

## Anatomy Lesson in Verse

How many bones in the human face?
Fourteen, when they're all in place.
How many bones in the human head? Eight, my child, as I've often said.
How many bones in the human ear? Four in each, and they help to hear.
How many bones in the human spine?
Twenty-four, like a climbing vine.
How many bones in the human chest? Twenty-four ribs, and two of the rest.
How many bones the shoulders bind? Two in each-one before, one behind.
How many bones in the human arm? In each arm one; two in each forearm.
How many bones in the human wrist? Eight in each, if none are missed.
How many bones in the palm of the hand? Five in each, with many a band.
How many bones in the fingers ten? Twenty-eight, and by joints they bend.
How many bones in the human hip? One in each, like a dish they dip.
How many bones in the human thigh? One in each, and deep they lie.
How many bones in the human knees?
One in each, the kneepan, please.
How many bones in the leg from the knee? Two in each, we can plainly see.
How many bones in the ankle strong? Seven in each, but none are long.
How many bones in the ball of the foot? Five in each as the palms are put.
How many bones in the toes half a score? Twenty-eight, and there are no more.

## 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

## Tell Your Customers-

Leading hospitals, one after another, have adopted fresh yeast as a mode of treatment for pimples, boils, and other skin troubles.

## Fleischmann's Yeast

is a wonderful corrective food and clears the skin.
One to three cakes daily, taken before meals, will do what no medicine can be counted on to do-keep the skin clear and healthy.
Tell your customers.

## The Fleischmann Company



> Make a well-matched pair any grocer can drive without blinders AND "GET THERE" Distributed at Wholesale by JUDSON GROCER CO. GRAND RAPIDS, MICH.


## 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


# MICHIGAN TRADESMAN <br> rank (Unlike any other paper.) Goo <br> Each Issue Complete in itself. <br> DEVOTED TO THE REST INTERESTS <br> Published Weekly By <br> TRADESMAN COMPANY <br> Grand Rapids. 

Subscription Price.
Three dollars per year, if paid strictly In advance.
dollars per year, if not paid in Four d
advance.
Canadian subscriptions, $\$ 4.04$ per year,
payable invariably in advance
Sample copies 10 cents each.
Extra copies of current issues, 10 cents issues a month or more old, 15 cents: issues a month or more old, 15 cents;
issues a year or more old, 25 cents; issues

Entered at the Postoffice of
Gapids under Act of March
K,
Grand

## BETTER STATE OF MIND.

Retailers, jobbers and manufacturers throughout the country are in a better state of mind than at any time since the beginning of the great deflation, according to reports from numer ous sources. The improved sentiment is noted even in lines where there is no special revival of trade. Cases of pronounced revival are not yet numerous Cotton consumption, for instance, in February was 10 per cent. below that in January, and cotton exports were 28 per cent. below the January volume. Grain prices have reacted from their high levels of a fortnight ago Car loadings have increased, but this is attributed chiefly to heavier shipments of coal in anticipation of a miners' strike on April 1. On the other hand, the steel industry has made rapid strides in production since the turn of the year; the banking posi tion is steadily improving, and the securities markets register an increasing degree of buoyancy. The psychological improvement registered in lines of business and in communities where so far there has been no notable quickening of trade is undoubtedly due in large measure to the more thoroughly liquidated position of business that has followed the recent rise in prices of molst farm products. The extent of this liquidation is well reflected in the growing reserve ratios of the Reserve banks in the South and West.

The past year has revealed the fact that the business concerns which were able to make money most easily were those that took the lead in placing goods on the market that would meet the consumers' lower purchasing power. This was done sometimes by the inauguration of such economies as would permit an offer of the wellknown grades or standards of goods at prices that would attract the buyer. Profits in such cases were made contingent on quick turnover and a large volume of sales. This policy has been followed with marked success, for example, by a few manufacturers of automobiles. In other cases, especially
in lines making things to wear, there has been a tendency to turn from "fancy" grades of goods into others in which style is subordinated to service. This has been done without detracting from quality, but by discarding some of the unessential but expensive trimmings and fixtures. Certain shoe manufacturers have followed this policy with conspicuous success. They have realized that the salaried and wage-earning classes will no longer pay any attention to the twelve or fifteen dollar shoe that they demanded in flush times, and they are putting on the markets equally serviceable shoes that will conform to the dimensions of abbreviated payrolls.

## VICTOR DIVIDENDS.

Declaration of a quarterly dividend of $\$ 10$ on the common stock of the Victor Talking Machine Company, the same rate paid three months ago, together with the regular quarterly dividend of $\$ 1.75$ on the company's preferred issue, served to call attention again to the very different conditions which may exist even in times like these between different companies in the same line of business. The situation of the Victor Company contrasts so sharply with the difficulties in which most of the other talking machine companies find themselves that the dividend declaration naturally aroused a certain amount of verbal speculation as to the underlying factors which produced such a result. Explanations offered, however, were about as varied as the number of those who undertook to deliver opinions on the subject. Comparison with Columbia Graphophone, which had reported a deficit on 1921 operations of over $\$ 15,000,000$, was too startling to be ignored.

## FAILURE OF COMMUNISM.

In the face of the acknowledged failure to make communism work in Russia, where, even if the peasants and workers are undisciplined, the bourgeoisie is hopelessly weak, what hope can Lenin cherish of making it work in Europe at large, where the bourgeoisie is powerful? The enterprise of world revolution removes itself into the realm of shadowy dreams. Lenin is perfectly aware that the European labor movement, which was sympathetically inclined towards the Soviet government so long as Russia was the object of military attack, is now profoundly impressed with the failure of communism to realize on it's promises. It is no longer possible for the Russian Bolsheviki to threaten the Western governments with propaganda. The time has gone by for the effective use of that instrument.

Some men will work eighteen hours a day in order to hang on to a soft snap.

## WE ARE CREDITOR COUNTRY

 One reason for the increasing strength of foreign exchange since the beginning of the year, in spite of such interruptions in its steady rise as have just been indicated, is revealed by the statistics of our foreign trade for February, published this week. Exports were 10 per cent. less in value than for the previous month and were 48 per cent. less than for February, 1921. Meanwhile imports during the past month held their own, so that our excess of exports is the lowest since 1914. Just as our exports surplus is being cut down England and France have been reducing their import surplus. The result has been a strengthening of exchange on these two countries. This has shown its eflect directly on prices of wheat. The readjustment of trade balances in the way indicated by recent statistics shows how the United States is playing the role of a creditor countryIt may appear at first paradoxical that a condition of declining export trade should have proved a bullish factor in the wheat market. This situation has come about, however, not by a decline in the exports of wheat itself, but by a slump in the exports of other commodities. Wheat exports in January, 1922, for example, were over two and a half times as great in volume as the average in the five-year period 1910-14. For the crop year, that is, since July 1 , the exports to February 1 were 211,000,000 bushels, as compared with a pre-war average of $95,000,000$ bushels. The exports during the current crop year are not responsible, however, for the rapid advance in prices, as they are some $22,000,000$ bushels below the shipments during the corresponding period of 1921. The chief reason for the rise in prices has been that indicated in the preceding paragraphs. When the effects of a smaller trade balance on prices of exportable farm products are fully appreciated by the leaders of farmers' organizations there is a possibility that their views with regard to tariff duties may undergo some modification.

## FAR OFF INFLUENCES.

The wheat grower in North Dakota may have little interest in what is going on in such a remote region of the world as South Africa and will probably assume that whatever happens there can have little effect on him at any rate. Nevertheless, the disturbances at the Rand mines in the last fortnight have probably had their effect on the bank account of not a few Western farmers, and thereby hangs a story of some interest. The rise in the prices of staple farm products in the United States has been
closely connected with the improvement in the rate of sterling exchange. The fluctuations in the two have corresponded rather closely. The interruption to the production of gold in the South African mines has checked the flow of gold from Great Britain to the United States, and this brought about a considerable reaction in the exchange market. The loss of purchasing power of the British pound has been registered in the prices of cotton and grain, which are partly dependent on export outlets for their market. When as a result of these world-wide economic conditions May wheat lost about 18 cents from its recent high point and cash wheat also declined sharply, it can hardly be said that we need give ourselves little concern with "abroad."

Business in the primary markets just now may properly be described as drifting rather than moving. All concerned seem to be waiting for something to turn up, with no one especially anxious to push matters This is particularly true with regard to the textiles, although it is by no means confined to them. Some stimulation, due to seasonal requirements, is near at hand, but the ultimate decision rests with the vast body of consumers who have not yet given any conclusive evidence of their pur pose. Labor troubles and the unsettlement of values in a number of the raw materials still remain factors so far as concerns production in many fields. Cotton and wool, among these raw materials, are referred to else where in this week's edition. As to silk, not much progress has yet been made in clarifying the situation. The price of the raw article is still dependent on speculation and a pooling arrangement. In linen a similar anomalous condition exists. Compared with normal years there is a scarcity of flax, but there is much more than enough to make all the linen which people are willing to buy at the prices set. Something, evi dently, will have to give way before trade of a sizable character can b expected. A pretty genera! curtail ment in the production of textiles is now the case in consequence of the circumstances stated. And, in other lines, similar influences prevail which show an undercurrent tending to check the gradual improvement in conditions. These influences, as ha been hitherto stated, are of a temporary character, but their potency for the time being is unmistakable.

When salespeople permit enquiries for goods not yet stocked to go by without calling the proprietor's at tention to them, how is he going to know that the demand exists?

## THE YEAR OF HARD WORK.

## Artificial Elements Working Against Economic Law.

[The principles herein laid down by Mr. Crissey are unassailable. But whether they will be applied generally during this year remains to be seen. In other words, a secondary period of inflation would tend to delay for a time the universal application of the principle of hard work. Right now there are certain artificial elements working against the natural process of economic law. Mr. Crissey, however, makes due allowance for these factors.]
Historians may tie many tags to 1922 but it is a safe bet that the most apt and illuminating one will bear the legend the year of hard work. To use an expression which has become altogether too familiar since 1913, things have been coming "pretty soft" for everybody from the wage worker to the kings of National and international finance-that is to say, they were coming that way until the delayed tidal wave of deflation swept the country and devastated the farms a little more than a year ago. Since then the going has not been quite so soft. We have awakened to the fact that we are facing the cold gray dawn of "the morning after."
But the practical question which is up to every man-banker, merchant, clerk, shop worker and day laborer is: What are we going to do about it?
The answer is so simple, so obvious, that it seems almost silly. We are going to work harder-all of us who keep our heads above water. The sooner we become saturated with this conviction and begin to make its practical application, the easier it will be to win out. And those who contrive to keep their heads above water and their balances in black ink instead of red will be fairly entitled to consider themselves as winners in the 1922 race.
Because the merchant is everywhere and the store is the hub of community life, from the cross-roads hamlet to the great city, let us take the storekeeper as an example in point.
There is scarcely a practical business economist in America who has not recognized and emphasized the fact that retail merchandising must be on a new basis from this time forward; that there is every reason to believe that its basic policies must be changed. Why? Because almost every merchant now active in trade has had his training and experience on a market of with a general upward trend of prices; because we have now entered upon an era-and probably not a short one, either-of a general downward trend of prices in merchandise. There will be fluctuations, of course, as there were in the period immediately following the Civil War and following every other important war in every country on earth-but I am speaking of the general price trend.
From 1864, the end of the Civil War, to 1896 the drop in prices was almost unbroken-the only exception being an insignificant rally in 1880. In the early nineties prices began to climb and kept on climbing until 1920.

