 00
Salmon, Red Alaska 2 85
Salmon, Med. Alaska 2 00
Salmon, Pink Alaska 1 40
Sardines, Im., 1/4, ea. 10@28
Sardines, Im., 1/2, ea. 25
Sardines, Cal. 1 75@2 10
Tuna, 1/2, Albocore 90
Tuna, 1/2, Nekco 1 65
Tuna, 1/2, Regent 2 25

CANNED MEAT.

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Bacon, Large, Erie 3 00
Beef, No. 1, Corned 2 70
Beef, No. 1, Roast 2 70
Beef, No. 1 1/2, Eagle Sil. 1 30
Beef, No. 1 1/2, Qua. sil. 1 90
Beef, No. 1, Qua. sil. 3 25
Beef, No. 1, B'nut, sil. 5 70
Beef, No. 1 1/2, B'nut sil. 3 15
Beefsteak & Onions, 1s 3 35
Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 40
Potted Meat, 1/4 Libby 50
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Rose 85
Potted Ham, Gen. 1/2 2 15
Vienna Saus., No. 1/4 1 35
Veal Loaf, Medium 2 30

Derby Brands in Glass.

Ox Tongue, 2 lb. 19 50
Sliced Ox Tongue, 1/4 4 60
Calif Tongue, No. 1 6 45
Lamb Tongue, Wh. 1s 6 00
Lamb Tongue, sm. sil. 2 25
Lunch Tongue, No. 1 6 00
Lunch Tongue, No. 1 1/2 3 65
Deviled Ham, 1/4 3 00
Vienna Sausage, sm. 1 80
Vienna Sausage, Lge. 2 90
Sliced Beef, small 1 85
Boneless Pigs Feet, pt. 3 15
Boneless Pigs Feet, qt. 5 50
Sandwich Spread, 1/2 2 25

Baked Beans.

Beechnut, 16 oz. 1 35
Campbells 1 15
Climatic Gem, 1 8oz. 90
Fremont, No. 2 1 15
Snider, No. 1 1 10
Snider, No. 2 1 65
Van Camp, Small 1 00
Van Camp, Med. 1 30

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips 4 00
No. 2 1/2, Lge. Gr. 3 75@4 50
Wax Beans, 2s 1 35@3 75
Wax Beans, No. 10 6 00
Green Beans, 2s 1 60@4 75
Green Beans, No. 10 6 00
Lima Beans, No. 2 Gr. 2 00
Lima Beans, 2s, Soaked 95
Red Kid., No. 2 1 30@1 55
Beets, No. 2, wh. 1 60@2 40
Beets, No. 2, cut 1 25@1 75
Beets, No. 3, cut 1 40@2 15
Corn, No. 2, St. 1 10@1 35
Corn, No. 2, Ex-Stan. 1 55
Corn, No. 2, Fan 1 60@2 25
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 7 25
Hominy, No. 3 1 15@1 35
Okra, No. 2, whole 1 90
Okra, No. 2, cut 1 60
Dehydrated Veg Soup 90
Dehydrated Potatoes, lb 45
Mushrooms, Hotels 35
Mushrooms, Choice 45
Mushrooms, Sur Extra 65
Pears, No. 2, E.J. 1 25@1 80
Pears, No. 2, Sift. 1 60@2 10
Pears, No. 2, Ex. Sift. 1 90@2 10
Peas, Ex. Fine, French 32
Pumpkin, No. 3 1 60
Pumpkin, No. 10 3 75
Pimentos, 1/4, each 15@18
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1 15
Sauerkraut, No. 3 1 80
Succotash, No. 21 60@2 35
Succotash, No. 2, glass 3 45
Spinach, No. 1 1 35
Spinach, No. 2 1 45@1 75
Spinach, No. 3 2 10@2 85
Spinach, No. 10 8 00
Tomatoes, No. 2 1 40@1 65
Tomatoes, No. 3 1 85@2 25
Tomatoes, No. 2, glass 2 85
Tomatoes, No. 10 6 00

CATSUP.

B-nut, Large 2 95
B-nut, Small 1 80
Fraziers, 14 oz. 2 25
Libby, 14 oz. 2 25
Libby, 8 oz. 1 90
Van Camp, 8 oz. 1 90
Van Camp, 16 oz. 3 15
Lilly Valley, pint 2 95
Lilly Valley, 1/2 Pint 1 80

CHILI SAUCE.

Snider, 16 oz. 3 50
Snider, 8 oz. 2 35
Lilly Valley, 1/2 Pint 2 40

OYSTER COCKTAIL.

Sniders, 16 oz. 3 50
Sniders, 8 oz. 2 35

CHEESE.

Roquefort 90
Kraft small tins 1 40
Kraft American 2 75
Chili, small tins 1 40
Pimento, small tins 1 40
Roquefort, small tins 2 25
Camembert, small tins 2 25
Brick 25
Wisconsin Flats 25
Wisconsin Daisy 25
Longhorn 25
New York 27
Michigan Full Cream 23
Sap Sago 48

CHEWING GUM.

Adams Black Jack 65
Adams Bloodberry 65
Adams Calif. Fruit 65
Adams Chilis 65
Adams Ser. Sen 65
Adams Yucatan 65
Beeman's Pepsin 65
Beechnut 70
Doublemint 70
Juicy Fruit 65
Spearmint, Wrigleys 65
Zeno 65
Wrigley's P-K 65
Sapota Gum 1 25

CHOCOLATE.

Baker, Caracas, 1/4s 35
Baker, Caracas, 1/2s 35
Baker, Premium, 1/4s 35
Baker, Premium, 1/2s 35
Hersheys, Premium, 1/4s 35
Hersheys, Premium, 1/2s 35
Runkle, Premium, 1/4s 35
Runkle, Premium, 1/2s 35
Vienna Sweet, 24s 1 75

COCOA

Baker's 1/4s 40
Baker's 1/2s 42
Bunte, 1/4s 43
Bunte, 1/2 lb. 35
Bunte, lb. 32
Droste's Dutch, 1 lb. 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Hersheys, 1/4s 33
Hersheys, 1/2s 28
Huyler 36
Lowney, 1/4s 48
Lowney, 1/2s 47
Lowney, 3/4s 46
Lowney, 5 lb. cans 31
Van Houten, 1/4s 75
Van Houten, 1/2s 75

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 22
48 2 oz. pkgs., per case 4 15
48 4 oz. pkgs., per case 7 00

CLOTHES LINE

Hemp, 50 ft. 1 60
Twisted Cotton, 50 ft. 2 00
Bradded, 50 ft. 2 90
Sash Cord 4 00

COFFEE ROASTED

Bulk
Rio 15 1/2
Santos 18@23
Maracaibo 24
Mexican 25
Guatemala 26
Java and Mocha 39
Bogota 26
Peaberry 24

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 11
Frank's 250 packages 14 50
Hummel's 50 1 lb. 09 1/2

CONDENSED MILK

Eagle, 4 doz. 9 00
Leader, 4 doz. 6 50

MILK COMPOUND

Hebe, Tall, 4 doz. 3 70
Hebe, Baby, 8 doz. 3 60
Caroline, Tall, 4 doz. 3 50
Caroline, Baby 3 35

EVAPORATED MILK

Carnation, Tall, 4 doz. 4 50
Carnation, Baby, 8 doz. 4 40
Every Day, Tall 4 50
Every Day, Baby 3 30
Goshen, Tall 4 25
Goshen, Gallon 4 35



Oatman's Dundee, tall, 48s 4 50
Oatman's Dundee, baby, 36s 4 40
Pet, Tall 4 50
Pet, Baby 3 30
Silver Cow, Tall 4 50
Silver Cow, Baby 4 40
Van Camp, Tall 4 50
Van Camp, Baby 3 30
White House, Tall 4 25
White House, Baby 4 00

CIGARS

Worden Grocer Co. Brands
Harvester Line
Kiddies, 100s 37 50
Record Breakers, 50s 75 00
Delmonico, 50s 75 00
Panatella, 50s 75 00
Favorita Club, 50s 95 00
Epicure, 50s 95 00
Waldorfs, 50s 110 00

The La Azora Line.