Prices took almost an identical course following the War of 1821-downward until about 1843 and then upward until the Civil War. The history of prices in every country which has had a big war tells the same story. In this fact that following each important war prices have followed a general downward trend for some thirty years only the foolish and the short-sighted will see a meaningless coincidence instead of the operation of an economic principle. This statement is not to be taken as the equivalent of saying that prices of merchandise will go down in America for thirty years beginning with the big slump of 1921. Many powerful factors of economic recoil must be taken into account-factors whose force for recovery cannot now be fully measured. But the fact remains that every valid consideration shows that we are probably in for a prolonged and uncomfortable period of declining prices.
Now return to the matter of the merchant's job of making money on a generally declining market-which nearly all thoughtful men in trade admit is the situation which they face. Can it be done? and if so, how?
Lately I put that question squarely up to one of the most successful country or provincial merchants in America. His store is in a capital city of a Mid-Western state. Unhesitatingly he answered:
"Any merchant can make reasonable profits in a period of generally declining prices-but he can't do it on the working schedule almost universally followed in the period where the price trend was generally upward, the kind of a period in which vitually every active merchant in America today has gained his experience.
"All merchants who make consistent and reasonable profits from now on must work harder than they have ever worked-and must be able to get more and better work from their associates and employes. The soft and careless days are over and gone-the days in which merchandise not sold promptly accumulated profit from the rise of the general market price.
"A quick turnover is the technical expression which covers the merchant's cardinal necessity of to-day and to-morrow. In short, goods not sold immediately are, with occasional exceptions, bound to be overtaken by the general market decline and be thereby sapped of any possible profit. And back of quick turnover are two important factors: hard work on the part of every individual involved in the process of passing the goodls on to the ultimate consumer and also quick delivery from the manufacturer and the jobber or wholesaler.
"This means that manufacturers, jobbers and transportation companies must speed up so that the dragon of declining price's will not be able to overtake the goods between the time of the retailer's order and their arrival in his store. The delivery delays which have become commonplace during and since the war will have to come to a quick end if the retailer is to survive on a falling market. Railroad freight service must go from first to third speed-from destructive carelessness and contemptous indiffer-
ence to alert, interested and efficient forwarding service. Freight hands, and train crews must be made to understand that their jobs depend, in the long run, upon getting freight from origin to destination in the shortest time and the best condition possible-becautse retailers will lose money on goods delayed in transit on a declining market. And the same necessity is upon every hand that touches every commodity from the raw material to the finished product on the shelves or the counters of the retailer. All along it is going to be a race with a declining market.
"I am satisfied that most manufacturers, wholesalers and railway executives recognize this peculiar necessity for more speed in the delivery of goods; but I am equally certain that this necessity is not clearly seen by the rank and file of labor involved in getting the goods into the hands of retailers. Before we are through with the big job of deflation in this country there is going to be a mighty slashing of the network of red-tape wherever it hinders the quick and careful forwarding of goods. Transportation of every sort is clogged and throttled with red tape 'agreements' and 'rules and regulations.' This drag on quick turnover will have to go or the business of freight forwarding on a falling market will wither and shrivel.
"Again, the retailer who survives the ordeal of doing business on a gradually falling market must pitch his buying policy to that key. This will mean a radical change to most merchants, to the great body of retailers in the country districts. Every purchase must be made with an eye to quick, immediate sale.
"This policy may be applied in a hundred ways but perhaps its most obvious application is in respect to sizes. In my own buying of garments for example, I am not putting into stock those sizes which are exceptional and out of the range of average demand. In other words I am not carrying garments for the excessively fat or the excessively lean customer. I can't afford to do this for the chances are that such sizes may remain unsold for a considerable time, perhaps for an entire season.
"How do I meet the situation when I have a call for a garment of unusual size and haven't it in stock? By learning precisely what the customer desires in style and quality and then saying: "We'll get it for you immediately and have it sent by express.' That phrase has become common in our store and it seldom fails to get satisfactory results.
"Sticking close to the 'mean average temperature' of consumer demand -as to the weather man would phrase it-is going to be reduced to a science in the hardworking, hard-trading days ahead of us. There is scarcely a line of goods made or sold to-day in which closer standardization cannot be applied to distinct economic advantage to the consumer, the retailer and the manufacturer-but especially to the retailer.
There are too many variations and styles-many of them devised simply to afford unsubstantial 'talking points.' A rigid elimination of superfluous
styles, sizes and patterns is a necessity on a falling market when the merchant cannot possibly afford to invest in goods made for the unusual customer or the unusual demand. Goods which are offered on the plea that they will sell at a good profit 'when the right, customer comes along' are not going to get the money from ambitious retailers as readily in the next few years as they have in the past.
"You would be surprised to know how many istorekeepers there are in this country who are survivors of the old-time system of buying for months ahead-say six months or at least three months. They could get away with that easy-going practice when the general trend of prices wals upwardbut it spells disaster and elimination to-day. My buying is almost literally done from hand to mouth. Every morning after the dusting is finished there is a general conference of all hands on the subject of 'shorts'good's needed to meet immediate demand. Keeping a merchandising business keyed up to this pitch means hard work for its heads-and for its feet and hands, too!
"My nose is on the grindstone and I know I've got to keep it there if I meet the situation ahead of the business. The ealsy old play days are over -I am not fooling myself on that score a particle. I know I have got to fight for profits from now on. Those merchants who do not realize this necessity are not going to last long on a downward or sagging market.
"There are two other things which any merchant must do who achieves any succes's in these difficult days and in those to come. He must be quick to take his loss on goods which do not move promptly. Carrying goods 'over'-from one season to anotheris the peak of merchandising folly under existing conditions. Occasionally it was good policy when the price trend wals upward-although it was, I think, quite generally a mistake. But now it is simply suicidal. Turn the goods at some price-but turn them!
"Again, the merchant who steers clear of the nocks in the course ahead of business to-day must know precisely where he stands-mulst know it every day in the year, not at the end of the year or semiannually. Drifting along without keeping an eye on the compass will spell shipwreck under 1922 conditions. Bank and jobber pressure is going to force this as

## Victor Flour <br> is the Surest <br> FOUNDATION

for a permanent
Flour Business
Makes good wherever it goes.
W. S. CANFIELD

Michigan Representative 205 Godfrey Bldg.
Cor. Ionia and Monroe
GRAND RAPIDS
MICHIGAN
never before. The easy-going merchant who guesses his financial latitude and longitude is going on the rocks.
"You can sketch the whole program in the phrase: "More work and harder work for everybody.'

The merchant who made these remarks is notably successful. And one of the greatest elements of his success is that he is able to impart his understanding of the situation to his "help" and to get the co-operation of his employes. That is one of the tasks up to every employ-er-and one of the most difficult of all tasks, too. The situation faced by the merchant is not essentially different from that which confronts every man in every line of activity. Clockwatching and loafing on the job are going to be decidedly out of fashion in the years just before us. The worker who does not give an honest and unstinted return in production of service is not going to be in position to take a deep interest in clocks of any kind; the chances are that his own trusty alarm clock will be silent or in the pawn shop.

Neither the office nor the shop is going to have any place for the man who is more interested in the doctrine of "not killing the job" than he is in showing how much he can do, how well he can do it-and how cheerfully! A whole lot of bluff and bunk and "front" is going to be squeezed out of business in the front offices and about the mahogany desks as well as out in the factories, shops and stores in this era of sagging prices, and bank "car-
pets" are going to suffer an uncommon amount of wear from the "reluctant feet" of those who are summoned to tread them to show the banker where they are "at." "Front" is a mighty poor and cheap commodity on a declining market, a period of "paying the fiddler" for a protracted spree of jazz and waste.

But those who face the fact that 1922 is going to be the Year of Hard Work with courage and determination will have a huge, tactical advantage over those who listen to the venders of economic panaceas and the sirens of false hopes. Those who are willing to work hard with their heads and their hands have no need to face the future with an feeling of gloom. Only those who still hug the notion that something is going to happen to continue their course along the path of easy money and soft living are entitled to entertain feelings of profound gloom at the outlook.

## Forrest Crissey.

New U. C. T. Council Installed at Ludington.
Marine Council, No. 638, was in stalled in Ludington yesterday in the afternoon and evening session at the Elks Temple, with adjournment tak ing place at $6: 30 \mathrm{p} . \mathrm{m}$. for a banquet at the Stearns Hotel. Officers of the Grand Lodge of Michigan were present to put on the work and complete the Council. A. W. Stevenson, of Muskegon, Grand Councilor, presiding. Uther executives were Morris ing. Uther executives were Morris
Heuman, of Jackson, Past Grand SecHeuman, of Jackson, Past Grand Secretary ; W. E. Lightheart, of Jackson,
Past Grand Councilor; L. V. Pilkingpast Grand Councilor; L. Past Senior Councilor, of Grand ton, Past Senior Councilor, of Grand Rapids. There were fourteen candi well, E. H. Halbertsma, Carl Kunkel
A. F. Woodland, Erwin Miller, J. H. Young, Thos. McIntosh, John Yesky, Young, Thos. Mclntosh, John Yesky,
A. C. Stewart, Thomas Flannagan, A. C. Stewart, Thomas Panan, William Wallace and Emmet Kanouse. The following officers were nouse.
elected:
Senior Councilor-S. R. Caswell. Junior Councilor-E. H. Halbert sma.
Past Councilor-Harry C. Shrink. Secretary-Treasur-Erwin Miller.

Conductor-Carl Kunkel.
Page-J. H. Young.
Sentinel-Emmet Kanouse.
Chaplain-A. F. Woodland
Executive Committee - William Wallace. Thos. Flannagan, John Cavern, Jr., and A. C. Stewart.

An exceptionally fine dinner was served at the Stearns Hotel given by the old members who reside in the city, but who belong to different councils: J. A. Rice, W. H. Cuthbert son, E. Chadwick, W. J. Carpenter, Allan Williams and A. J. Griffis Grand Councilor Stevenson acted as toastmaster, which he did in his usually good natured manner.
The jurisdiction of this new Council reaches from Ludington half way to Muskegon and half way to Trav erse City. There are several members of other Councils living in Maniste who have expressed their intention to join Marine Council at Ludington

隹 Field.
The grocery trade is watching with a gocd deal of interest the invasion of New York and New England by the forces of Reid, Murdoch \& Co., one of the cldest and largest of Chicago wholesale grocery establishments. It is bound to furni'sh food for thought, even if it does not become revolutionary in its outcome.

Rarely has a house from a center
like Chicago come into the field of New York competitors. It has been in some ways regarded as not good fellowship, but more definitely not good economics. And yet there is no reason why it should not; it has occurred in many other lines of wholesale trade. Rarely has a New York house invaded the Chicago field, although Austin, Nichols \& Co. did it when they absorbed the Hoyt Company and changed its name. Some are disposed to think that there is something retaliatory in the move of Reid, Murdoch \& Co., and, if so, to look for a shower of fur in the near future. If it eventuates, however, it will economically be obliged to function as a New York house with little relation to its Chicago mother shop. A far more interesting phase, however, is the fact that the jobbing house is going there not as a distributive establishment but rather as a specialty house, featuring "Monarch" coffee and many other articles of the "Monarch" brand. It will have to sell them in direct competition with other "private brands," such as "White Rose," "Premier," "Sunbeam," "Royal Scarlet," etc., owned by Eastern jobbers.

The Chicago house is known to manufacture many of its lines and to import others directly, so that it really going there less as a "wholesaler" than as a manufacturer and specialty producer. Such a status is what many predict as the ultimate outcome of the present evolution of the jobber and if the invasion finally drifts in that direction it is likely to be worth watching in its broader phases of National development.

## MOVEMENT OF MERCHANTS.

## Cass City-The Cass City Grain

 Co. has removed its business offices to Saginaw.Jackson-The McConnell Shoe Co. has filed a petition in bankruptcy it is reported.
Detroit-The Schiller Butter \& Egg Co. has increased its capital stock from $\$ 50,000$ to $\$ 75,000$.

Scottville-E. L. Moore has opened a restaurant with lunch counter and cigar stand in connection.

Negaunee-Andrew Malvasio has opened a shoe repair and shoe accessories shop in the Matoney building.
St. Johns-The Western Oil \& Gas Distributing Corporation has changed its name to the St. Johns Gas \& Oil Co.
Jonesville - Thieves entered the meat and vegetable market of J. H. Jackson and carried away considerable stock.

Manistee-R. J. Miller \& Co., recently of Petoskey, have opened a dry goods and notions store in the Larsen block.
Sunfield-Freemine \& Scheel have opened the west end grocery store which they recently purchased from the Towns estate.

Marshall-Thieves entered the general store of Oscar Francisco \& Son, at Ceresco and carried away stock valued at about $\$ 200$.

Detroit-The Mid-West Merchandise Co., women's ready-to-wear, has merged its business into a stock company under the same style.

Hancock - Thieves entered the clothing and men's furnishings store of Stern \& Field and carried away stock to the amount of about $\$ 1,200$.

Alma-Lawrence Ellison has engaged in business at 219 West Superior street, carrying full lines of automobile supplies, accessories, tires, etc.
etc.
Lansing-Mrs. William M. Stebbins has opened a women's ready-towear store at 208 North Washington street, under the style of the Hope Shop.

Chase-A. D. Kadwell has traded his store and general stock for the S. Trumpower store and stock at Branch and both have exchanged residence places.

Detroit-The Dix Avenue Market Co. has been incorporated with an authorized capital stock of $\$ 24,000$, all of which has been subscribed and paid in in cash.

Belding-Leslie and Marlo Perks, who conduct Perk's cash market at Greenville, have opened a branch market here under the management of Fred O'Boyle.
Alma-The Fuller Coal Co. has been organized, with Floyd Fuller as principal owner and manager and has purchased the fuel stock of the BrownWard Coal Co.

Coloma-The Coloma Cold Storage Co. has been incorporated with an authorized capital stock of $\$ 3,000$, all of which has been subscribed and paid in in cash.

Ludington-Joe Sargent and Ed Cooper have engaged in the restaurant business on West Ludington avenue, under the style of the American Restaurant.
Detroit The General Paint \& Var-
nish Co. has been incorporated with an authorized capital stock of $\$ 25,000$, $\$ 24,200$ of which has been subscribed and paid in in eash.
Ludington-The Lunde Clothing Co. has dissolved partnership and the business will be continued by Jacob Lunde and W. H. Sheldon, under the style of Lunde \& Sheldon.
Detroit-The American Radio Co., 523 Woodward avenue, has been incorporated with an authorized capital stock of $\$ 10,000, \$ 5,000$ of which has been subscribed and paid in in cash. Detroit-The Woodward \& Warren Auto Sales Co., 4855 Woodward avenue, has been incorporated with an authorized capital stock of $\$ 5,000$, $\$ 2$,500 of which has been subscribed and paid in in cash.
Mt. Pleasant-Johnson Bros., dealers in shoes, clothing and men's furnishings, have dissolved partnership and the business will be continued by John Johnson, senior partner, under his own name.
Halfway-The Kaiser Motor Sales Co. has been incorporated with an authorized capital stock of $\$ 20,000$. of which amount $\$ 12,000$ has been subscribed, $\$ 1,900.71$ paid in in cash and $\$ 7,099.29$ in property.

Big Rapids-A reward of $\$ 100$ is offered by the Big Rapids Co-Operative Produce Association for information leading to the arrest of the thieves who carried away about $\$ 600$ worth of its stock of seeds, etc.

Kalamazoo-The Taylor Produce Co., conducting houses in Battle Creek and Kalamazoo, is erecting a modern storage plant, $80 \times 132$ feet in dimensions with adequate shipping facilities, at Battle Creek.

Kalamazoo-The Kalamazoo Celery Growers' Association has been incorporated with an authorized capital stock of $\$ 10,000, \$ 6,400$ of which has been subscribed and paid in, $\$ 2,400$ in cash. and $\$ 4,000$ in property.

Hudsonville-Henry Yonker has moved the contents of his grocery store into Martin Boldt's drug store. In the future they will operate under the name of Yonker \& Boldt, handling drugs, groceries and dry goods.
Ypsilanti-E. P. Phillips has sold the Hawkins House to Paul and Gus Collins, who conduct Hotel George, in Battle Creek. The Hawkins will be remodeled, new rooms added and thoroughly refinished and refurnished.
Lansing-The Richman Bros. Co. of Cleveland, Ohio, manufacturer of men's suits and overcoats, will open a retail clothing store at 233 South Washington avenue, April 1, under the management of George $S$. Youngman.
Detroit-Witliff \& Green, Inc., 976 East Grand boulevard, has been incorporated to deal in auto parts, accessories and supplies, with an authorized capital stock of $\$ 2,000$, all of which has been subscribed and paid in in cash.
Hamtramck - The Central Cut Stone Co. has merged its business into a stock company under the same style, with an authorized capital stock of $\$ 40,000$, all of which has been subscribed and paid in, $\$ 7,430.73$ in cash and $\$ 32,569.27$ in property.

Manistee-John P, Madison has
severed his connection with the women's wearing apparel store of Mrs. Elizabeth E. Wellman, known as the Famous 99, and engaged in the dry goods and women's furnishings business under his own name.

Detroit-The Peninsular Corporation, 1148 Penobscot building, has been incorporated to deal in autos, auto parts, accessories and supplies, with an authorized capital stock of $\$ 50,000, \$ 12,500$ of which has been subscribed and paid in in cash.

Detroit-The Universal Oil Co., 6282 Beaubien street, has been incorporated to deal in lubricating oils greases, soaps, etc., with an authorized capital stock of $\$ 20,000, \$ 10,300$ of which has been subscribed and paid in, $\$ 1,195$ in cash and $\$ 9,105$ in property.
Highland Park - The Highland Park Coal \& Supply Co., 16 Gerald avenue, has been incorporated to conduct a wholesale and retail fuel business with an authorized capital stock of $\$ 20,000$, all of which has been subscribed, $\$ 1,048.78$ paid in in cash and $\$ 16,880.42$ in property.
Saginaw-The Flaxo Co. has been incorporated to manufacture and sell at wholesale and retail, chemically treated wax known as Flaxo and other proprietary remedies, with an authorized capital stock of $\$ 25,000$, all of which has been subscribed and $\$ 2,500$ paid in in cash.
Bear Lake-Mrs. Frank Turner and Mrs. Chloe Anderson have formed a copartnership and purchased the dry goods, millinery and women's furnishings stock of Mrs. William Norconck and will continue the business in the Green store building, which has been redecorated and remodeled.
Allegan-John F. Holloway, representing the Fidelity Stores Co., of Chicago, was here last week and rented the building recently occupied by the La Yark store on Brady street. The company operate a chain of stores and it is expected a stock of groceries will be put in the room.
Detroit-The F. B. Equipment Co. has been incorporated to deal in au:o accessories, with an authorized capital stock of $\$ 15,000$ preferred and 150 shares no par value, of which amount $\$ 8,000$ and 150 shares have been subscribed, $\$ 8,000$ paid in in cash and $\$ 15,000$ in property. The business is conducted at 119 East Atwater street.
Saginaw-Buildings on the Southeast corner of Washington avenue and Emerson street the site purchased several months ago by the National Grocer Co. as a site for a new wholesale grocery plant, have been wrecked to make way for the new building. The ground will be ready for building operations within a short time, it is expected.

## Manufacturing Matters.

Eaton Rapids-Melvin Gage has opened a bakery in the Vickery block. Palmyra-The Simplex Paper Corporation has increased its capital stock from $\$ 30,000$ to $\$ 50,000$.
Detroit-The Roto Pump Manufacturing Co. has increased its capital stock from $\$ 50,000$ to $\$ 300,000$.
Scottville-Joseph Poirier has sold his bakery and lunch counter to John Rogers, recently of Ludington, who
will continue the business at the same location.
Detroit-The Ex-Cell-O Tool \& Manufacturing Co., 1214 Beaubien street, has increased its capital stock from $\$ 40,000$ to $\$ 100,000$.

Sturgis-The Wilhelm Furniture Co. will erect a modern plant, $60 \times 219$ feet, four story, of brick and steel construction at an estimated cost of about $\$ 75,000$.
Petoskey-The Bon Ton Baking Co. has been incorporated with an authorized capital stock of $\$ 50,000$, $\$ 3000$ of which has been subscribed and $\$ 1,000$ paid in in cash.
Lansing-A. O. Graves has purchased an interest in the stock of the Capitol Shirt Co., East Michigan avenue, and will assume the management of the sales department.
Ypsilanti-The Saxon Motor Co. will remove its plant from Detroit here, occupying a new building owned by the Apex Motor Co., pending completion of its new plant.
Detroit-The National Burner Co. has been incorporated to manufacture and sell oil burning devices for heating, etc., with an authorized capital stock of $\$ 100,000, \$ 51,000$ of which has been subscribed and paid in in property.

Ann Arbor-The Wire Products Corporation has been incorporated with an authorized capital stock of $\$ 15,000$ common, $\$ 10,000$ preferred and 8000 shares at $\$ 1$ per share, of which amount $\$ 15,300$ and 8,000 shares has been subscribed, $\$ 300$ paid in in cash and $\$ 23,000$ in property.

Ferrysburg-Johnston Bros. have merged their boiler works and ship building business into a stock company under the style of Johnston Bros., Inc., with an authorized capital stock of $\$ 300,000$, all of which has been subscribed and paid in, $\$ 75,000$ in cash and $\$ 225,000$ in property.

Jackson-The P. \& C. Nut Co. has merged its business into a stock company under the same style, with an authorized capital 'stock of $\$ 30000$, $\$ 20,000$ of which has been subscribed and paid in, $\$ 603$ in cash and $\$ 19,397$ in property. The company manufactures nuts, bolts and other parts used in autos, tractors, etc.

## Fearless Christianity.

Schenectady, N. Y., March 20-An alleged statesman and an alleged minister of the Gospel of Christ have been creating much amusement recently in
their so-called defense of the Bible their so-called defense of the Bible and the principles of the Christian re-
ligion against Darwinism. One canligion against Darwinism. One cannot help asking why they or anybody else should be so anxiouts. Religion, whatever its kind, is a matter of truth or falsity, just as the primciples and
theories of science are. Religion will live if it is true, and it won't live and does not deserve to live if it is false. What would be thought of the scientist who deems it necessary to protect from all criticism the theory he has from all criticism the theory he has conceived or a principle he has dis-
covered? The real scientist presents covered? The real scientist presents his discoveries with the expectation-
nay, with the hope that they will be nay, with the hope that they will be attacked, for in this way the truth is
dstablished. Why do not we Christestablished. Why do not we Christians take the same fearless attitude will withstand all attacks, and neither will withstand all attacks, and neither Darwinism nor any other ism can destroy it: if it is not true we of all
people should want to know it. people should want to know it.

Dean of Union College.

Essential Features of the Grocery Staples.
Sugar-The market is stronger, both refined and raw. Most refiners are now on the basis of $5 \frac{1}{2} \mathrm{c}$ for granulated and the situation is steady to firm, although without any very heavy demand. The time of greatest consumption, however, is approaching and sugar to-day would seem to be a safe buy. Raws are strong with fractional advances. The surplus of Cuban sugar is being rapidly reduced and the future appears to be stronger than it did some time ago. Local jobbers hold cane granulated at 6.20 c and beet at 6 c .

Tea-Tea's of all grades look more than ever like good property. Readers of these reports will note that for several weeks, even for several months we have been reporting a steady to firm tea market on account of short crop conditions in the East and have stated that at ruling prices tea stood to be very good property. This applies more than ever to-day, as the tea situation is very strong, with the possible exception of Indias. Almost every holder of tea is predicting a decided advance in the near future, particularly in the popular grades of tea, such as Ceylons and Javas. Tea is selling in this country to-day at prices below the import cost and holders are not pressing for sale. The demand is good.

Coffee - The situation continues about steady for the week. There are some fluctuations in both directions. Milds are strong, with somewhat of an upward tendency. All grades of Rio and Santos coffee are exactly where they were a week ago.

Canned Fruits-Hawaiian pineapple in the No. $2^{1 / 2}$ size in the sliced pack tends upward, carrying along No.2s. tends upward, carred are not in any bet-
Grated and crushed ter demand than formerly. The only surplus is in low grade peaches, which are not well taken. Standard and choice in No: $21 / 2$ s are in light supply on the spot in the cling variety. Apricots are in comparatively light supply on the spot. Cherries are almost exhausted. Future orders are still coming in for all California fruits in the usual assortments.
Canned Vegetables-Tomatoes are ruling firm at last quoted prices, but the demand is light, as buyers are still not ready to pay the full asking price. Undoubtedly holders of tomatoes would put prices up if they thought they could get away with it, but it would almost kill the demand, and they therefore do not do it. Future tomatoes are being offered now around $821 / 2 \mathrm{c}$ for No. 2 s and the maximum of $\$ 1.20$ for No. 3 s . Trade are buying in a very small way. Peas are wanted at unchanged prices and the situation is comparatively strong. Future peas are being picked up rather well. Canned corn is showing an improvement in market confidence and buyers are beginning to enquire about it. It is the cheapest article in canned vegetables to be had. Iowa is rapidly closing out her holding in canned corn, and Wisconsin is practically sold out, while the canned corn in Maryland and Virgina is selling out fast. The price
now prevailing will look very cheap within 30 days from this time. The quick closing out of 1922 canned asparagus, all of which was sold in two days after prices were named, was not so phenomenal as some considered it. Most of the supply is said to have been absorbed by the "subject to approval of price orders" or what are designated "S. A. P." orders, which had been entered by the canners, all of which were confirmed by the buyers as soon as prices were named, which accounts for the quick closing out of the prospective output.
Canned Fish-The entrance of the A. \& P. into the salmon packing business, is the chief item of interest to salmon distributors as it means that the biggest chain store system, with its own 200,000 -case capacity, will not have to depend upon the trade next season for that block of pinks, red Alaska and cohoes. Furthermore, traders are inclined to believe that the acquisition of the output of three Alaska canneries is but the first ste toward a stronger hold upon the packing industry. Not only is it taken to mean that the A. \& P. will not be as heavy a buyer on the spot market in the future, but that with its own distributing agency it will more or less affect retail prices though to catch sales from time to time. Salmon remains firm here on the Coast. Offerings are not urged to sale at concessions, but jobbers are buying in fair volume at full quotations. Pinks and chums hold the same in Seattle on an f. o. b. basis. Maine sardines have registered further advances more in the way of a withdrawal of the cheaper quotations than in generally higher values. Quarter keyless oils are now held at $\$ 2.85 @ 3$ factory. Mustards are short and are decidedly firm. California and foreign sardines showed no marked change during the week. Tuna fish is steadier in tone and in moderate jobbing demand. Lobster and crab meat are scarce and favor the seller.
Dried Fruits-Apricots are active. Despite the high values stocks are readily taken. Prune's are dull as to movement, but firm on the spot. Holders, who see no relief in sight from the present shortage here and on the Coast, are not free sellers, as they cannot duplicate their stocks in the West. The Coast markets in California and the Northwest are both firm, with some independents buying what resale blocks they can locate either in the West or in the East. No stocks at primary sources are urged to sale. Consumption is fair for the season, although it has been somewhat affected by the higher range at retail. Peaches are firm and are also hard to replace, as jobbing stocks are generally light and the Coast has a corresponding shortage. The jobbing demand is increasing. Beverage making fruits are all more active, due to the home brew outlet, which is expanding since other substitutes are not available. Cheap raisins and dried black grapes are both in better demand. Currants are steadily advancing on the spot and the market at primary points on both Amalias and Patrias is quotably higher. Increased buying by America and England is reported by
cables from Greece. Spot stocks are held with more confidence.
Syrup and Molasses-Compound syrup has developed weakness during the past week and the demand is very light, owing to distrust of the market. Sugar syrup unchanged, with a fair demand, but no change in price. Molasses is wanted, speaking of the good grocery grades, which rule at unchanged prices.
Cheese-The consumptive demand continues to be very light. Stocks in storage are ample. The market is steady at prices ranging about the same as last week and we do not look for much change in conditions during the coming week.

Rice-The markets in the South continue strong and active and this affects the tone on spot. Foreign rice is quiet and although stocks in sight are unusually light, buyers are not aggressive operators and this has developed an easy feeling.

Provisions-There has been no change in the price of smoked meats during the past week and the consumptive demand has been light. Pure lard and lard substitutes are very quiet at prices ranging about the same as last week. Barreled pork, dried beef and canned meats are all steady, with a light demand at unchanged prices. Salt Fish-The latest thing to affect the demand for mackerel is the slump in eggs. It is the history of the mackerel business that when eggs are cheap the consumption of mackerel is interfered with and that is happening now. It has not weakened the mackerel market, however, as stocks are low and the market is still steady to firm.

## 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-7c per 1 b .
Beets- $\$ 1.25$ per bu. for old and $\$ 2.50$ per hamper for new Texas.
Butter-The consumptive demand is increasing. The make is running shorter. The market is ruling at about 1 c per pound higher than it did a week ago. Stocks in storage are decreasing very fast. The outlook is that storage butter will clean up before the new make starts to ar rive, but we do not look for very much higher prices in the immediate future. Local jobbers hold extra creamery at 38 c in 63 lb . tubs for resh and 36 c for cold storage; 39 c for fresh in 40 lb . tubs. Prints, 38 c per 1 b : Jobbers pay 15 c for packing stock.
Cabbage- $\$ 3.50$ per 100 lbs . for home grown or Texas.
Carrots- $\$ 1.25$ per bu. for old and $\$ 2.25$ per hamper for new Texas.

Cauliflower-California, $\$ 3.50$ per case of one dozen heads.
Celery-Florida, $\$ 4.75$ per crate of 4 to 6 doz. stalks.