Agreements, 50s 58 00
Washington, 50s 75 00
Biltmore, 50s, wood 95 00

Sanchez & Haya Line

Clear Havana Cigars made in Tampa, Fla.
Specials, 50s 75 00
Diplomatics, 50s 95 00
Bishops, 50s 115 00
Rosa, 50s 125 00
Victoria, 50s 115 00
National, 50s 130 00
Original Queens, 50s 150 00
Worden Special, 25s 185 00

Webster Cigar Co.

Plaza, 50s, Wood 95 00
Coronado, 50s, Tin 95 00
Belmont, 50s, Wood 110 00
Tiffany, 50s, Wood 125 00
St. Reges, 50s, Wood 125 00
Vanderbilt, 25s, Wd 140 00
Ambassador, 25s, W 170 00

Garcia & Vega—Clear Havana

New Panatella, 100s 37 50
Extra Fancy Clear Havana Made in Tampa, Fla.
Delicades, 50s 115 00
Primeros, 50s 140 00
Queens, 25s 180 00
Perfecto, 25s 185 00

Summertime, 55c Pails 6 50
Sweet Tip Top, 10c, dz 96
Velvet, Cut Plug, 10c 96
Velvet, Cut Plug, tins 1 53
Velvet, Cut Plug, 8 oz. 6 72
Velvet, C. Pl., 16 oz. 15 81
Yum Yum, 10c, doz. 96
Yum Yum, 70c pails 6 80

P. Lorillard's Brands.
Beechnut Scrap, doz. 96
Buzz, L. C., 10c, doz. 96
Buzz, L. C., 35c, doz. 3 30
Buzz, L. C., 80c, doz. 7 90
Chips, P. C., 10c, doz. 96
Honest Scrap, doz. 96
Stag, Cut P., 10c, doz. 96
Union Leader, 10c tin 96
Union Leader, 50c tin 4 30
Union Leader, \$1 tin 9 60
Union Leader, 10c, dz. 96
Union Leader, 15c, dz. 1 44
War Path, 35c, doz. 3 35

Scotten Dillon Co. Brands
Dan Patch, 10c, doz. 96
Dillon's Mixture, 10c 96
G. O. P., 35c, doz. 3 00
G. O. P., 10c, doz. 96
Loredo, 10c, doz. 96
Peachy, Do. Cut, 10c 96
Peachy Scrap, 10c, doz. 96
Peninsular, 10c, doz. 96
Peninsular, 8 oz., dz. 3 00
Reel Cut Plug, 10c, dz. 96
Union Workman Scrap, 10c, doz. 96
Way Up, 8 oz., doz. 3 25
Way Up, 16 oz., doz. 7 10
Way Up, 16 oz. pails 7 60
Yankee Girl Scrap, 10c 96

Pinkerton Tobacco Co. Brands.
American Star, 10c, dz 96
Big 9, Clip, 10c, doz. 96
Buck Shoe Scrap, 10c 96
Pinkerton, 30c, doz. 2 40
Pay Car Scrap, 10c, dz 96
Pinch Hit Scrap, 10c 96
Red Man Scrap, doz. 96
Red Horse Scrap, doz. 96

J. J. Bagley & Co. Brands.
Broadleaf, 10c 96
Buckingham, 10c, doz. 96
Buckingham, 15c tins 1 44
Gold Shoe, 10c, doz. 96
Klecko, 25c, doz. 2 40
Old Colony, Pl. C. 17c 1 53
Old Crop, 50c, doz. 4 80
Red Band, Scrap, 10c 96
Sweet Tips, 15c, doz. 1 44
Wild Fruit, 10c, doz. 96
Wild Fruit, 15c, doz. 1 44

Independent Snuff Co. Brands.
New Factory, 5c, doz. 48
New Factory Pails, dz 7 60

Schmidt Bros. Brands
Eight Bros., 10c, doz. 96
Eight Bros., Pails, dz. 8 40

R. J. Reynolds Tobacco Co. Brands.
George Washington, 10c, doz. 96
Old Rover, 10c, doz. 96
Our Advertiser, 10c 96
Prince Albert, 10c, doz. 96
Prince Albert, 17c, dz. 1 53
Prince Albert, 8 oz. 6 72
Prince Albert, 8 oz. 8 88
Prince Albert, 16 oz. 12 96
Stud, Gran. 5c, doz. 48
Whale, 16 oz., doz. 4 80

Block Bros. Tobacco Co.
Mail Pouch, 10c, doz. 96

Falk Tobacco Co., Brands.
American Mixture, 35c 3 30
Arcadia Mixture, 25c 2 40
Champagne Sparklets, 30c, doz. 2 70
Champagne Sparklets, 90c, doz. 8 10
Personal Mixture, 6 60
Perique, 25c, per doz. 2 25
Serene Mixture, 16c dz 1 60
Serene Mixture, 8 oz. 7 60
Serene Mixture, 16 oz. 14 70
Tareyton London Mix-
ture, 50c, doz. 4 00
Vintage Blend, 25c dz. 2 30
Vintage Blend, 80 tins 7 50
Vintage Blend, \$1.55
tins, doz. 14 70

Superba Tobacco Co. Brands.
Sammy Boy Scrap, dz 96
Cigar Clippings
Havana Blossom, 10c 96
Havana Blossom, 40c 3 95
Knickerbocker, 6 oz. 3 00
Lieberman, 10c, doz. 96
W. O. W., 6 oz., doz. 3 00
Royal Major, 10c, doz. 96
Royal Major, 6 oz., dz. 3 00
Royal Major, 14 oz. dz 7 20

Larus & Bro. Co.'s Brands.
Edgeworth Ready Rub-
bed, 17c Tins 1 62
Edgeworth Ready Rub-
bed, 8 oz. tins, doz. 7 00
Edgeworth Ready Rub-
bed, 16 oz. tins, dz. 14 50
Edgeworth Sliced Plug,
17c tins, doz. 1 62
Edgeworth Sliced Plug,
35c tins, doz. 3 55

Weyman Bruton Co.'s Brands.
Central Union, 15c, dz. 1 44
Shag, 15c Tins, doz. 1 44
Shag, 15c Papers, doz. 1 44
Dill's Best, 16c, doz. 1 54
Dill's Best, Gran., 16c 1 54
Dill's Best, 17c Tins 1 62

Snuff.
Copenhagen, 10c, roll 64
Seal Blandening, 10c 64
Seal Göteborg, 10c, roll 64
Seal Swe. Rapee, 10c 64
Seal Norkopping, 10c 64
Seal Norkopping, 1 lb. 85

CONFECTIONERY Stick Candy
Standard 14
Jumbo Wrapped 16
Pure Sugar Stick, 600's 4 20

Mixed Candy Pails
Kindergarten 17
Leader 14
X. L. O. 16
French Creams 18
Cameo 18
Grocers 11

Fancy Chocolates
5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc. Marshmallow Dp 1 55
Milk Chocolate A. A. 1 90
Nibble Sticks 2 00
Primrose Choc. 1 20
No. 12 Choc. 1 60
Chocolate Nut Rolls 1 80

Gum Drops Pails
Anise 17
Raspberry 17
Orange Gums 17
Butterscotch Jellies 18
Favorite 20

Lozenges.
A. A. Pep. Lozenges 15
A. A. Pink Lozenges 15
A. A. Choc. Lozenges 16
Motto Hearts 17
Malting Milk Lozenges 20

Hard Goods.
Lemon Drops 17
O. F. Horehound Dps 17
Anise Squares 17
Peanut Squares 18
Horehound Tablets 18

Pop Corn Goods.
Cracker Jack, Price 5 95
Checkers Price 5 95

Cough Drops Boxes
Menthol Horehound 1 30
Smith Bros. 1 50

CRISCO
36s, 24s and 12s.
Less than 5 cases 19
Five cases 18 1/4
Ten cases 18
Twenty-five cases 17 1/2
6s and 4s.
Less than 5 cases 18 1/4
Five cases 17 1/2
Ten cases 17 1/2
25 cases 17

COUPON BOOKS
50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1,000 Economic grade 37 50
Where 1,000 books are
ordered at a time, special-
ly print front cover is
furnished without charge.