Cucumbers-Illinois and Indiana hot house command $\$ 3$ per doz. for fancy.

Eggs-There is decided variance of opinions regarding the situation, and
while it may be truthfully stated that the market is tending a trifle lower there are few, if any of the trade, who care to follow the short side. Slight price drops are expected, and this, of course, only natural with the flush of the season near, but when the relatively low figures ruling compared with other foodstuffs are considered, it is hard to look forward to sensational declines. Eggs are being consumed liberally and the Easter holiday is more than likely to take up a heavy percentage of the stock on hand or coming to hand. The storing season is also at hand, and as speculators think the time fairly ripe for chancing the future many carloads undoubtedly will be taken for this purpose. Local dealers pay 22c today, but expect to drop back to 20 c in the near future.
Grape Fruit-Present quotations on Florida are as follows:
$\qquad$
46-544.00 4.00

64-70-80 4.50
 doz. bunches.
Lemons-Sunkist are now quoted as follows:
300 size, per box --------------- $\$ 7.00$

240 size, per box -------------- 6.00
Choice are held as follows:
300 size, per box --------------- $\$ 6.50$
360 size, per box --------------- 5.50
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 Navels are now held as follows:
90 and 100
150,176 and 200 --------------------------7.50


288 --------------------------------- 7.00
324 -----------------------------1 6.50 Choice Navels sell for 50 c per box less than fancy; Sunkist sell at 50 c higher; Floridas are held at $\$ 7$ per box.

Parsley-60c per doz. bunches.
Peppers-Florida, $\$ 1.25$ per basket.
Pieplant-20c per 1 b . for Southern
hot house. $\$ 7$ per crate for Cubans.
Pineapple-\$7 Potatoes-The market is weak. Locally potatoes are selling at $\$ 1$ per bu. Poultry-The market is unchanged. Local buyers pay as follows for live: Light fowls

16c
Heavy fowl 24 c
Heavy fowls --------------------- 24c
Light Chickens ----------------- 16c
Heavy Chickens, no stags --.-- 24c Radishes-90c per doz. bunches for home grown hot house.
Spinach- $\$ 2.50$ per bu. for Florida. Sweet Potatoes-Kiln dried Georgia command $\$ 2.25$ per hamper.

Tomatoes- $\$ 1.25$ per 6 lb . basket from California.
Lawton-The Perfection Ice Cream Co. has been incorporated to manuacture and sell ice cream, confectionery and kindred products, with an auhorized capital stock of $\$ 1500$ un of which has been subscribed and paid in in cash.

How Frank Verbeck Conducts His Detroit, March Hotel. pondents, as well as the editor correspublication, have as the editor of this phemLodge, my own about Cedar Springs Glen Lake, Leelanau county, and my method of operating same.
My only justification for preparing this article is that many of those requests have been based on actual desire to know technically of the meth ods employed, rather than to offer
a medium for me to exploit my own enterprise.
Briefly, Cedar Springs Lodge and its cottages are situated on an estate of forty-seven acres, comprising thirty acres of hardwood timber, adjoining the celebrated Day forest of 1,400 acres, and with a 1,400 foot frontage on Glen Lake, noted for its bathing and fishing, and three miles distant from Glen Haven and the historical Sleeping Bear sand dune
We have our own vegetable gar dens, small fruits, a diversified
chard and raise our own poultry
Upon entering the reception room the first thing that greets the eye is a placard reading: "This is your home. We have no rules and regula-
tions. Help yourself." In keeping tions. Help yourself." In keeping with this our guests are encouraged to treat the invitation as sincere. Seldom do they take
Another card reads: "We invite ied by helpful suggestions." To facilitate the carrying out of this suggestion, a young lady is employed each season for the sole purpose of mingling with the guests, reporting to me any complaints she may discover in conversation, and 1 endeavor to correct these shortcomings promptly and without embarrassment to the guest.
In the dining room you will find: "You will not be talked about in the kitchen if you order additional helpings."
"If you crave anything we do not serve, let us know, and we will provide ,same at earliest possible moment."
Our help is all acquired from the immediate neighborhood. Comely, intelligent girls, who display a willingness to give service are employed as waitresses. The culinary department is also conducted intelligently, with the one desire to supply a simple meal, appetizingly served.
The one item of coffee is tested and approved before the dining room is opened for any meal. And when we give you an example of meals served, as our guests are nearly all perma-
nent, we find it much more difficult nent, we find it much more difficult hence the offering of a changed bill hence the offering of a changed bill
of fare for each meal. I will give you of fare for each me

Sunday Breakfast
Fresh berries Baked apples
Rolled oats
Prunes
all with cream all with cream
Fish as ordered
Home made
Toast
Bacon and eggs
Coffee, milk, waffles and syrum postum Sunday Dinner
Cream of tomato soup, young onions Planked whitefish Fried Spring chicke

Potatoes with corn fritters
Potatoes
Fruit salad
Berry shortcake
Monday Breakfast
Fruit as before
Cream of wheat, prepared cereals all with cream
Fish as ordered
Fish as ordered
Bacon and eggs chops
Toast, griddle cakes with syrup everages as before Monday Dinner
Vegetable soup, young onions Fish as ordered

Roast sugar cured ham
with candied sweet potatoe
Potatoes Golden Bantam corn Golden Bantam corn
bination salad ie
Monday Supper
Fish as ordered
Broiled
French fried pota
Wax bean
Radishes
Bread
Johnny cake
Berries and cream

## Tuesday Fish as Ham and ordered

Baked Potatoes Bread

Ice cream paragus tip Radishes
Tea biscu Ice cream
ifferent sel Cake biscuit each of the twenty-one meals. For instance, on Tuesday roast spring chicken, and on Thursday, fricasseed
chicken. Beefsteak is served only chicken. Beefsteak is served only
twice during the week, except on twice during the week, except on
special request. Guests understand special request. Guests understand
that fish will be served at any time that fish will be served at any time on request; also that fish of their own
catching will be cheerfully prepared and served for any particular meal.
Children of all ages are the delight of the Lodge, especially where they have had wholesome home training; and, unlike many hotels, no arbitrary fixed charge is made for their entertainment, the conditions and requirements in each individual case regulat ing the rate.
No fixed hours are set for meals. The early fisherman or the one angling by twilight both know they will be taken care of
Except as a beverage only do we serve milk on our tables. Cream is E. Mays provided in unlimited supply. portant hotel manager in this country, presumably in the world, recently presumably in the world, recently ness venture was in his earlier career when he was operating the Stattler when he was operating the Stattler restaurant in Buffalo, and serving a meal "all you can eat for 35 cents."
The price, continuing during the war The price, continuing during the war
period, has never been changed. This period, has never been changed. This
reminds me that Mr. Sattler recently reminds me that Mr. Sattler recently sent to each of his employes a letter
dwelling particularly on the necessity dwelling particularly on the necessity
of treating the public civilly under all of treating the public civilly under all
conditions. It is a good thing and could be applied to any line of business:

## agreeable ind requires an effort to be and tactul at all times and

 there are trying conditions to meet- butyou know, unless you can fill the position you know, unless you can fill the position
you occupy in a diplomatic manner, You
will be adjudged out of place and unwill be adjudged out of place and un-
suited; therefore it behooves you at all
timess to be thoughtful and considerate times to be thoughtful and considerate
of those you come in contact with as it
is possible for you to be. It takes a man of real experience, and, I might say a
diplomat, to satisfy the, exacting and diplomat, to satisfy the exacting and
critical, but this, nevertheless, is what
is expected of you and you must make

## th <br> he effort. When orts, ill humored he weather, you

who approa
pect polite and courteous attention, and
it is up to you to give the service. When ou have done this. you have done your

The general complaint among hotel men I am meeting daily is that their laundry bills are much beyond what the actual conditions justify. For example, I discover the laundries at raverse City are charging for hotel rices in vogue in other cities, where abor conditions are even more fave orable. Soap, chemicals and machinery have all gone back to a pre-war basis, labor for this class of work is easily procurable, and there is no valid excuse for the charges which are eing made in many instances. Cooperation among hotel men to a greater degree than now exists would
prove of great financial saving, especprove of great financial saving
ially in this one commodity.
I told Fred Pantlind the other day that in all my travels throughout the State I had never heard one solitary kick about the hotel which he man ages. He suggested I ought to stick behind the counter for a brief period and I would know more about it.
E. A. Richardson, who presides ove the destinies of Hotel Kerns, at Lan sing, certainly has the rule of per sonal equation reduced to a scienc The other afternoon I loafed around the lobby of his establishment while eleven pages of his register were fill ed and watched his movements. mother hen with an active brood could not have had a more strenuous time of it, and yet he seems to wax fat over the situation. A traveling nodding toward "Rich," said: "Ther nodding toward "Rich," said Ther Billy Schultz, manager of the Ben Franklin, at Saginaw, is another ex in addition to his duties to the public Billy "as purveyo to the public, Billy "doubles his brass." In other words, he is also are more familiar with his eforts are more familiar with his efforts in the latter vocation claim he "makes
his bluff good." Frank S. Verbeck.

## Railroad Men's Wages Greatest

## Menace To Business.

Cadillac, March 21-With a more than equitable reduction on the price of food products, the time seems opportune for dealers in these lines to portune for dealers in these lines to unitedly work for a like reduction in
all other operations which are still delaying the wheels of commerce and preventing the employment of many preventing the employmends of workers who would gladly work at pre-war wages if sale gladly work at pre-war wages if sale
for their production could be complished on the basis of its cost to make.
The distribution conditions stand solidly in the way through the arsolidly in the way through the ar-
bitrary efforts of union leaders on bitrary efforts of union leaders on
transportation lines, both on land and sea.

Under Government regulation the cost of distribution was so enormously increased that it would seem that only through Government agencies can this excessive cost be reduced, but the Government should have the support of all industries whose progress is being hampered by transportation problems.
The cost of transportation on some of the necessaries has so increased that immediate action should result For example, the freight rate on shoes from St. Louis to New York per 100 pounds in 1914 was $871 / 2$ cents. It has goods from Millville, N. J., to Chigoods from Millville, N. J., to Chicago the rate has increased from 55 cents in 1914 to $\$ 1.181 / 2$; on hats from
Philadelphia to St . Louis from 82 Philadelphia to $S t$. Louis from 82
cents in 1914 to $\$ 1.781 / 2$; on clothing, cents in 1914 to $\$ 1.781 / 2$; on clothing,
Philadelphia to New York, from 22 cents in 1914 to 46 cents. This kind of condition should not be tolerated and every effort of every association whose principles are "fair dealings" should unite with Congress in its ef forts to bring just and equitable conditions for all lines of business.
The one big stumbling block standing in the way appears to be railroad
wage increases. The Baltimore Ameriwage increases. The Baltimore American of October 28 has this to say in an edito

The wage scale from which 12 per ent. was shaved by the Labor Board was the peak scale of 1920 . By successive increments the roads' total labor bill has crept since 1916 from $\$ 1,470,000,000$ up to $\$ 3,700,000,000$ in 1920, the increase being $\$ 2,230,000,000$. Let us imagine the railroad men makng this proposition to the Railroad Wage Board: We will go back to will give us the entire in 1916 in the United States for 1918. It would then take $\$ 350,000,000$ besides to pay the increase in railroad wages since 1916.
ro the wage bill of 1916, was dded for 1917, $\$ 270,000,000$, the ap proximate value of the American bar "To this sum in 1918 was added $\$ 230,000,000$ or about half of the entire potato crop of that year.
"To this still further sum was added in $1920, \$ 870,000,000$ or practically the value of the winter wheat crop of
that year with the rye and the other half of the potato crop thrown in. If the foregoing figures give apthat macts, is it be wondered ate more than for immediate needs when expense of this kind must be included in their costs? Is it to be cluded in their costs? Is it to be wondered at that dealers do not buy penses of this peir cost and yet the problem to their cost and yet the problem apsolution when we find European olution when we find European money received than is the American worker.
It is reported that in a speech before the manufacturers in Birmingham, Mr. Harmon, a member of the British Parliament, made the follow ing statement: "In the United States an ounce of gold buys 17 hours la bor, in Great Britain, 50 hours labor Japan, 75 hours labor: in France 117 hours "abor and in Germany 201 hours labor." It would thus appear that goods produced in Europe would have prac tically no competition in the same market with American goods. While we are quite inclined to shout "high tariff." this will not work, as it serve only to sincrease the cost of living. This is very clearly shown by the sug gested increased tariff of 60 per cent on Cuban cane sugar. This proposed tariff increase, if put into effect, will increase the price to the consumer but $\$ 1.62$ per hundred and, incidently penalize the consumer to this amoun and in so doing give what amounts to a subsidy of this amount to the producer of beet sugar.