CREAM OF TARTAR
6 lb. boxes 46

DRIED FRUITS
Apples
Evap'd Choice, blk. 18
Apricots
Evaporated, Choice 29
Evaporated, Fancy 34
Evaporated, Slab 25

Citron
10 lb. box 40
Currants
Package, 15 oz. 18
Boxes, Bulk, per lb. 18

Peaches
Evap. Choice, Unpeeled 16
Evap. Fancy, Unpeeled 18
Evap. Fancy, Peeled 20
Bakers' Special 15

Peel
Lemon, American 26
Orange, American 27

Raisins
Seeded, bulk 16
Seeded, 1 lb. pkg. 18 1/2
Seedless, bulk 20
Seedless, 1 lb. pkg. 24

California Prunes
90-100 25 lb. boxes @10
80-90 25 lb. boxes @10 1/2
70-80 25 lb. boxes @11
60-70 25 lb. boxes @13
50-60 25 lb. boxes @14
40-50 25 lb. boxes @16 1/2
30-40 25 lb. boxes @18

FARINACEOUS GOODS

Beans
Med. Hand Picked 06
Cal. Limas 09
Brown, Swedish 08
Red Kidney 07 1/2

Farina
25 1 lb. packages 3 20
Bulk, per 100 lbs. 06 1/2

Hominy
Pearl, 100 lb. sack 5 25

Macaroni
Domestic, 10 lb. box 1 00
Domestic, broken bbls. 08
Golden Age, 2 doz. 1 90
Fould's, 2 doz., 8 oz. 1 80

Pearl Barley
Chester 4 80

Peas
Scotch, lb. 06
Split, lb. 09

Sago
East India 07

Tapioa
Pearl, 100 lb. sacks 07
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant 3 50

FISHING TACKLE
Cotton Lines
No. 2, 15 feet 1 15
No. 3, 15 feet 1 60
No. 4, 15 feet 1 80
No. 5, 15 feet 1 95
No. 6, 15 feet 2 10

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 wd. 5 00
No. 2, per gross, wood 5 50
No. 2 1/2, per gro. wood 7 50

Hooks-Kirby
Size 1-12, per 1,000 1 05
Size 1-0, per 1,000 1 20
Size 2-0, per 1,000 1 45
Size 3-0, per 1,000 1 65
Size 4-0, per 1,000 2 10
Size 5-0, per 1,000 2 45

Flavoring Extracts
Jennings
Pure Vanilla
Turnerless
Pure Lemon

Per Doz.
7 Dram 1 35
1 1/2 Ounce 1 75
2 Ounce 2 75
2 1/2 Ounce 3 00
3 Ounce 3 25
4 Ounce 5 00
8 Ounce 8 50
7 Dram, Assorted 1 35
1 1/2 Ounce, Assorted 1 90

Van Duzer
Vanilla, Lemon, Almond,
Strawberry, Raspberry,
Pineapple, Peach, Orange,
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 8 90
Harvest Queen, 2 1/2 8 90
Light Loaf Spring
Wheat, 2 1/2 9 60
Roller Champion, 2 1/2 8 50
Snow Flake, 2 1/2 7 40
Graham 25 lb. per cwt. 3 60
Golden Granulated Meal,
25 lbs., per cwt. N 2 40
Rowena Pancake Com-
pound, 5 lb. sack 4 20
Buckwheat Compound,
5 lb. sack 4 20

Watson Higgins Milling Co.
New Perfection, 1/2s. 8 20

Meal
Gr. Grain M. Co.
Bolted 2 25
Golden Granulated 2 45

Wheat
No. 1 Red 1 29
No. 1 White 1 26

Oats
Carlots 45
Less than Carlots 48

Corn
Carlots 60
Less than Carlots 65

Hay
Carlots 18 00
Less than Carlots 22 00

Feed
Street Car Feed 28 00
No. 1 Corn & Oat Fd 28 00
Cracked Corn 28 00
Coarse Corn Meal 28 00

FRUIT JARS

Mason, pts., per gross 7 25
Mason, qts., pr gross 8 50
Mason, 1/2 gal., gross 11 50
Ideal Glass Top, pts. 9 00
Ideal Glass Top, qts. 10 50
Ideal Glass Top, 1/2 gallon 14 75

GELATINE
Cox's 1 doz., large 1 90
Cox's 1 doz., small 1 25
Jello-O, 3 doz. 3 45
Knox's Sparkling, doz. 2 25
Knox's Acidu'd, doz. 2 25
Minute, 3 doz. 4 05
Nelson's 1 50
Oxford 76
Plymouth, White 1 40
Waukesha 1 35

GRANULATED LYE.
Wanders.
Single cases 5 15
2 1/2 cases 5 04
5 1/2 cases 4 95
10 cases 4 87
1/2 cases, 24 to case 2 60

CHLORINATED LIME.
Single cases, case 4 60
2 1/2 cases, case 4 48
5 1/2 cases, case 4 40
10 cases, case 4 32
1/2 case, 25 cans to case, case 2 35

HIDES AND PELTS
Hides
Green, No. 1 08
Green, No. 2 07
Cured, No. 1 08 1/2
Cured, No. 2 07 1/2
Calfskin, green, No. 1 12
Calfskin, green, No. 2 10 1/2
Calfskin, cured, No. 1 13
Calfskin, cured, No. 2 11 1/2
Horse, No. 1 3 00
Horse, No. 2 2 00

Pelts
Old Wool 50@ 75
Lambs 50@ 75
Shearlings 10@ 25

Tallow
Prime 41 1/2
No. 1 43 1/2
No. 2 43

Wool
Unwashed, medium 22@25
Unwashed, rejects 18
Fine 25

RAW FURS.
Skunk.
No. 1 black 3 75
No. 2 short stripe 2 75
No. 3 narrow stripe 1 75
No. 4 broad stripe 75

Mink.
No. 1 large 9 00
No. 1 medium 7 50
No. 1 small 6 00

Raccoon.
No. 1 large 5 00
No. 1 medium 3 50
No. 1 small 2 50
Winter 2 00

Muskrat.
Winter 2 25
Fall 1 50
Kitts 10

HORSE RADISH
Per doz., 7 oz. 1 25

JELLY AND PRESERVES
Pure, 30 lb. pails 2 50
Pure, 7 oz. Asst., doz. 1 35
Pure, 15 oz. Asst., doz. 2 00
Buckeye, 22 oz., 2 doz. 4 25
O. B., 15 oz., per doz. 2 40

JELLY GLASSES
8 oz., per doz. 44

MATCHES.
Blue Ribbon, 144 box. 7 55
Searchlight, 144 box. 8 00
Safe Home, 100 boxes 5 50
Old Pal, 144 boxes 8 00
Red Stick, 120 lb. bxs 5 50
Red Stick, 144 bxs 5 75

Safety Matches.
Red Top, 5 gro. case 5 75
Sociable, per gro. 1 00

MINCE MEAT.
None Such, 3 doz. 5 35
Quaker, 3 doz. case 4 00
Guthies, 3 doz. case 4 00
Libby Kegs, Wet, lb. 25

MOLASSES.
New Orleans
Open Kettle 60
Choice 48
Good 36
Fair 30
Stock 25
Half barrels 5c extra

Molasses in Cans.
Red Hen, 24, 2 lb. 2 60
Red Hen, 24, 2 1/2 lb. 3 25
Red Hen, 12, 5 lb. 3 00
Red Hen, 6, 10 lb. 2 90
Ginger Cake, 24, 2 lb. 3 00
Ginger Cake, 24, 2 1/2 lb. 4 00
Ginger Cake, 12, 5 lb. 3 75
Ginger Cake, 6, 10 lb. 3 50
O. & L. Spec., 24, 2 1/2 5 50
O. & L. Spec., 12, 5 lb. 5 25
Duffs, 6, 10 Screw C. 6 50
Duffs, 6, 10 Wh. L. 6 60
Dove, 24, 2 1/2 lb. Wh. L. 6 30
Dove, 12, 5 lb. Blue L. 4 70
Dove, 6, 10 lb. Blue L. 4 45
Palmetto, 24, 2 1/2 lb. 4 50

NUTS.

Whole
Almonds, Terregona 22
I. X. L., s. s. 21
Fancy mixed 21
Filberts, Sicily 16
Filberts, Naples 16
Peanuts, Virginia raw 09 1/2
Peanuts, Vir. roasted 11
Peanuts, Jumbo, raw 13
Peanuts, Jumbo, rstd 13
Pecans, 3 star 22
Pecans, Jumbo 30
Walnuts, Manchurian 27
Walnuts, Sorento 35

Salted Peanuts
Fancy, No. 1 21
Jumbo 10

Shelled
Almonds, Spanish, 50
Peanuts, Spanish, 08 1/2
Filberts 50
Pecans 75
Walnuts 75

OLIVES.
Bulk, 2 gal. keg 3 00
Bulk, 3 gal. keg 4 25
Bulk, 5 gal. keg 6 75
Quart, jars, dozen 5 00
4 1/2 oz. Jar, plain, dz. 1 35
5 1/2 oz. Jar, pl., doz. 1 60
10 oz. Jar, plain, doz. 2 35
16 1/2 oz. Jar, Pl. doz. 3 50
3 1/2 oz. Jar, stuffed 1 45
8 oz. Jar, Stu., doz. 2 40
9 oz. Jar, Stuffed, doz. 3 50
12 oz. Jar, Stuffed, dz 4 50

PEANUT BUTTER.



Bel Car-Mo Brand
8 oz., 2 doz. in case 2 40
24 1 lb. pails 4 00
12 2 lb. pails 4 00
5 lb. pails, 6 in crate 4 55
25 lb. pails 13
50 lb. tins 12 1/2

PETROLEUM PRODUCTS
Iron Barrels
Perfection Kerosene 12.4
Red Crown Gasoline 21.1
Tank Wagon 39.5
Gas Machine Gasoline 39.5
V. M. & P. Naphtha 23.2
Capitol Cylinder 45.2
Atlantic Red Engine 25.2
Winter Black 15.7

Polarine
Polarine, Iron Bbls. 51.2
Finol, 4 oz. cans, doz. 1.65
Finol, 8 oz. cans, doz. 2.25
Parowax, 100, 1 lb. 8.2
Parowax, 40, 1 lb. 8.4
Parowax, 20, 1 lb. 8.6



SEMDAC LIQUID GLOSS
Semdac, 12 pt. cans 3 10
Semdac, 12 qt. cans 4 50

PICKLES
Medium Sour
Barrel, 1,200 count 17 50
Half bbls., 1,300 count 17 50
5 gallon kegs 3 00@5 50

Sweet Small
16 Gal., 1600 28 00
16 Gal., 2880 32 00
5 Gal., 500 13 50

Dill Pickles.
1800 Size, bbls. 17 50
2400 Size, bbls. 19 50

PIPES
Cob, 3 doz. in bx 1 00@1 20

PLAYING CARDS
No. 90 Steamboat 2 75
No. 808, Bicycle 4 50
Pickett 3 50
Congress 6 00

POTASH
Babbitt's 2 doz. 2 75

FRESH MEATS.
Beef.
Top Steers and Heifers 12
Good Steers and Heifers 10
Med. Steers & Heifers 10
Com. Steers & Heifers 10

Cows.
Top 10
Good 09
Medium 08
Common 06

Veal.
Top 15
Good 14
Medium 12

Good Lamb.

Medium 22
Poor 24

Mutton.
Good 14
Medium 12
Poor 10

Heavy hogs 10
Medium hogs 13
Light hogs 13
Sows and stags 10
Loins 17
Butts 14
Shoulders 14
Hams 24
Spareribs 12 1/2
Neck bones 05

PROVISIONS
Barreled Pork
Clear Back 23 00@24 00
Short Cut Clear 22 00@23 00
Clear Family 27 00@28 00

Dry Salt Meats
S P Bellies 13 00@15 00

Lard
80 lb. tubs advance 1 1/4
Pure in tierces 12 @12 1/2
Compound Lard 12 @12 1/2
69 lb. tubs advance 1 1/2
50 lb. tubs advance 1 3/4
20 lb. pails advance 1 1/2
10 lb. pails advance 1 1/4
3 lb. pails advance 1

Sausages
Bologna 12
Liver 12
Frankfort 16
Pork 18@20
veal 11
Tongue 11
Headcheese 14

Smoked Meats
Hams, 14-16, lb. 25@ 29
Hams, 16-8, lb. 25@ 29
Ham, dried beef sets 38 @39
California Hams 15 @16
Picnic Boiled Hams 30 @32
Boiled Hams 42 @43
Minced Hams 14 @15
Bacon 20 @23

Beef
Boneless 24 00@26 00
Rump, new 25 00@26 00

Mince Meat
Condensed No. 1 at 2 06
Condensed Bakers brick 31
Moist in glass 8 00

Pig's Feet
1/4 bbl., 35 lbs. 4 00
1/2 bbls. 7 00
1 bbl. 14 15

Tripe
Kitts, 15 lbs. 90
1/4 bbls., 40 lbs. 1 60
3/8 bbls., 80 lbs. 3 00

Casings
Hogs, per lb. @12
Beef, round set 14@26
Beef, middles, set 25@30
sheep, a skin 1 00@1 50

Uncolored Oleomargarine
Solid Dairy 22@24
Country Rolls 22@24

RICE
Fancy Head 08
Blue Rose 5 1/2 @03
Broken 04

ROLLED OATS
Steel Cut, 100 lb. sks. 3 25
Monarch, 90 lb. sacks 2 50
Silver Flake, 90 lb. sk. 2 50
Quaker, 18 Regular 1 80

SALT	
Med. No. 1, Bbls.	2 70
Med. No. 1, 100 lb. bgs	90
Farmer Spec., 70 lb.	92
Packers, 56 lb.	56
Blocks, 50 lb.	52
Butter Salt, 280 lb bbl.	4 50
Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 30
60, 5 lb. Table	5 80
30, 10 lb. Table	5 55
28 lb. bags, butter	50



Per case, 24 2 lbs. -- 2 40
Five case lots ----- 2 30

SEEDS.	
Anise	23
Caraway	14
Canary, Smyrna	09
Cardamon, Malabar	1 20
Celery	24
Hemp, Russian	09 1/4
Mixed Bird	13 1/2
Mustard, yellow	12
Poppy	18
Rape	14
Durkee's Bird, doz.	1 20
French's Bird, per dz.	1 40

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

STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 85
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

SOAP.	
Am. Family, 100 box	5 75
Export, 120 box	4 95
Flake White, 100 box	4 90
Fels Naptha, 100 box	5 60
Grdina White Na, 100s	5 30
Rub No More White	
Naptha, 100 box	5 50
Swift Classic, 100 box	4 90
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	6 00
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 75
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 40
Grand Pa Tar, 50 Lee	4 10
Fairbank Tar, 100 bx	4 00
Trilby, 100, 12c	8 50
Williams Barber Bar, 98	50
Williams Mug, per doz.	48

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

Tradesman Brand.	
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.	

WASHING POWDERS.	
Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Climaline, 4 doz.	4 20
Grandma, 100 sc	4 20
Grandma, 24 Large	4 00
Gold Dust, 100s	4 00
Gold Dust, 20 Large	4 30
Golden Rod, 24	4 25
Jinx, 3 doz.	4 50
La France Laun, 4 dz.	3 70
Luster Box, 54	4 75
Miracle Cm, 4 oz. 3 dz.	4 00
Miracle C., 16 oz., 1 dz.	4 00
Old Dutch Clean, 4 dz.	4 75
Queen Ann, 60 oz.	2 40
Rinso, 100 oz.	6 40
Rub No More, 100, 10 oz.	4 00
Rub No More, 100, 14 oz.	5 75
Rub No More, 18 Lg.	4 50
Spotless Cleanser, 48, 20 oz.	4 00
Sani Flush, 1 doz.	2 25

Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	3 90
Snowboy, 24 Large	5 60
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	5 50

CLEANSERS.