Mr . Retailer, Congress is forced to consider these problems which are being brought to its attention from time to time by producers of sugar beets, by producers of milk, by proplovers, cotton producers, and em ployers, cotton producers, and yet is industries should not meet open com petition in the meet the open competition of mail order houses, chain stores and mail retail selling, ehaincies that are other reting to the detriment of a e oper terprises and the advantages of the people?
It is high time that purely selfish interests in businesis be swallowed up in the broader, longer, lasting and more honorable principle of fairness to all and because of the fact that re tail interests are closely interwoven and are in direct contact with the consumer, may we hope that real active interest may be shown by every re tailer in the operation of the Associa tion that represents and is made up o men engaged in the line that is handled
The investigation carried on recently by the Joint Commission of Agricultural Enquiry, wherein the price o twenty-seven articles of common daily
use was taken, from the year 1913 until October, 1921, and cost of ar ticle, expense of handling as well as the net profit to the retailer is care fully taken and in a preliminary report issued by the Commission it would appear that, so far as the retail grocer and meat dealer are concerned, the word "profiteer" has no application, as evidenced by the figures of this investigation. Part of a statement made in this report says: "The average retail grocer does not receive for his services the wages of an average

## GRAND RAPIDS NATIONAL BANK

Consolidation of GRAND RAPIDS NATIONAL CITY BANK and CITY NATIONAL BANK OF GRAND RAPIDS cameswaico \＄1，450，000


Campau Square and Pearl Street

## OFFICERS

DUDLEY E．WATERS …－．．．－－President CHARLES H．BENDER ．－Vice President A．J．MAYNARD ．．．．．．．Vice President A．D．CRIMMINS
A comparison of the resources of the infant bank，$\$ 170,980.74$ back in 1865 ， with the resources of the powerful in－ stitution which today perpetuates its charter，$\$ 13,000,000$ ，impels a tribute to the zeal，honor and business acumen of the officers and directors who have marked its course down through the years．
The consolidation of the City National Bank of Grand Rapids with the Grand Rapids National City Bank，under the name and style of Grand Rapids National Bank，became effective Tuesday，March 14，the 57 th anniversary of the parent association，marking another milestone in the history of banking in Grand Rap－ ids．This union of interests is replete with many advantages to the customers of both former institutions，and will add greatly to the prestige which Grand Rapids has always had in the realm of sound and honorable banking．

DIRECTORS
D．M．AMBERG Capitalist
CHARLES H．BENDER
Vice President Grand Rapids National Bank
MARTIN J．DREGGE
President Luce Furniture Company
PH．C．FULLER
Timber Lands
GROVER C．GOOD
Vice President Globe Knitting Works CLAUDE HAMILTON
Vice President Michigan Trust Company
LEE M．HUTCHINS
Treasurer and Manager Hazeltine \＆Perkins Drug Company Robert W．IRWIN
President Robert W．Irwin Company；Treasurer the Macey Company
President Steel Furniture Company
FRANCIS LETELLIER
Retired Lumberman
A．J．MAYNARD
Vice President Grand Rapids National Bank
S．A．MORMAN
S．A．Morman \＆Co．；Vice President American Box Board Co．
J．BOYD PANTLIND
President Pantlind Hotel Company；Proprietor Morton House CHARLES R．SLIGH
President Sligh Furniture Company
CHARLES TRANKLA
Charles Trankla \＆Co．
J．J．TUCKER
Timber Lands
dUdLEY E．WATERS
President Grand Rapids National Bank
w．S．WINEGAR
Winegar Furniture Co．；President Vilas Land Company

Gilly Craitimal Sauts Chanots its of6s Di．Dolle Qraenmider $303 / 312$

 9．903よう
－Cushango frow emMon
143136
12\％ぬ
Ofter enirnutive
93012
12360 中
＂OPveno Paungra，
Ite $26006 \%$

－Dieir an Oranit 126265


$190980 \mathrm{y}^{4}$
＇fogrog 4
First ledger entries of the Bank whose charter is perpetuated in the present Grand Rapids National Bank，in the
handwriting of $J$ ．Frederic Baars，its first Cashier，who served it faithfully from 1865 to 1898 ，a period of 33 years．
GRAND RAPIDS NATIONAL BANK

## BOTH JUDGE AND JURY.

The Tradesman respectfully submits another case to the arbitrament of its readers this week-the case of Attorney General of Michigan versus Michigan Tradesman. The presentation in this issue covers matter which has been under discussionand denunciation-in the columns of the Tradesman for many months past. The matter has reached the final culmination, so far as fixing the responsibility of permitting many gigantic swindles to be concocted and conducted in this State, to the disgust of conservative men and the dismay of thousands of innocent victims.

The Tradesman alleges that the Securities Commission has not been so active as it should have been in circumventing the operations of certain frauds and cheats.
Attorney General Wiley-evidently acting as spokesman for the Commis-sion-alleges that the Tradesman is passing judgment without sufficient information to act intelligently.

The Tradesman lays no claim to the possession of legal acumen or technical subterfuge. All it claims for itself is an average amount of common sense, acquired during the nearly forty years it has aimed to serve its mercantile friends well and faithfully. The Tradesman cannot enter the field of legal disputation with so able and adroit an advocate as Attorney General Wiley, because it would, necessarily, suffer by comparison. In the broad field of common sense, however, the Tradesman believes it is in a position to compete with any man in Michigan, because of its long and varied experience at the shrine of good judgment in ordinary affairs. It, therefore, submits its case against the Securities Commission in full confidence that its position will be given careful consideration and unbiased judgment. The Tradesman will be entirely satisfied with the verdict of its readers and will cheerfully abide the consequence of their action.

## WOOLS AND WOOLENS.

At certain auction sales of wool in Australia and New Zealand during the last week there was a softening in price even for merinos, but at the London sales prices are reported as having been fairly well maintained. The incubus of the large surplus stocks of old wool is apparently being felt. On January 31 there were remaining in the possession of the British-Australian Wool Realization Association $1,776,916$ bales of pooled wool, as against $2,521,160$ bales on the same date in 1921. Of the difference about 500,000 bales represented the quantity of merino wool disposed of during the year. In this country shearing has begun in the Southwest. There is a disinclination to contract for domestic wool in advance of shearing on the part of the growers, who feel that any tariff changes will be in their favor and will enable them to dispose of their clip later at higher figures. Figures given out the other day showed that the domestic mills used during 1921 about 650,000 ,000 pounds of wool, grease equiva-
lent. If things go on this year as is of interest. It is based on the assumpnow indicated, the consumption will be much below that figure. The mills, as a whole, are not as busy as they would like to be. Each month shows fewer looms in operation, and the falling off is particularly marked in the case of worsteds. In dress goods certain mills are quite active on orders, while others are comparatively inactive. Not much progress has as yet been made in settling the labor controversy between the union and the manufacturing clothier, while the proposed investigation of conditions in the garment industry seems to have been checked. The openings of clothing for fall may be delayed beyond the beginning of next month, although this is still not determined.

## THE SITUATION IN COTTON.

In cotton, speculative attention is being directed nowadays rather to the crop which is to be gathered this year than to what is on hand. It is already established that there is still remaining more than enough cotton to supply the needs of mills until the next crop is in sight. At the end of last month there was, in consuming establishments and in public storage and at compresses, a total of nearly $6,000,000$ bales of lint and 300 ,000 bales of linters. Consumption in February was only 473,073 bales of lint and 38,500 bales of linters, and exports in that month were 338,440 bales. Both consumption in domestic mills and the exports are likely to decrease, the former especially because of the shut-downs due to strikes. It looks as though the carryover will be somewhere between 3,000,000 and $4,000,000$ bales. As to the new crop, opinions are varied except as to one point. This is that the acreage to be planted this year will be considerably larger than last year's. Uncertain things are the quantity of fertilizer that will be used, the weather conditions and the chances of the boll weevil. Rains have water-soaked the growing districts west of the Mississippi and have retarded planting and threatened floods have still to be reckoned with. The goods market is feeling the effects of the New England labor disturbances. In some respects the curtailment of production is not an unmixed evil. Were it not for that, prices of many constructions would probably be lower than they are. As it is, quite a number of concessions have been made both in finished and unfinished cottons without producing any marked volume of business. Knit goods still remain without especial feature.

## JUST ONE OF THE HANDICAPS.

Every once in a while there comes to notice something bearing on the causes which underlie certain of the manifestations that are otherwise hard to understand or explain. Such a thing was brought out the other day in the hearing before the Fordney committee at Washington on the soldier bonus proposition. That contemplates the loaning by the banks of an indefinite amount of money for a period of three years at a low rate
of interest. It is based on the assump-
tion that the banks are in a position to do this. As against this was the statement of Controller of the Currency Crissinger, whose remarks have a bearing far beyond what the occasion called for. He said, among other things: "The past-due and default paper that is in the banks, not only National banks, but state institutions, is probably unbelievable to you. It is entirely too much, and it will take five years to work it out. It is only by leniency on our part that a great deal of it will be able to get through. If we were to enforce the past-due paper, it would break about one-half of the people of the country." Now this is a feature, and only one of them, that many do not take into account. Such persons like to delude themselves with the belief that the sequelae of the deflation process are over and disposed of. They fail to realize the handicaps under which business is still laboring. If they did they would appreciate better the real progress that has been, and still is being, made toward the desired goal of the normal.

## NATIONAL LACE WEEK.

"National Lace Week" will be observed by retail stores throughout the country May 1 to 6 . Grand Rapids stores plan to have special displays, while local jobbing houses are preparing ideas to present to their customers for this event.
The increasing demand for lace, which has been noticed particularly in frocks worn at winter resorts, is the result of a long continued drive on the part of lace mills. Lace has been presented season after season and this year it seems well established, especially for the dress frocks and dinner clothes. Not only is it used in white and cream, but colored laces are growing in popularity.
With the revival of feminine clothes, which the winter resorts have demonstrated as one of the leading notes in fashions. and with this a new dignity in dress for the older woman, fine laces naturally assume a position of importance in the textile world.

It is one of the signs of the times that the consumption of beef in the United States has fallen off heavily since the boom period of 1919, and that the consumption of beef slaughtered in this country in 1921 was 19 per cent. less than in 1919, and 9 per cent. less than in 1920. On the other hand, the per capita consumption of sugar in 1921 was 97.8 pounds, compared with 91.4 pounds in 1920, and 85.3 pounds in the pre-war year 1913. Between 1919 and 1921 there was a decline in the wholesale prices of meat, but the cost of retailing this commodity increased to such an extent that there was very little reduction in the housekeeper's butcher bills. Since the middle of 1920, however, the price of raw sugar in New York has dropped from nearly 24 cents per pound to less than 3 cents, and this change has been fairly reflected in the retail price of sugar. From the viewpoint of dietetics, sugar is not a substitute for beef, but the contrast in the trend of their consumption as prices have changed, is not without its significance.

BARRIERS OF CONVENTION.
Fifty years ago a Presbyterian clergyman began the publication of a series of novels that had an extraordinary popularity, with sales of three-quarters of a million copies. The first and best seller was called "Barriers Burned Away." It made the name of its author, the Rev. Edward Payson Roe, known all over the country. The barriers were burned away by the great Chicago fire, in this story.
The artificial and sometimes heart less barriers set up by social conventions and by snobbery are frequently in restraint of the best impulses of the heart, and consequently of human happiness. Snobbery is the vulgar over-estimate of wealth or social position by vulgar people, in direct contrast to the general brotherhood of man. It finds expression in all grades of society where men and women are judged by their financial rating, rather than by their qualities of heart and mind. Thackeray in his Book (f Snobs defines the snob as one who "meanly admires mean things."
Human sympathies are chilled and hearts defrauded of joy where this contemptible trait exists. It often blossoms in an atmosphere of sudden wealth, which turns some men away from the friends of a lifetime, instead of knitting them closer to their less prosperous relatives and associates. Big hearts and noble minds are never tainted by this fault. The natural barriers of life are sufficient without this artificial one. We cannot expect greatness and mediocrity, scholarship and ignorance, to become socially intimate. But virtue, honor, nobility of character and fineness of spirit will be admired by just men in whatever station they are found. Church and fraternity play a great part in bringing men of worth together and in cultivating the best emotions between good men.

## THE ECONOMICAL RICH.

"The country has escaped in part one social change that has been noted in Europe as an effect of the great war," says the head of a large manufacturing concern, just back from overseals. "Europe has a class that is popularly referred to as 'the new poor,' to distinguish them from the war profiteers, or 'new rich.' Nevertheless, the war's aftermath has caused many well-to-do families in this country to do a lot of economizing. There has been no wholesale selling of family estates as in Eng land, but heavy taxes and the recent passing or reduction of dividends have played havoc with many incomes that were once quite comfortable. The diminished purchasing power of the farmers and workers, of which so much is heard nowadays, is not peculiar to those groups. Wealthy captain's of industry are discharging servants, closing their town or country homes, and even wearing their clothes longer than they used to. It would be an exaggeration to refer to them as the new poor, but the process of readjustment overseas has had its counterpart at least in a minor degree in this country."

## INVEST SAFELY

Tax Exempt in Michigan

## Bernard Schwartz Cigar Corporation 8\%

## Cumulative Preferred Stock

at par $\$ 100$ per share and 60\%

Common Stock Bonus.
This concern manufactures the

## R. G. DUN CIGAR

For each $\$ 1,000$ invested in the above Preferred stock at par we will deliver six shares of the corporation common stock as a bonus. Larger or smaller amounts on same basis.

The Preferred stock pays annual dividends of $\$ 8.00$ per share, payable at the rate of $\$ 2.00$ per share on the first day of January, April, July and October.

The Common stock will receive a dividend April 1st, of 25 c per share and in our opinion, further dividends will be announced during the year, the amount of which will be determined by the Board of Directors.

This concern has an enviable record of twenty-six years, during which period there has been built, because of sound business principles, a business of great importance, manufacturing one of best sellers known, the R. G. DUN CIGAR.

We recommend the purchase of these shares as being safe and conservative.
Particulars upon request.

## Emmet L. Sprague \& Company <br> Members Detroit Stock Exchange <br> 404 Murphy Building <br> Detroit, Michigan



Ten Per Cent. Wage Reduction in Brockton Factories.
The Massachusetts State Board of Arbitration on March 13 announced a decision effecting a 10 per cent. general wage reduction for shoe workers in the Brockton district. The reduction went into effect immediately. The decision applies to forty-four factories in the district.
The reduction cuts the factory cost of Brockton grade welt shoes from 12 to 15 cents per pair. Manufacturers immediately wired revised price lists showing the reduction on new samples to their salesmen on the road.
The 10 per cent. cut applies to all day, hour and piece wage prices, but where the day rate of wage is $\$ 11$ per week or less, there is to be no reduction, and no reduction shall bring the rate of wage below $\$ 11$ per week.