KITCHEN KLENZER



80 can cases, \$4.80 per case

SPICES.	
Whole Spices.	
Allspice, Jamaica	@12
Cloves, Zanzibar	@42
Ginger, Canton	@16
Cassia, 5c pkg., doz.	@40
Ginger, African	@15
Ginger, Cochon	@22
Mace, Penang	@20
Mixed, No. 1	@22
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70-80	@30
Nutmegs, 105-110	@25
Pepper, Black	@15

Pure Ground in Bulk	
Allspice, Jamaica	@15
Cloves, Zanzibar	@55
Cassia, Canton	@25
Ginger, African	@22
Mustard	@31
Mace, Penang	@75
Nutmegs	@32
Pepper, Black	@20
Pepper, White	@29
Pepper, Cayenne	@32
Paprika, Spanish	@42
Seasoning	
Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Ponelly, 3 1/2 oz.	3 25
Kitchen Bouquet	3 25
Laurel Leaves	20
Marjoram, 1 oz.	90
Savory, 1 oz.	90
Thyme, 1 oz.	90
Tumeric, 2 1/2 oz.	90

STARCH	
Corn	
Kingsford, 40 lbs.	11 3/4
Powdered, bags	03
Argo, 48 1 lb. pkgs.	3 75
Cream, 48-1	4 80
Quaker, 40 1	6

Gloss	
Argo, 48 1 lb. pkgs.	3 75
Argo, 12 3 lb. pkgs.	2 74
Argo, 8 5 lb. pkgs.	3 10
Silver Gloss, 48 1s	11 1/4
Elastic, 64 pkgs.	5 35
Tiger, 48-1	2 85
Tiger, 50 lbs.	05 1/2

SYRUPS	
Corn	
Blue Karo, No. 1 1/2, 2 doz.	1 93
Blue Karo, No. 5, 1 dz	2 45
Blue Karo, No. 10, 1/2 doz.	2 25
Red Karo, No. 1 1/2, 2 doz.	2 09
Red Karo, No. 5, 1 dz.	2 85
Red Karo, No. 10, 1/2 doz.	2 65

Maple Flavor.	
Karo, 1 1/2 lb., 2 doz.	3 95
Karo, 5 lb., 1 doz.	6 15

Maple and Cane	
Kanuck, per gal.	1 50
Sugar Bird, 2 1/2 lb., 2 doz.	9 00
Sugar Bird, 8 oz., 4 doz.	12 00

Maple.	
Johnson Purity, Gal. 2 50	
Johnson Purity, 4 doz., 18 oz.	18 50

Sugar Syrup.	
Domino, 40 10 lb. cans	3 00
Domino, 6 5 lb. cans	2 50
Bbls., bulk, per gal.	30

TABLE SAUCES.	
Lea & Perrin, large	5 75
Lea & Perrin, small	3 35
Pepper	1 60
Royal Mint	2 40
Tobasco	2 75

Sho You, 9 oz., doz.	2 70
A-1, large	5 75
A-1, small	3 60
Capers	1 80

TEA.

Japan.	
Medium	32@35
Choice	37@43
Fancy	54@57
No. 1 Nibbs	58
1 lb. pkg. Siftings	16

Gunpowder	
Choice	28
Fancy	38@40

Ceylon	
Pekoe, medium	33
Melrose, fancy	56

English Breakfast	
Congou, Medium	28
Congou, Choice	35@36
Congou, Fancy	42@43

Oolong	
Medium	36
Choice	45
Fancy	50

TWINE	
Cotton, 3 ply cone	35
Cotton, 3 ply balls	35
Wool, 6 ply	18

VINEGAR	
Cider, 40 Grain	28
White Wine, 40 grain	17
White Wine, 80 grain	22

Oakland Vinegar & Pickle Co.'s Brands.	
Oakland Apple Cider	30
Blue Ribbon Corn	22
Oakland White Pickling	20
Packages no charge.	

WICKING	
No. 0, per gross	60
No. 1, per gross	85
No. 2, per gross	1 10
No. 3, per gross	1 85
Peerless Rolls, per doz.	45
Rochester, No. 2, doz.	50
Rochester, No. 3, doz.	2 00
Rayo, per doz.	90

WOODENWARE	
Baskets	
Bushels, narrow band, wire handles	1 75
Bushels, narrow band, wood handles	1 85
Bushels, wide band	1 90
Marked, drop handle	75
Market, single handle	80
Market, extra	1 35
Splint, large	9 00
Splint, medium	8 50
Splint, small	7 00

Churns	
Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55
3 to 6 gal., per gal.	16

Egg Cases	
No. 1, Star Carrier	5 00
No. 2, Star Carrier	10 00
No. 1, Star Egg Trays	4 50
No. 2, Star Egg Tray	9 00

Mop Sticks	
Trojan spring	2 00
Eclipse patent spring	2 00
No. 2, nat. brush hold	2 00
Ideal, No. 7	1 90
9 lb. Cot. Mop Heads	1 40
12 lb. Cot. Mop Heads	1 80

Pails	
10 qt. Galvanized	2 40
12 qt. Galvanized	2 50
14 qt. Galvanized	3 00
12 qt. Flaring Gal. Ir.	6 75
10 qt. Tin Dairy	5 00
12 qt. Tin Dairy	5 50

Traps	
Mouse, wood, 4 holes	60
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	1 00
Rat, spring	1 00
Mouse, spring	30

Tubs	
Large Galvanized	8 50
Medium Galvanized	7 00
Small Galvanized	6 50

Washboards	
Banner Globe	5 75
Brass, Single	6 75
Glass, Single	7 00
Double Peerless	8 25
Single Peerless	7 50
Northern Queen	6 25
Universal	7 50

Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30

Wood Bowls	
13 in. Butter	5 00
15 in. Butter	9 00
17 in. Butter	18 00
19 in. Butter	25 00

WRAPPING PAPER	
Fibre, Manila, white	05 1/2
No. 1 Fibre	07 1/2
Butchers Manila	06
Kraft	09

YEAST CAKE	
Magic, 3 doz.	2 70
Sunlight, 3 doz.	2 70
Sunlight, 1 1/2 doz.	1 35
Yeast Foam, 3 doz.	2 70
Yeast Foam, 1 1/2 doz.	1 35
YEAST-COMPRESSED	
Fleischman, per doz.	28



Politeness Is In Good Form Even at Home!

Written for the Tradesman.

Father contributes regularly and generously to a club conducted by the Big Brothers, or something of that sort, where young men can find "a homelike social atmosphere," and mother is much interested in one of the many homes for working girls, where they try hard "to give the girls a feeling of home, you know, my dear." I have heard them both talk enthusiastically about these institutions, emphasizing the importance of such surroundings in keeping young people off the street and out of mischief. But in their own homes—

Both of these people, and the young people of their family, popped into my mind when I read in a recent issue of the Atlantic Monthly a letter from an ex-college girl, now at home, who could not endure the dull, uninteresting evenings, when each member of her own family seemed so shut into himself or herself that they were even selfish and rude to each other.

"I am going to try my best," the letter said, "to treat those whom I love best—the members of our own family—with the consideration and courtesy I would use towards honored guests. What if I should treat mother as I would a guest, and visit with her more, and leave my reading until later on?"

"What if Dad would talk to us during dinner in his capable, entertaining way, just as he does when guests are present? I wonder if American fathers realize that we, their daughters, are interested in hearing about the fine speech Mr. — made . . ."

I know just how that ex-college girl feels. Unfortunately in the home where she has to rub up against members of the family who may be self-absorbed and inconsiderate, there is no way to avoid them as there is at college. One cannot leave them alone and go into another room full of jolly girls, where you are wanted. In the home we seem to get hardened and show our worst sides, as we do not show them to strangers.

And yet—if anything happens; if serious illness or death comes in, how quickly it all changes! How we do throw aside that hardness and indifference and spare no effort to show our anxiety and our deep affection! Why not take some pains to have these things in action in ordinary times?

It is really a dreadful thing for children to be disillusioned about their own homes; to find in other places a charm and a cheer which lead them to prefer such to their own home circle. When boys and girls are bored

at home and have to be restrained by authority from running the streets or going habitually out in the evenings in search of entertainment, it is a sure sign that something is the matter with the home.

All this relates to the general atmosphere established in the first place by the parents. It finds expression in very small things. The woman who doesn't bother to say "Good morning" to her maids isn't likely to have a home in which anybody will want to stay when it isn't necessary. And if she hasn't made the "good morning" and all that it implies a habitual thing in the relations of her own family they will go elsewhere for their entertainment and their society.

When company comes Father does his best to be entertaining; he brings out his best of story and discussion, tells the interesting things that have happened in his business. Mother at her end of the table "spreads herself" in the effort to be interesting to her guests. If she is a real hostess she soon has the men on either side of her competing for her attention and talking about themselves and their interests.

When the family is alone do these two, who ought to be the inspiration and leadership of the circle, bring their best to the conversation, try to draw out the young people and with politeness and keen interest in their talk get them to contribute their own experiences and ideas? Is that the case in your house? Do you take pains to be ready at dinner with something that sets the whole circle aglow? I wonder.