The schedule of employment is not affected, remaining at forty-eight hours per week. It was not an issue in the arbitration proceeding.
In some instances, extras and prices have been made uniform and in some of these cases the operatives make net gains. These cases apply chiefly to the lasting and edgemaking divisions.
Opinions by labor men were that probable notice will be given at once to the State board that the decision will be abided by only for the 60 days' term required by law and then the cases will be reopened.
The manufacturers' association will meet in a few days to review the decision whether a notice for reopening the issue at the end of sixty days shall be served on the State board.
The piece price treers, of whom there are a large number, are not affected by the decision. Their wage bill was not included in the arbitration proceeding because of a wage agreement, dating back to October, 1919, that was not cancelled by notice of a desire to terminate, as required by the agreement. This matter affects possibly four-fifths of the treers. It will be made the subject of a new issue which may lead to a separate arbitration proceeding or a mutual agreement arrangement fo some sort to meet the situation created by the general 10 per cent. reduction order that applies to pay-day treers and all other piece, hour and day wage workers of all departments.
The public statement by the State board announcing the reduction was given at $6: 50 \mathrm{p}$. m. at the State House, Boston, Monday, and is as follows:
"This decision applies to the Brockton and Old Colony, so-called, comprising in all 44 factories.
"A general 10 per cent. reduction is granted.
"But where the day rate of wage is $\$ 11$ per week or less, there is to be no reduction, and no reduction shall bring the rate of wage below $\$ 11$ per week.
Secretary Frank M. Bump of the Brockton Shoe Manufacturers' Association made the following comment
"The State Board of Arbitration shoud be commended for its promptness in handling this case and in rendering the decision. It was a case that could easily have tied up the works in uncertainty as to factory cost for months. The experts for both sides should be commended for the co-operation they offered the State board in making their investigations as speedy as possible.
"Due consideration will be given the decision by a meeting of the manufacturers' association in the immediate future and to whether notice will be given the State board that the manufacturers will abide by the decision sixty days and then ask a reopening.

The manufacturers, whose salesmen are in their territories, are busy wiring to-day to the salesmen notifying them of changes in prices of shoes to the retailers made possible by the reduction of factory cost due to the decision by the board.
"The reduction ordered, beginning March 13, is already in effect, and it means from 12 to 15 cents per pair on the factory cost on that grade of welt shoe that has made Brockton famous as a shoe center. Taking the district into consideration there are instances where the factory cost of shoes is benefited from 11 to 19 cents. The cut in the price of their shoes to the retailer will date in most all instances, according to the views voiced by various manufacturers, on shoes for which cutting began Monday morning.

The group of items included in the findings of the State board where extras are allowed or uniformity of price for all factories involved, established, include the following:

For the edgemakers' department. Rough trimming of edges, extra per twenty-four pairs, \$.3136.
For trimming and setting rolled edges, halfway around and including all the way around the heel, after



## Free Newspaper Cuits for Our Dealers

Send for above cut for your newspaper advertising. New series ready. Get cut sheet from us.

We help our dealers advertise MORE MILEAGE SHOES.
A good line to carry. Those not stocking it ask us to send a salesman.

## HIRTH-KRAUSE CO. <br> Tanners-Shoe Manufacturers GRAND RAPIDS, MICHIGAN

heeling, price and one half, based on the base price determined by the 10 per cent. reduction.
For solefastening, or Goodyear operators. For welting cork sole shoes, per twenty-four pairs, $\$ 1.30$. For two operations, $\$ 1.73$ per twenty-four pairs.
For lasting department - Men's shoes, lasting shoes with center perforated tips or vamps, per twenty-four pairs, extra, $\$ .16$, the price to be divided, fifty-fifty, between the puller over and the No. 5 bed machine operator.
For lasting women' shoes, center perforations, vamps or tips, per twen-ty-four pairs, $\$ .20$, division to workers same as for men's. Old price 24 cents for twenty-four pairs.
The lasters' union had no general extra price fixed for lasting perforated tips or vamps for men's shoes heretofore. The decision, it is claimed by E. P. Holmes, in behalf of the union, gives a gain on this item that will balance the seeming loss of 4 cents per twenty-four pairs on the women's shoes.
Lasters-For chalking lasts with wet chalk, extra, $21 / 2$ cents per twen-ty-four pairs. Previous price 3 cents per twenty-four pairs, extra, in a few factories. Decision compels payment of new extra price to lasters in all factories in Brockton and the district where the item of work is performed.
Wetting shoes singly, extra per twenty-four pairs, $\$ .1568$, against the od price of $\$ .1742$, and compelling payment of the new extra in all factories.
Placing counter back of lap, extra, per twenty-four pairs, $\$ .1568$, compelling this uniform price in all factories where the operation is done.

Inserting paper between quarter lining and last extra per twenty-four pairs, $\$ .0784$ for all factories where the operation is done.
That part of the decision of the State board that says the 10 per cent. reducion shall not permit reducing any weekly wage to less than $\$ 11$ or reduce any wage of less than $\$ 11$ per week afiects new help. The present minimum of the shoe industry of this district, particularly in Brockton factories, ranges from $\$ 12$ to $\$ 13.50$ for new or green help. There are very few workers who receive as low as $\$ 11$ per week when full time employment is given. The rate of reduction for the $\$ 12$ per week worker is less than 10 per cent., or from $\$ 12$ to $\$ 11$. The number affected is not large, it is stated.

The cutter at $\$ 43.20$ for forty-eight hours is reduced to $\$ 38.88$ for fortyeight hours by the decision. The operative earning $\$ 35$ per week by the day is cut to $\$ 31.50$. A piece worker earning $\$ 48$ last week will, if he or she earns that amount this week, be cut by the decision to $\$ 43.20$. The worker securing $\$ 21$ per week under the old wage this week will have his or her wage envelope cut down $\$ 2.10$ to $\$ 18.90$. It is a case of taking 10 cents off each dollar earned last week, or in some other week, to arrive at the basis of the wages for which the operatives are now at work.


## Comparison Invited

MANY UNITED owners, before making their decision, "shopped around" considerably to make comparisons. They were encouraged to do so.

Yet, in the end, they bought a UNITED.
What they found was that it stood comparison, even with the most costly trucks.

They discovered that UNITED units were the high-grade kind used on trucks costing very much more. That UNITED workmanship was second to none. That its engineering construction was not merely up-to-date, but in advance. And, finally, that the UNITED was priced much less than many trucks of great reputation that were not capable of rendering any better service than a UNITED.

So we never discourage comparisons.
We build the UNITED to meet them.
Ask us for specifications and prices.

$$
\begin{aligned}
& 11 / 2-21 / 2-31 / 2-5-T 0 n \\
& \text { A Size for Every Requirement. } \\
& \text { Internal Gear or Worm Drive. }
\end{aligned}
$$

## United Motors Company

FACTORY AND SERVICE 675 NORTH STREET Bell Main 770 Grand Rapids, Mich. Citizens 4472


Controversy Referred to Tradesman
$\qquad$ Readers For Settlement.Lansing, March 18 -If I did not have such a high regard for your paper and for your work I would throw your letter in the waste basket throw your letter in the waste basket the Michigan Tradesman. Knowing the Michigan Tradesman. Knowing
the facts as I do, you: articles on the facts as 1 do, you: articles on
page eight and page forty of the edipage eight and page forty of the edi-
tion of March 8 are jokes. In other words, you must have had a rambling words, you must have had a rambling brain storm when you wrote them.
To begin with, let us take the article on page eight, bearing in mind that the tenor of the entire article is, as you admit in your letter, a criticism of the Michigan Securities Commission.

1. You are honest enough to admit that we kicked Harrison Parker out of the State, as the files of your own paper will admit. Parker, himself, committed no crime in this State under which we could hold him. Your statement that he walks the streets of Chicago a free man is a little bit far fetched in view of the fact that a man who makes such irrational and distorted statements as you do ought to at least keep up with the procession. Parker was indicted last Saturday in the Federal court for perjury and is very apt to land just where you would want to have him. you would want to have him. This is something that passed through the Commission a very lomg through the Commission a very long, long time before the present Commission had anything to do with these matters and before any of the members of the Commission were even in public office. The files show nothing dishonest or fraudulent in the inception of the corporation. There was nothing in the files or in the original or ganization and nothing presented to the Commission which would have given the Commission legal cause to refuse this application. The fraud which you allege was committed was all committed after approval was given. Not a complaint has come to this Commission. It is strange that if $\$ 200,000$ was stolen from farmers in a dozen different localities in the State that no one of them has made a complaint to his own prosecuting atto. ney. Have you yourself, knowing these facts as you do, ever mawin complaint to a single prosecuting attorney? In this particular connection you say the following:
Like Parker, his proper place is behind the bars, but there is little likelihood of his ever getting there mission winks at his career of pillage mission winks at his career of pillage
and plunder while he plans new and plunder while he plans new You must know, if you are honest and intelligent-and I know you are and intelligent-and I know you are both-that this stater
and completely false.
Regarding the case of Travis, of Plainwell, it is strange that if this man has inveigled 600 farmers into purchasing stocks in some swindling scheme that these complaints have not come in to the Commission and that no one of them has made a complaint to the prosecuting attorney of Allegan county.
The Williams Iron Company was a prospect, pure and simple. It was licensed years ago in the early years of the Commission and is something
that this Commission has had nothing to do with. This Commission has no right to say that a mining corporation shall not sell its stock as a prospect if it has a good prospect, considered as such by reputable engineers, and the stock is sold only as a prospect. You know that just as well as I do and it is childish and puerile to contend otherwise. You will agree that even engineers are human. I have just had Mr. Duff go through the records of the Williams Iron Mining Company and we find that this was approved upon the recommend was of the then State Geologist R C. Allen one of the foremost mining engineers of the country, the man who for years appraised all of the who for years appraised all of the mines of and who left here to take a $\$ 20.000$ and who left here to take a $\$ 20,000$ position as vice-president of the Lake Superior Ore Association, an assoclation of Michigan mine owners
with headquarters in Cleveland What with headquarters in Cleveland. What would you do if you were sitting on the Commission in a case of that kind? The old Commission took Mr. Allen's advice. Allen is able and as honest as it is possible for human being to be, but no man is infallible. The Commission were just as justified in taking his advice as you would be in taking the advice of Dr. Mayo if you went to him for a surgical diagnosis.
In the Eureka-Croesus matter the Commission had before it the sworn affidavits of two of the best mining engineers in the country, saying that the Eureka-Croesus was precisely what its officers said it was. One of them was a Michigan man, well and favorably known in mining circles The other was probably one of the most eminent copper mining authorities the United States has ever known. Because of our past exper lence, we sent our own engineer out there and preferred to take his judg ment on it.
The Michigan Securities Commis sion cannot act as a guardian for the people of the State of Michigan in passing on stocks and bonds. It can not go to the length of exercising its own business judgment as to whether or not the stock in question will be a good business investment will be the present session of the Legislatur the present session of the Legislature the only thing that the Commission could do was to refuse to approve a stock or bond issue because of fraud or misrepresentation which it found in the organization itself. The Legislature of 1921 amended the Blue Sky Act so as to give the Commission power in the case of unfair methods in the sale of stock. Suppose you were to incorporate the Michigan Tradesman as a company and sell stock. The Michigan Tradesman is a reputable concern. You are a man of unimpeachable integrity. Suppose after you had sold your stock, you conducted your paper with such a total lack of business ability and good judgment as to lose money and you went into the hands of a receiver. Do you think the Michigan Securities Commission ought to be blamed because you, perchance, may have made a fool of yourself? Bear in mind that the Michigan Securities Commission can not act as a guardian for all of the people in Michigan. If we did the people in Michigan. If we did psychopathic hospital once in a while

## What You Can Do.

You can plan, through a WILL, for the future conduct of your affairs. You can name your own heirs and say what they shall receive.

You can arrange to keep your Estate for years, under exoerienced control. Bequeath AN INCOME.

From a wide experience in such matters, we can assist in planning your estate in a way that will best take care of the future needs of your heirs.

Call at our office and get the Booklet,
"What you should know about Wills and the Conservation of Estates."

## "Oldest Trust Company in Michigan'

## Michicinithost CONSPENYY

Grand Rapids, Michigan


## BANK FIXTURES

For Sale-Complete equipment of Bank Furniture and Fixtures at reasonable price. Having erected new building and furnished same complete with new fixtures, we offer present equipment, consisting of cages, partitions, grills, desks, chairs, etc., in whole or in part. Fixtures less than two years old, very attractive, and in excellent condition.

First State Bank of Royal Oak, Mich.

## cadillac STATE BANK CADILLAC, MICH.

| Capital . . . . . . . | $\mathbf{\$ 1 0 0 , 0 0 0 . 0 0}$ |
| :--- | ---: |
| Surplus . . . . . | $\mathbf{1 0 0 , 0 0 0 . 0 0}$ |
| Deposits (over). . | $\mathbf{2 , 0 0 0 , 0 0 0 . 0 0}$ |

We pay $4 \%$ on savings
The directors who control the affairs of this bank represent much of the isfrong and successful business of Northera Michigan.

RESERVE FOR STATE BANKS
for observation. You are about as unreasonable as some of the provincial members of my church who can smell booze forty miles and ten rods and write from some obscure station to use the entire power of the State of Michigan to deodorize the moonshine breath with which some lumber jack is polluting the air. And when jack is polluting the air. And when office, State Constabulary, Governor and all up to that particular location they blame the state for not doing its plain duty.

Bear in mind just this one thing, Mr. Stowe, the Michigan Securities Commission is attempting to do work that would reasonably cost one-quar ter of a million dollars a year on an appropriation of $\$ 64,635$ and for next year $\$ 64,135$. So short is the Commission of money that it did not have enough to put an inspector on for the bucket shop campaign in Detroit and being a member of the Commission, I put the inspector on my own payroll and turned him over to the Commission, inasmuch as I considered that the work of the Attorney General and of the Commission in that particular line was identical. I am simply saying this to show you the financial difficulties we have.
Again, let me call your attention to the fact that the appropriation for the Attorney General's office this year is $\$ 101,450$. The appropriation this year for the conduct of the prosecut ing attorney's office in Wayne county is $\$ 99,960$. You will remember that the present war between Governor Small and Attorney General Brundige of Illinois was precipitated very largey because the Governor cut $\$ 700,000$ out of the appropriation of the Attorey General and then he apparently had plenty to run on
Your paper could do so much real constructive work if it would. I you, who are the brains of it, woun ot have one of your peculiar brain torms and start out with a club to destroy instead of to build and im prove. You ought to be the bulwark of the mercantile business in Mich igan. What I object to, and what I object to in any man, is his going off he handle without knowing the exact acts and without bringing a modicum of his gray matter to bear upon the facts after he has ascertained them.
My suggestion is that you come down to Lansing, sit across the table from me, or with the entire Commission if you wish, and get the facts first hand and have this entire matter out. We will then go out and eat a good big beefsteak together and understand each other better.

Merlin Wiley, Attorney General.
Open Letter to Mr. Wiley.
Grand Rapids, March 20 -Although have never had the pleasure of meeting you personally, I believe you are an honest man and that you are actuated at all times by right motives. Because I think you have been a very efficient Attorney General and mean well, I am going to pass up the rather dubious references you make to my mental condition when $I$ wrote the articles to which you object, which were published in the Tradesman of March 8. In taking this position I am following the very generous example you set me two years ago when I reviewed your candidacy for the exalted position you now occupy and volunteered some animadversions on the attempt you made to elevate the Stuffed Prophet of the Soo to the United States Senate. Unlike your illustrious chief, who sent me a letter bristling with sarcasm and innuendo, you wrote me so courteous a letter of protest that I immediately accordal of Great Men. I have watched your career as Attorney General with great pleasure and satisfaction and have never had occasion to regret my action in classifying you as an able
expounder of the law, a true gentleman and a good sport.

Not having had the advantage of a university education or a through legal training, I cannot express myself as positively and vehemently as you do, but I am going to answer your charges the best I know how and permit the readers of the Tradesman to decide for themselves whether you are quite fair in hold me up to ridicule and charging me with making distorted statements regarding some distorted statements regarding some 1. Regarding Harrison Parker. You are quite right in stating that you "kicked him out of the State," but you will have to admit that you did not perform that very praiseworthy act until after he had filched thousands of dollars from the pockets of poor people. You and your Commission were appealed to repeatedly to take action, both by the Prosecut ing Attorney of Kent county and the writer. Mr. Hoffius and myself nearly broke our backs in endeavoring to secure action by the Commission Finally, failing to obtain any reasonable assistance from the Commission, Mr . Hoffius took the bull by the horns and threatened the men who were reaping a rich harvest with immed iate arrest if they persisted in defying the law. This precipitated action by the law. This precipitated action by and your too tardy action followed several month later. Your statement several month committed no crime in this State is beyond my comprehen this State is beyond my comprehenion. If he didn't commit a crime when he violated the law by selling hundreds of worthless certificates and defying the Commission, what did he do? Your reference to another of my statements as "irrational and distorted" finds ample answer in the act that my articles were written March 7, printed in thadesman March 8, while Parkers indictment on grounds of perjury was not mad ublic until March
2. Regarding Universal Stores Corporation. Your Commission authorized Vedder and his gang of crooks to sell the stock of that swindling concern, providing the commis sions paid stock sellers did not exceed certain amount. As a matter of fact, agents were paid more than wice the percentage you specified This condition was repeatedly brought o the attention of the Commission, but nothing was done to stop the sale of the stock. In ract, sales wer made to farmers in the vicinity of Allegan and Plainwell long after the concern was hopelessly insolvent. The crook who sold the stock around Plainwell is still clamoring for his 35 per cent. commission at the hands of the trustee. Why was no action aken to stop this swindle, by mean aken to stop timized to the tune of $\$ 200,000$ ?
3. Regarding Travis. I have writen the Commission many letters regarding the swindling tactics of this scamp, but I have thus far been unable to secure any action, except promises. 1 made a special trip to Allegan to consult with Prosecuting Attorney Montague regarding this case. I found him sore to the quick over his inability to secure any cooperation from the Commission in the Universal Stores matter. He is ready at any time to entertain complaints against Travis, because he believes a great wrong has been done the 600 farmers who were victimized by Travis in selling them stock unauthorized by law. He believes, as I do, that it is the business of the Commission to investigate this swindle and see to it that proper complaints are made, in order that Travis may be made to pay the penalty of his misdeeds. Mr. Duff, your hard work ing executive officers, has written me repeatedly that the matter would be investigated, but if such investigation was ever made I have no knowledge of it.

## 1822-1922

One hundred years have elapsed since the first Trust Company came into being-in February, 1822.

Since that time the Trust Company Idea has grown to such an extent that millions of people in America are daily utilizing the many services of these institutions.

Trust Companies today are administering tens of thousands of estates valued at many billions of dollars.

May we not have the privilege of talking with you about your services.

In any event, let us send you an interesting booklet entitled "Safeguarding Your Family's Future," describing a service that has stood the test of a century.

## [rand Rapids]rust[ampany

## GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

## FOR SALE

Mahogany Bank Fixtures A-1 Condition

6 Ornamental Wickets and Iron Inclosures

National Lumbermans Bank muskegon, michigan

SIDNEY ELEVATORS
Will reduce handling expense and speed
up work-will make money for you. Easily up work-will make money for you. Easily
installed. Plans and instruct ions sent with installed. Plans and instruct ions sent with
each elevator. Write stating requirements. giving kind machine ${ }^{\text {n }}$
wanted, as well as hesgri.
Sidney Elevator Maning price
Sidney, Ohlo

INSURANCE IN FORCE $\$ 85,000,000.00$


RANSOM E. OLDS
Chairman of Board

## Mergizants ILfer Insurayge Compariy

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

4. The Williams Iron Co. The literature put out by the promoters of this concern was such as to lead the average investor to believe that the proposition was a going concern. Positive statements were made as to the value of the ore taken out of the embryo mine, every one of which was false. The Commission is supposed to pass on every prospectus issued by companies authorized by the commission. Did the Commission do its
full duty to the public in this case? full duty to the public in this case?
5. The Eureka-Croesus matter. I did not refer to this swindle in the Tradesman and have no personal knowledge of that gigantic fraud except as 1 read of it in the newspapers at the time of the exposure.
I repudiate the statement that my aim is to destroy, instead of build up, in the case of anything good. All my life I have aimed to be constructive; to assist in the up-building of every good thing which pertains to the merchant. In doing this 1 sometimes have been compelled to resort to unpleasant methods, just as all men do who aim to be of service to their fellows. My idea is that criticism is one of the most wholesome things there is in this world. If it is just, it usually results in reform. If it is unjust, it falls flat.
I have no serious controversy with the Commission. I believe the men composing the Commission are all high grade men who aim to do all in their power to bring about better conditions Because they are human, they igan. Because they are human, they If they are willing to profit by the If they are willing to profit by the mistakes in the past, they will make fewer mistakes in the future. If they hold themselves above criticism, they are hopeless and the investing public is helpless. If they welcome criticism of a constructive character, instead of attributing it to ignorance or malice, they will, in time, be able to make their work invaluable to the investing public. Granting a license to sell a certain amount of stock should not end the duty of the Commission. It should see to it that the stock is sold exactly as prescribed by the Commission. Any deviation from the straight line of honesty should be sufficient to enable the Commission to call a halt. If the law creating the Commission and prescribing its duties is defective, it should be remedied. If more money is needed, it should be provided. Whatever is worth doing at all, is worth doing well.
While I am on this subject, I wish to call attention to another abuse which I think the Commission ought to remedy-the granting of license cards to scalawag stock and bond salesmen. No man should be permitted to carry a card who is a deadbeat, a liar or a cheat. Many such scamps are now going about, plying their arts on the unwary and flourishing their license cards as proof of their reliability. As a matter of fact, the cards are not intended to convey any recommendation from the Commission, but the holder of a card frequently misuses its possession in the manner stated. More care in this respect means more work for the Commission, but if diligent investigation by the Commission resulted in the retirement of half of the men who are now selling securities the investing public would some way be able to survive the curtailment.
Mr. Wiley, I have endeavored to reply to your charges without resort to abuse or sarcasm. I have refrained from making any unpleasant references to your mental condition, because I consider such expedients entirely out of place in a discussion of this kind. I have written plainly things I know about in the simplest language I have at any command. We are still widely apart, as two men can be and yet not be personally unfriendly. Three alternatives present themselves:
6. Either you are right and I am wrong, or
7. You are wrong and I am right, or 3. The truth is to be found in a middle ground somewhere between us. am content to leave the settlement of the controversy to the readers of the Tradesman, who have invariably sustained me with singular fidelity for nearly forty years and whom I hope to be able to serve until I have roundto be able to serve until 1 have round-
ed out fifty years as their servant and friend. E. A. Stowe.

Proceedings in St. Joseph Bankruptcy St. Joseph, March 13-In the matter of Soo, the final meeting of creditors was held at the refereee's office and the trustee's final report and account were ap-
proved and allowed. Administration exproved and allowed. Administration ex-
penses were ordered paid and a final penses were ordered paid and a final
dividend of 10.6 per cent. declared. Ob-
jections having been made to the disjections having been made to the dis-
charge of the bankrupt, it was detercharge of the bankrupt, it was deter-
mined that the referee make no favorable mined that the referee make no favorable recommendation as to the bankrupt's
discharge and that the trustee at the expense and request of creditors be authorized to interpose objections to the
bankrupt's discharge. The final dividend list of creditors was filed and the meeting adjourned without day. March 14. In the matter of Alfred
Speyer, bankrupt, of Kalamazoo, the first Speyer, bankrupt, of Kalamazoo, the first
meeting of creditors was held at the meeter place and William Maxwell, of the
latter
same place, was elected trustee. His same place, was elected trustee. His
bond was fixed at $\$ 1,000$. W. F. Rowe. bond was fixed at $\$ 1,000$ W. W. Rowe,
John Van Dyken and Charles E. Shroder, John Van Dyken and Charles E. Shroder,
of Kalamazoo, were appointed appraisers. The bankrupt was sworn and ex-
amined by the referee and attorneys amined by the referee and a attorneys present, his examination disclosing that
creditors will not receive dividends to creditors wil not receive dividends to
exceedio per cent. The trustee was
authorized to sell the property of the authorized to sell the property of the
bankrupt estate upon the inventory and bankrupt estate upon the inventory and
report of appraisers being filed, and the report of appraisers being filed, and the
meeting was adjourned for thirty days. meeting was adjourned for thirty days.
March 15. Peter Weber, doing a retail shoe and clothing business, at Bridgman,
filed a voluntary petition, was adjudicatfiled a voluntary petition, was adjudicat-
ed a bankrupt and the matter was refered a bankrupt and the matter was refer-
red to Willard J. Banyon, referee, who
was also appointed receiver was also appointed receiver. The sched-
ules of the bankrupt disclose liabilities ules of the bankrupt disclose liabilities
in the sum of $\$ 8,091.26$ and assets of in the sum of $\$ 8,091.26$ and assets of
$\$ 2,700.00$. Creditors are listed as follows:
Secured Creditors. H. E. Howard, township treas.
H. E. Howard, township treasurer $\$ 42.85$ Emil Freyer, Bridgman
Moseph Hora, Bridgman
Mridgman State Bank, Bridgman
1, 800.00
Bridgman


##  $\begin{array}{llr}\text { Lockway, Stouck Paper Co...-- } & \\ \text { Benton Harbor } & 76.00\end{array}$ Benton Harbor LaCross Rubber Mills Co., La------ Cross

 $\begin{array}{lr}\text { Cross } & 56.41 \\ \text { Hirth, Krause Co., Grand Rapids } & 558.00\end{array}$ National Leather Mfg. Co., Niles 550.00 Buchanan Leather Co., Buchanan 119.00The Western Shoe Co., Toledo .- 1,545.00 The Western Shoe Co., Toledo --
Bridgman State Bank, Bridgman

$1,800.00$ | Nathan Schuler, Bridgman |  |
| :--- | ---: |
| Brown Shoe Co., St. Louis | $\mathbf{9 0 . 0 0}$ |
| 0.0 |  | Brown Shoe Co., St. Louis ---- $\frac{404.00}{\text { Total }}$

Stock in trade Assets.
Stock in trade
Household goods
$\$ 2,500.00$

| March 16. In the matter of William M |
| :---: |
| $2,700.00$ |
| Traver. bankr |

Traver, bankrupt, of Hartford, was made calling the first meeting of creditors at the town hall of the latter
place for the purpose of proving claims, the election of a trustee and the examination of the bankrupt, also the transac-
tion of such other business as may pronerly come before the meeting. The schedules of the bankrupt were filed and the following are listed as creditors: American National Bank, Ben-
ton Harbor …................-\$15,000.00 Kidd, Dater \& Price Co., Benton Harbor $\begin{gathered}\text { West Michigan Savings Bank }\end{gathered}$ West Michigan Savings Bank,
Bangor

| West Michigan Savings Bank, | $10,000.00$ |
| :--- | :--- |
| Bangor |  |
| Abbert Ander, Hartford |  |
| John Kepler, Hartford | $2,000.00$ | $12,450.00$ John Kepler, Hartford