I can remember a few family circles—broken now by death—whose happy life and table-talk still inspire me after many years. I can still hear the voice of one of those mothers who kept the tone high and happy. Such personality, expressed in the home relations in politeness and sunny voice, counts tremendously while the circle is unbroken and lasts long after the central figures have slipped away.

Prudence Bradish.

(Copyrighted, 1922.)

Leather Trading Slow, But Prices Hold Firm.

Trading in leather has showed a slight reaction during the past week and purchases and sales are reported to be a little less than the previous reports. Prices, however, did not react, as the market was supported by an exceptionally strong raw material market, which, in spite of slight falling off of orders from tanners, had no indication of advancing as condition gradually improved toward spring.

The demand for leather to pro-

duce low-priced shoes continues in practically all classes of leather. Shoe manufacturers accustomed to using high priced leathers are moving into lower grades, with the view to reducing prices to stimulate sales. In kid, particularly, the demand for high grades fell off to a good extent. Already calfskins have been somewhat slow in demand for better grades, and tanners of side leathers report buyers interested in only very cheap leathers from 18@22c.

Chrome elk in smoked, tan and pearl colors is increasing in demand, both in heavy and light weights, light weights being used in sport shoes for women in a combination of elk and patent leather which is making a very attractive shoe for the spring trade.

Prices on sole leather remains unchanged and seem to have become stabilized in the last sixty days. Tanners report the regular receipt of orders at present prices, and with the exception of extremely light and medium weights that are undesirable they cannot be quoted as offering any reductions, as they have no accumulation of heavy leathers.

The temporary lull in shoe manufacture is expected to pass away shortly, and many manufacturers believe there will be a big rush for merchandise the latter part of February and early part of March. Patent leather continues to move briskly and is in good demand for women's trade for Easter.

The Pinkertons Warn Against Check Swindler.

Louis A. Gerling, a professional swindler, who has used various names, has defrauded a number of grocery and other stores in the Middle West by means of worthless checks drawn on out of town banks, some of which bore fraudulent certification.

Gerling's method of operating is to visit a city, select a house being advertised for rent or for sale, call on a local real estate dealer; either rent or agree to purchase the house, and tender in payment for either the first month's rent or as part payment on the property, etc., a worthless check; then he calls on various merchants in the city, particularly grocers, etc., purchases articles, gives checks in payment in excess of the amount of the purchases, and secures the difference in cash. If the merchants have any doubt as to the genuineness of the checks, Gerling suggests that they telephone to the real estate dealer to verify the fact that he has either rented or agreed to purchase a house.

He then immediately leaves the city.

Gerling is described as 50 years of age, five feet, eight inches, 180 pounds, medium stout build, chestnut hair, blue eyes, fair complexion, smooth shaven.

Should a man answering Gerling's description present a check and direct that articles purchased be sent to an address, determine if the check is genuine before cashing same. If the check proves to be worthless notify your local police department at once, and if the check is worthless

cause his arrest, and then notify the nearest office of Pinkerton's National Detective Agency.

Chart Which Keeps Expenses Down.

Seattle, Wash., Feb. 8.—During war time prosperity, the Bon Marche was afflicted by the fever attacking all business houses. Expenses mounted tremendously, expensive methods became the vogue. With the sudden dropping of the market after the war, expense control became paramount. Big expenses were the first to be checked. But the little fellows, the multitude of petty expenses, were hard to check.

The difficulty was in presenting a picture to the minds of the department managers and a picture which would do this best was one which would affect each one's personal problem of making his department show a profit. Consequently, a chart was evolved which has been working efficiently since first used. It presents graphically to each department manager his expenses for the past month, compares it to the average for the last fiscal year and compares his department expense with the expense of every other department. At least two contests result: One to try to make this year's expense less than last year's and the other between the department managers to see that each one has a better showing than his neighbors. The best of it is that all rivalry is more or less sub-conscious, for the pride of each department's record is touched. There is a vertical line for each department, and the horizontal lines show percentage in tenths of 1 per cent, from zero to as high as needed. Each department has two pegs, one yellow and one red. The yellow peg shows percentage of expense to sales for the past fiscal year; the red one shows the same relation for the past month. The yellow pegs are joined by a yellow string and the red ones by a red string. All this helps to make the chart more graphic. Frank D. Ward.

Makes Notable Record As Reforester

Glen Haven, Feb. 14.—David Henry Day, recently celebrated the 43d anniversary of his coming to Glen Haven, where, in addition to various other interests, he operates a sawmill with a capacity of about 3,000,000 feet per season. Mr. Day was instrumental in founding the Michigan Hardwood Manufacturers' Association in the '80s, and was its first President.

In the line of reforestation in Northern Michigan, Mr. Day has made a notable record, being known as the man who has grown a new forest on cut-over lands, and owning a second growth forest of 1,400 acres that has been developed under his personal care and protection for forty years. There is some pine and hemlock in the piece, but the greater part is oak, ash, cherry, birch and maple. There are second growth trees two feet in diameter in the Day forest, and today he could begin cutting. He will carry on the work of logging, however, on other holdings according to the most modern and approved methods, and has enough timber to keep his mill running several years, without touching the 1,400 acres of second growth trees. Mr. Day has let nature take her course for the most part in growing the new forest. He has kept the trees thinned properly and protected them from fire and every other destructive influence. Government experts use the Day forest for research work, because it is among the best timber stands remaining in the Middle West.

Keep a kindly eye on your town and its people. Wear a gilt-edged smile and learn to whistle when sales are slow. You may disturb the office boy, but you will increase your stock of friends and build up your business.

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.

Want to hear from a party owning a good general merchandise business or other business for sale. State cash price and particulars. John J. Black, 130 St., Chippewa Falls, Wis. 608

HARDWARE STORE FOR SALE—In good town of 1100 in Central Michigan. Old established business of forty years standing. Elegant sectional fixtures. Long lease on fine store room, with recess front that cost \$3,000 to install. Stock clean and can be reduced to \$5,000. Price way below market. Terms easy on part. A. T. VanDervoort, Lansing, Mich. 652

For Sale—Meat market and grocery doing a good business, located near a string of lakes in Southern Michigan. Will sell all or part. Address No. 653, care Michigan Tradesman. 653

Grocery Store at Onaway—Owner retiring of old age. Store, house, ice house and other building. All for \$2,500 cash. Fred Yeager, Onaway, Mich. 654

Exchange—280 acres, 8-room house, barns, silos, orchard, etc. Want stock of goods or business property. DeCoudres, Bloomingdale, Mich. 655

ONLY blacksmith and wagon shop in the town, all tools necessary, good farming country, on trunk line, doing good business. Must be sold at once, for cash or marketable paper. Address W. B. Pool, Luther, Mich. 656

BUSINESS FOR SALE—A laundry business, all necessary machinery, including fixtures. Good town 2000. Price sacrificed for quick sale. Box 717, Hart, Mich. 657

For Sale—Grocery store and cottage combined, at Wolfe Lake, Jackson, Mich. Large icehouse full of ice for sale to cottagers. 2½ lots, fixtures and buildings good acetylene plant in good shape. Fine summer proposition. All for \$2,800. Address E. Davis, 601 New York St., Jackson, Mich. 658

For Sale—Clothing, furnishings and fixtures. Will inventory between \$6,000 and \$7,000. Will sell cheap to renter. Lindquist Mail Order House, Greenville, Mich. 659

Exchange—Forty acres, Kalkaska County, good land. Small truck, car, or butchers ice box. 660

For Sale—Confectionery business in live town of 1,200. Only store of its kind in town. Well established trade. Must sell on account of poor health. F. M. Loder, Real Estate Exchange, Homer, Mich. 661

Registered Pharmacist—Situation wanted in country town. Capable, references. Address No. 662, care Tradesman. 662

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.

1000 letterheads or envelopes \$3.75. Copper Journal, Hancock, Mich. 150

Wanted—To hear from party wishing to purchase good fruit farm located in Berrien county. Produces more grapes and small fruit, also has more macadam road than any county in the state. Address Box 45, Bridgman, Mich. 637

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

For Sale—Manufacturing building at Portland, Mich. 12,000 square feet floor space. \$2,500 cash. Write A. A. Meeth, Portland, Mich. 648

For Sale—30 lb. capacity scale, practically new. \$100. Dickery Dick, Muskegon, Mich. 649

Want to hear from established retail shoe business FOR SALE in town of 3000 up. Might consider half interest with right parties. Confidential. Address No. 650, care Tradesman. 650

Wanted—To buy nearly new grocery refrigerator. Must be good size, and in first-class condition. Write description and price. Wise & Switzenberg, Allegan, Mich. 645

Bell Phone 596 City Phone 61366

JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising
Expert Merchandising

209-210-211 Murray Bldg.

GRAND RAPIDS, MICHIGAN

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 274 East Hancock, Detroit. 566

If you are thinking of going into business, selling out, or making an exchange, place an advertisement in our business chances columns, as it will bring you in touch with the man for whom you are looking—THE BUSINESS MAN.

Salesmen—Profitable side line. Carry samples in pocket. Address Copper Journal, Hancock, Mich. 574

How to Purchase Real Estate Intelligently—Write for pamphlet of instruction. Address Box 27, Bridgman, Mich. 638

For Sale—Cash registers and store fixtures. Agency for Standard computing scales. Dickery Dick, Muskegon, Mich. 643

DENATURED ALCOHOL POISON LABELS

In conformity with the requirements of the new regulations of the Internal Revenue Department, we are prepared to furnish special poison labels for use in selling Denatured Alcohol, printed with red ink on regular gummed label paper, as follows:

500	\$1.25
1,000	2.00
2,000	3.50
5,000	7.50

All orders promptly executed.

Tradesman Company
Grand Rapids

SECOND-HAND SAFES

We are always in the market for second-hand safes.

Send us detailed description, including date of purchase, name of manufacturer, inside and outside measurements and general appearance and we will make you an offer.

GRAND RAPIDS SAFE CO.

GRAND RAPIDS, MICH.

MEN OF MARK.

Roy A. Clark, Manager National Grocer Co.

Thrice blessed is the man who is so situated in life that he has to create his own career and realizes early in the game that whatever he amounts to in this world must come to him by hard work and persistent effort. It is an easy matter for a man to force his way to the front if he happens to have a rich father or an influential relative or marries a rich wife, but such a career is never cited to the young as one to be emulated, because the only real success in this world is the success which follows in the pathway of individual effort, properly directed and persistently and consistently followed to the end. The man who drops into a position of responsibility and trust through the accident of birth or environment never appreciates his position and loses half the pleasure of life because he did not reach the top by reason of personal effort, which is the only proper stepping stone to success.

Roy A. Clark was born at Havelock, King's county, New Brunswick Sept. 17, 1887. His antecedents were Scotch on his father's side and English on his mother's side. He had six brothers and five sisters, all but one of whom are still living. He attended the schools of his native village, graduating from the high school at the age of 19. He then went to Portland, Maine, where one of his brothers had already located, and worked at dentistry for two years. He came to Grand Rapids in the fall of 1909 and took a commercial course in the McLaughlin Business College. He graduated April 18, 1910, and the following day went to work for the National Grocer Company as book-keeper. After two years employment in this capacity, he was made city and house salesman, which position he filled for two years. He then went on the road, continuing in that capacity for eight years. Two years ago he was called in from the road to take the position of head buyer and assistant manager. On the promotion of Mr. Kruisenga to the general management of the National Grocer Co., with headquarters at Detroit, Mr. Clark was considered the most available man to fill the vacancy in the local branch and he was accordingly installed in that position.

Mr. Clark was married June 4, 1914, to Miss Amelia Groskopf. They reside at 404 Clancy street. They are both members of the Fountain Street Baptist church and Mr. Clark is one of the captains in the work of building the new church.

Mr. Clark is a member of Malta Lodge, F. and A. M., and now occupies the position of Senior Warden. He is also a member of Grand Rapids Council, U. C. T.

Mr. Clark owns up to three hobbies—fishing, hunting and automobiling. He attributes his success to hard work and to being early and late on the job. When he was first employed as book-keeper for the house he found the books considerably behind and for several months he worked every night

until 10 o'clock. He has given every branch of the business with which he has been connected the same careful attention and faithful administration and now has his reward.

No changes will be made in the office force, the buying heretofore handled by Mr. Clark having been divided among the other two buyers of the house.

A Real Reporter.

There is a wealthy young man in a Western town who decided that he would undertake to make his living as a reporter. Among his possessions was an airplane, and when the owner of the paper learned this he discussed with the editor the question of the

Review of the Produce Market.

Apples—Wagner, Greenings, Spys, Baldwins and Russets command \$9@10 per bbl.; cooking apples, \$8 per bbl. Box apples from the Coast command, \$3.50@4 for Jonathans and Spitzenbergs.

Bagas—Canadian, \$2 per 100 lbs.

Bananas—7½c per lb.

Beets—\$1 per bu.

Butter—Market is steady at prices ranging about the same as a week ago. The consumptive demand is only fair and the make is in excess of what it was a year ago. Stocks in storage considered ample, while the prices are considerably lower than they were last year. We are not likely to have

Eggs—Local dealers pay 33c for fresh. Stocks of cold storage at this market are entirely exhausted.

Grape Fruit—Florida stock sells as follows:

36	-----	\$4.50
46-54	-----	4.75
64-70-80	-----	5.00
96	-----	4.50

Grapes—California Emperors command \$7.75 per 30 lb. keg; Spanish Malagas fetch \$12@14 for 40 lb. keg.

Green Onions—Shalots, 75c per doz. bunches.

Lemons—Present quotations of Sunkist are as follows:

300 size, per box	-----	\$7.50
270 size, per box	-----	6.50
240 size, per box	-----	6.50

Choice are held as follows:

300 size, per box	-----	\$7.00
360 size, per box	-----	6.00

Lettuce—Hot house leaf, 20c per lb.; Iceberg from California, \$6 per crate.

Onions—California, \$9.50 per 100 lb. sack; home grown, \$9 per 100 lb. sack; Spanish, \$4 per crate.

Oranges—Fancy California Navels have advanced 25c per box. Present quotations are as follows:

90 and 100	-----	\$6.75
150, 176 and 200	-----	6.75
216	-----	6.75
252	-----	6.75
288	-----	6.25
324	-----	5.75

Choice Navels sell for 50c per box less than fancy.

Parsley—60c per doz. bunches.

Peppers—Florida, \$1.25 per basket.

Pineapple—\$9 per crate for Cubans.

Potatoes—The market is weak. Locally potatoes are selling at \$1.40 per bu.

Poultry—The market is stronger and higher. Local buyers pay as follows for live:

Light fowls	-----	16c
Heavy fowls	-----	25c
Light Chickens	-----	16c
Heavy Chickens, no stags	-----	25c

Radishes—85c per doz. bunches for home grown hot house.

Spinach—\$2.50 per bu. for Florida.

Squash—\$2.75 per 100 lbs. for Hubbard.

Sweet Potatoes—Kiln dried command \$2.25 per hamper.

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



Roy A. Clark

appointment of the young man's successor. "We shall, of course," said he, "have a vacancy soon."

"How about young Smith?" suggested the editor, referring to another young man, who not long before had sought employment as a reporter.

"Smith?" said the owner, doubtfully. "I thought he was a failure on the Clarion."

"But he will be all right for our Eagle," replied the editor. "Smith is a genius in a way. You remember the Koonville railway smash? Well, Smith found the broken rail that caused the disaster three hours before the express was due. He sat down by the line, wrote the story while he waited and sent the Clarion the report the very minute after the wreck occurred."

very much of an advance in the near future. Local jobbers hold extra creamery at 35c in 63 lb. tubs for fresh and 33c for cold storage; 36c for fresh in 40 lb. tubs. Prints 43c per lb. Jobbers pay 15c for packing stock.

Cabbage—\$4 for home grown; California, \$3 per crate of about 75 lbs. Carrots—\$1 per bu.

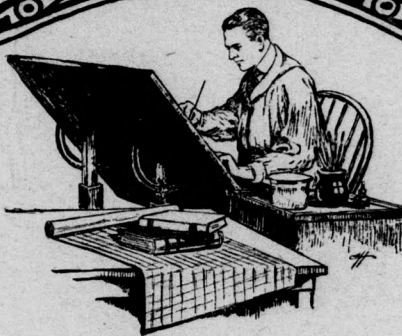
Cauliflower—California, \$3.75 per case of one doz. heads.

Celery—California, \$11 per crate of 6 to 7 doz.; Jumbo, \$1.20 per doz. stalks; Florida, \$5 per crate of 4 to 6 doz. stalks.

Cranberries—Late Howes command \$30 per bbl. and \$15 per ½ bbl.

Cucumbers—Illinois hot house command \$4 per doz. for extra fancy.

There is no more effective way to keep business at home than by showing in the local paper that the goods handled have already won the interest of the public through National advertising. The value of this information is realized by a live implement, hardware and feed store man in a small Ohio town. In one issue of the local eight-page weekly he had five advertisements, totaling eighty-three inches. Two of them were general advertisements. The other three were given over to notices that he handled different advertised products—the largest space, three columns by eighteen inches, being devoted to this very purpose. Other issues show this merchant running from two to five advertisements in each indicating that it must pay him.



Meritas designers are interested only in Meritas patterns. They are pioneers, blazing the way that others are content to follow, originating exclusive designs and colorings that are a year ahead of other brands. That is why the successful table oil cloth patterns are always found first in Meritas.

MERITAS

TABLE OIL CLOTH

Builds the Confidence that Brings Repeats

A man who has sold many millions of dollars worth of his line of goods said, "I have yet to discover any one thing that I cannot get along without, in selling, except the confidence of the buyer."

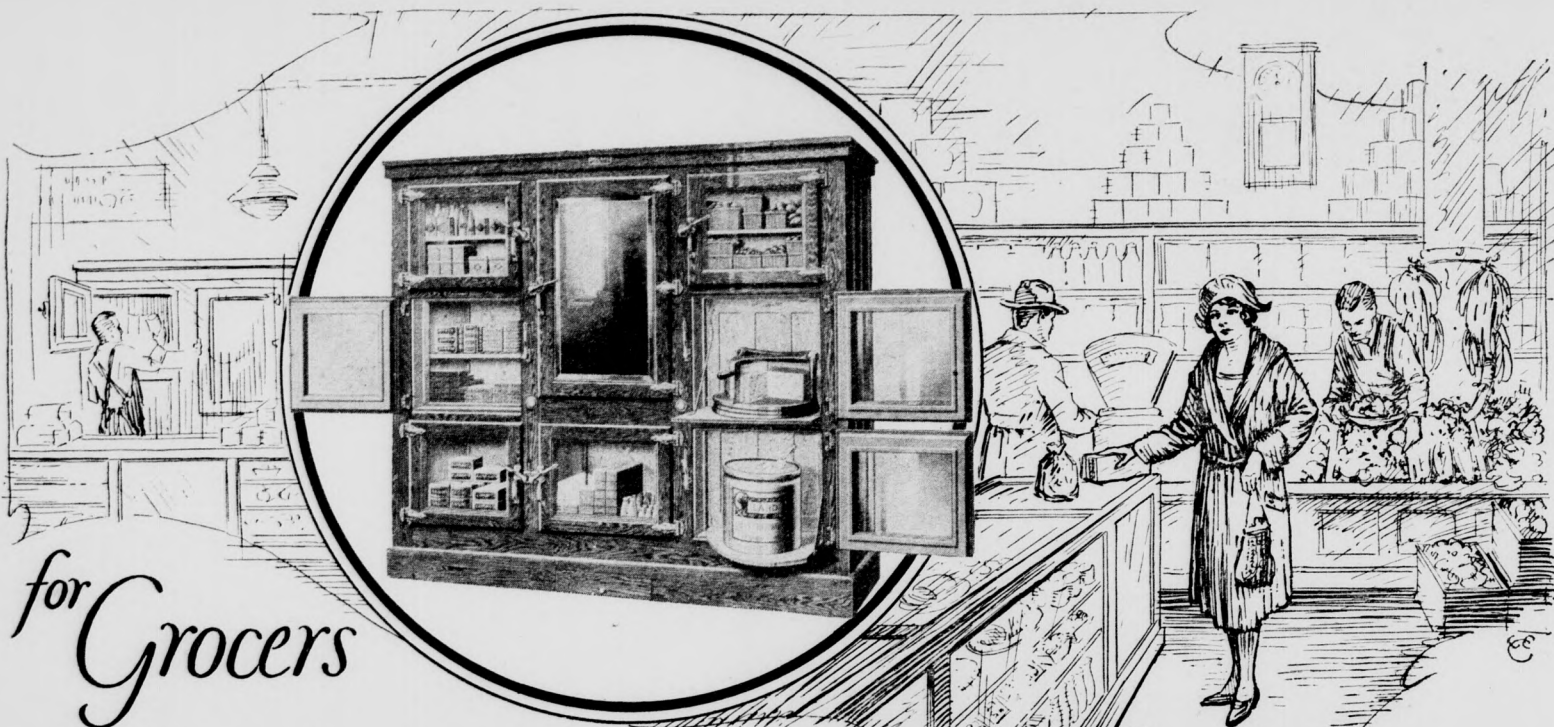
Buyer-confidence means just this—that after the customer has used the goods, she still feels that she got a good bargain. First sales may pay your bills, but it takes repeats to pay profits. Quality that establishes confidence is the strongest magnet to draw repeat sales. That tells the whole story of Meritas Table Oil Cloth. It repeats because it satisfies. The original, exclusive patterns of Meritas, printed bright, sharp and clear, attract trade and help you make the first sale, but it's the sturdy, long-wearing quality that brings the customer back for more. It builds up confidence in the table oil cloth that bears the Meritas trade-mark, and confidence in the store that sells it.

See your Wholesaler

We'll Sell the Goods



THE STANDARD TEXTILE PRODUCTS CO.
320 BROADWAY, NEW YORK



The McCray is an *Investment*

You are paying for a McCray, and will continue to pay, so long as you go without the efficient service which this quality refrigerator will give you.

Invest the money you are now charging to spoilage on perishable food. A McCray will stop this constant drain on profits. A McCray will increase your sales by the attractive display of food products.

Easy Payments if Desired. No need to delay, you can have a McCray now and pay for it with the money that it saves you—the extra profits which it brings. Drop us a line for details.

We carry in stock refrigerators, coolers and display case refrigerators, in sizes and styles for every purpose. Our Service Department will gladly submit plans for specially built equipment, without obligation to you.

Send for Your Free Book. The refrigeration needs of grocers and markets are thoroughly discussed and illustrated. No obligation, merely send the coupon, now.

McCray Salesrooms in All Principal Cities

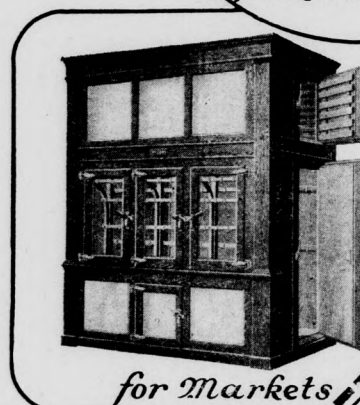
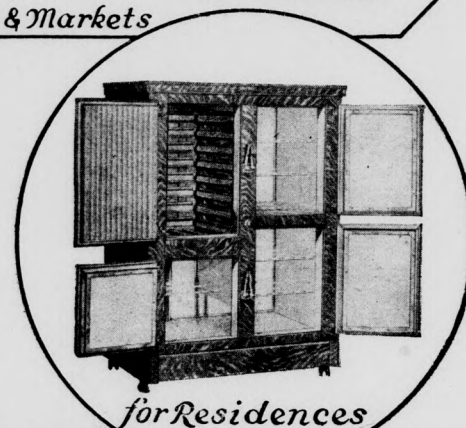
Detroit Salesrooms, 36 E. Elizabeth St.

MCCRAY

REFRIGERATORS *for* ALL PURPOSES

2244 Lake St.

Kendallville, Ind.



McCray Refrigerator Co.,
2244 Lake St.,
Kendallville, Ind.

GENTLEMEN—
Please send me the book checked below.

- ☐ No. 72 for Grocers and Delicatessens;
☐ No. 64 for Meat Markets;
☐ No. 53 for Hotels, Restaurants, Hospitals and Institutions;
☐ No. 95 for Residences;
☐ No. 75 for Florists.

Name

Address