Covert State Bank, Covert $10,000.00$
$2,000.00$
$5,000.00$ Covert State Bank, Covert $5,000.00$
$1,000.00$ Prior or Preferred Creditors.
$\begin{aligned} & \$ 46,450.00 \\ & \text { Seventy-three labor elaims } \\ & \text { Unsecured Creditors. }\end{aligned} \mathbf{\$ 1 , 2 6 8 . 0 6}$ St. Joseph Valley Bank, Elkhart Joseph Valley Bank, Elk Kalamazoo National Bank $\$ 15,000.00$ First National Bank, Paw Paw $\begin{array}{r}\text { 10,000.0.00 }\end{array}$ Paw Paw Savings Bank, Paw $10,000.00$
 Watervliet State Bank, WaterVliet National Bank, Hartford
Ed Smith, Hartford Ed Smith, Hartford Melvina Carpp, Hartford
Johnson-Calrson Tank Mfg. Co.-Johnson-Calrson Tank Mfg. Co., $\quad 500.00$ $\begin{array}{lll}\text { Bangor Lumber Co., Bangor -- } & 193.53 \\ 482.88\end{array}$

## 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.<br>WM. N. SENF, Secretary-Treas.

## SAFETY SAVING <br> SERVICE Class Mutual Insurance Agency <br> "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
Herdware, Implement and Sheet Metal Dealers $50 \%$ to $60 \%$. Garages, Blacksmith Shops, Harness and Furniture Stores $\mathbf{4 0 \%}$.
Drug Stores, Shoe Stores. General Stores, and Hotels $\mathbf{3 0 \%}$ to $\mathbf{5 0 \%}$. 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

# Grand Rapids Merchants Mutual Fire Insurance Company 

Economical Management<br>Careful Underwriting, Selected Risks

Policy holders whose policies have been issued since Jan. 23, 1921, will be accorded 30 per cent. return premium at the end of the year, instead of 25 per cent., as heretofore.
Operating Expenses During 1921
Loss Ratio -...............................
$\begin{array}{ll}\text { Surplus over re-insuring reserve per } \$ 1,000 \text { insurance carried net } & 19.3 \% \\ \text { Increase of net }\end{array}$ Dividend to policy-holders

Affllated with the
Michigan Retail Dry Goods Association,
HOME OFFICE 320 HOUSEMAN BLDG.
GRAND RAPIDS, MICH.

## 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.


## Fenton Davis E Boyle <br> BONDS EXCLUSIVELY michigan truat buildina GRAND RAPIDS <br> Chicago <br> GRAND RAPIDS <br> First National Bank Bldg. Tolephones $\left\{\begin{array}{l}\text { Maln } \\ \text { Cizizene }\end{array}\right.$

We have available a choice supply of high-grade

## Government, Municipal and Corporation Bonds

bearing interest from

## 5\% to 7\%

Write for our monthly offering list.
ESTABLISHED 1880
Zataine, zutbuex \& Compamy
12th Floor G. R. Savings Bank Building
GRAND RAPIDS, MICHIGAN
BOSTON
NEW YORK
CHICAGO


WM. H. ANDERSON, President LAVANT Z. CAUKIN, Vice President HARRY C. LUNDBERG, Ass't Cashler

## MICHIGAN TRANSIT COMPANY <br> chicago, illinois

Safety and substantial returns are combined in an investment in the Preferred and Common Stock of the Michigan Transit Company. This Company has a record of having come through the worst
o water transportation with an enial those better years there will be
Better years are coming and wiould be even better earnings for the nuch better business and ty.
If the Company can keep up its rate of earnings made for the last
If the Company can keep up four more years, there can be no ques-thirty-one months, for three or four more years, tion but what the corth twice its present value.

This Company has paid dividends on both the Preferred and Common Stock from the beginning of its organiz able in January and July.

An investment with greater safety and at the same time a possibility of very substantial returns and increase stock, is hard to ind.

Write for full information.
F. A. SAWALL COMPANY, BULILDING,

Gentlemen: I $_{\text {I }}$ am interested in an investment in the Michigan Transit Company. Without any obligation on my part, send me
Yours truly, Company.

Railroads Destroying Themselves By Excessive Charges.
Lansing, March 21-Permit me to give you the following concrete example of what Michigan is up agains now with intolerable freight rates. now with intolerable freight rates.
We had last week at Jackson 21,000 We had last week at Jackson 21,000 pounds of merchandise to haul Leshe, fifteen miles north. to which town there are two rallroads from Jackson. The best rate we could get frim either road was $\$ 56.10$ and it would cost an additional $\$ 8$ to unload from car ${ }^{1 n}$ Leslie and haul to store, or $\$ 04.10$. We contracted with a teamster to haul these goods, which he did with a team and wagon, for $\$ 31$. He made $\$ 7.50$ per day for himself and team at that, which was about $\$ 1.50$ per day more than the going wages for team work at that time at that place; in other words, he got 25 per cent. more than normal pay for hauling at less than half railroad rates and the same job could have been done with a two ton truck with much better results, as two trips per day could have been made and about $\$ 1$ per day earned.

This may be an exaggerated case. but it is an actual fact. If a teamster can make more than regular wages hauling freight at less than half railroad rates there is no wonder that most of the local freight is now being hauled on trucks and that it will be practically all done that way before long. We have had occasion to send over 300,000 pounds of hardware from Lansing to our Leslie store in the past few months, less than 3,000 pounds of which was sent by freight The remainder was all hauled on trucks, because the truck service was from one to two days quicker and cost about one-third less. In other words, we sent a load of freight this morning which was in Leslie at 10 a. m. Had we sent it by rail it would have taken from one to two days longer and cost about one-third more We believe our experience has demonstrated the efficiency, economy and saving of time in truck hauling; also the excessive overcharge for local freight rates in Michigan at the present time. A. T. VanDervoort.

Our correspondent should consider that the fundamental cause of the present situation in freight rates is due to cowardice-first, because of the cowardice of the Wilson administration in enacting the infamous Adamson law (the blackest page in American history) through the coercion of Gompers and his gang of grafters and blacklegs; and, second, because of the cowardice of the Republican administration in not repealing the Adamson law, which should have been the first act of Mr. Harding and the present Congress when they assumed the reins of power. No substantial reduction in freight rates can be made until this stumbling block to prosperity and decency is removed.

## Breaking It Gently.

A well-dressed gentleman sat upon a bench in the park and leaned back to enjoy the refreshing air. Not far away a boy sat on the grass watching him intently. Presently the man spoke to the lad:
"Why aren't you off playing with the other boys?"
"Oh, I just want to know," he answered.
"But a chap your age ought to like to play with the other fellows."
"I am going to soon," continued the lad. "I just wanted to see you when you got up. They painted that bench you are sitting on this morning."

Do not go through life doing little thngs painfully when you were made to do great things grandly, happily.

## NEW LOAN:

Because of their intimate knowledge of the thrift, integrity, and industry of the Holland people through years of contact with the large Holland element in our population, the bankers and investors of western Michigan will be particularly appreciative of the attractiveness of the following loan, which is being offered by one of the strongest barking syndicates of the country, including:

## GUARANTEE COMPANY OF NEW YORK, BANKERS TRUST COMPANY OF NEW YORK, LEE, HIGGINSON \& COMPANY, CHASE SECURITIES CORPORATION, KIDDER, PEABODY \& COMPANY.

## $\$ 40,000,000$

 DUTCH EAST INDIES40-Year External Gold 6s.
PRICE 943 ${ }_{4}^{3}$ AND INTEREST TO NET 6.35\%

Yield to Earliest Redemption Date in 1932, 6.73\%
Denominations \$500 and \$1,000.
Not Redeemable for 10 Years.
Commencing in 10 years there will be a sinking fund sufficient to retire one-thirtieth of the issue each year, bonds to be called by lot at par and interest.

These bonds are direct external obligation of the Government of Dutch East Indies and an integral part of the Kingdom of Netherlands, and its most important colonial possesion.

Dutch East Indies is known among international bankers as one of the most amazingly rich and productive lands of history.

For the past six years the Dutch East Indies has had a larger favorable trade balance than any country in the world except the United States.

The total revenues for 1921 were OVER 10 TIMES INTEREST AND AMORTIZATION CHARGES on ALL debt both funded and floating.

The funded debt of the Dutch East Indies exclusive of this loan amounts to only \$212,000,000 and against this the Government owns property with an established value of $\$ 275,000,000$.

Some idea of the richness of these properties may be gathered from the fact that for the last five years net income from Government properties and monopolies alone averaged $\$ 48,000,000$ or more than $13 / 4$ all interest and amortization charges in the budget for the coming year.

The bringing out of this bond has been expected for some time and has caused very favorable comment by conservative bankers throughout the country.

We have $\$ 60,000$ of these bonds available and take pleasure in according our recommendation for investment.

## "Telephone or Telegraph orders at our expense."

## HOWE, SNOW, CORRIGAN \& BERTLES INVESTMENT BANKERS

GRAND RAPIDS, MICH.
The statements presented above are based on information obtained partly by cable from official and other sources, and while not guaranteed, we believe them to be reliable.

## CHARM OF THE MANISTEE

## Experiences on Canoe Trip From

 Source to Outlet.Written for the Tradesman.
In the late afternoon of a perfect day we made camp in a grove of spruce and hemlock on a high bluff with grand views of the river, up and down. We were winded by the time the camp truck was in place, so with supper safely in our inside storage, we lounged about on the balsam we had gathered for beds. In front was a fine camp fire; from below came the rippling and echoing of the rapid running river and back of us the soft sound of the bells of cattle grazing on the distant plains. Dan was reading to us by the light of the camp fire, a touching story of Civil War days, to the accompaniment of whip-poorwill calls and katy-did raspings, when Gramp's experienced ear caught the rumblings of deeper music. Off to the South the blacksmith who forges the thunderbolt for this part of the country began to growl and blow his fires and the witch who sails the star land astride a broom was shrilling up, with the wind dead ahead. From long observation Gramps knew there was going to be trouble so all hands fell to, made more and longer tent pins and tightened the guy ropes and were soon safely tucked inside watching nature's movie as it came along. Every bird and wood sound ceased as the rumblings rapidly drew nearer and the lights flashed through the sky. Then came the deluge. Just in front of the open tent was a hemlock leaning far over the water. It seemed to be a runway for the bolts that came down the standing hemlocks, particularly those back of the tent, for the lightning certainly jumped over us, ran out on the leaning pine and hurdling the river banged up against the hills on the opposite shore. Wind, rain, thunder and lightning kept up half the night, but we found ourselves all intact at daybreak. The river was overflowing its banks, the flowers were fresher and the birds took up their songs where they left off the night before.

The morning after the storm the Soldier Boy and his Gramps set out to explore the desolate cut over lands where as far as we could see were the scars of the battle against the pines. We hoped to trail those bells heard the night before to their abiding place. A couple of miles from camp we came upon a herd of fine cattle resting in the shade of some second growth pines. Another mile and we found a group of weather worn farm buildings and crawling under a wire fence we dropped into a paradise of a farm garden. The farm buildings were evidently remodeled lumber camps where like the home of the indian, the front door was on the back side. A short distance to the right was a deep glen, enclosing a rushing brook that came out of the hills singing the songs of the forest. Between the house and the brook were stables, and chicken coops with broods of chicks and ducks; to the left the fields were filled with melons, squash, pumpkins and other garden truck; as grand a display as could be found in any part of Michigan.

As we came near the door a woman stepped out. There is no type of woman in all the world just like the Italian, but we had never met one of them on a farm. Our acquaintance had been confined mostly to fruit stores, so imagine our surprise when the dainty bit of Italy with carefully combed hair, black and glossy as a raven's wing, a neatly fitting blue cloth dress, came to greet us. We explained that we had come up from the river and wanted to buy a loaf of bread. But the woman seemed to see only the Soldier Boy. Coming near and placing her hand upon his arm, she explained, "I speak no English, Italian me." Then, in a pitiful mixture of English and Italian, "My boy, my boy, he soldier. No come back long time," holding up her hand to count the fingers "four years. Some day maybe he come back," and she turned her face to scan the yellow sandy road where it passed over the crest of a distant hill. The uniform of a Soldier Boy had opened anew the wounds of that day when her boy, wearing a suit like his, went out of sight over the hill road and she could not keep her hands from touching him. She showed us the attic of the weather beaten home, where swings a hammock by a gable window. There is no gold star but every night a light shines as a guide to the boy whom she believes will some day return. Most of his comrades have come back and in the meetings in the village, eight miles distant, they speak of him as dead. They touched elbows as they went Over the Top and out into death's harvest. When first coming home some of these comrades helped store away crops; then came their own problems and the fellowship that the battlefield had created became but a memory. While we were visiting, eighteen tortoise shell cats and kittens gathered about us, everyone of them worthy a blue ribbon. We could not touch a hand to their soft fur. They would not play with us and our hostess explained, "Kit'en no speak do English-speak do Italian.," Her husband, she made us understand, had gone to town with the cream and she could let us have a loaf of bread half wheat and rye. But first to the melon patch where she selected, one which we devoured seated on the ground near an old pine stump.
We came away with the bread and all the melons the Soldier Boy could pack. Gramps also toted a paper sack of eggs and a pail of milk. But the long legged Soldier Boy set a pace which kept the old fellow on the double quick and when about half way to the camp he caught his toe under a briar tangle and in a wild lunge, the paper sack aloft, Gramps and the eggs came down in a crash. There were all sorts of yellows in that landscape and no sense in trying to improve the scenery with this wild scramble. Plenty of brimstone seasoned the expressions that accompanied the salvage of only nine good eggs. That is one of the events of the day we would like to forget and as we write remember only the little mother, the pleasant home and the beautiful garden.

And this leads me to ask, why can-

# A Real Opportunity Is Offered 

In the Dividend Paying Securities of the

## NUT GROVE BUTTER COMPANY

The SECOND LARGEST PRODUCERS of Nut-Butter and Margarine

## SPECIAL

 FEATURESClass $A$ is PREFERRED as to ASSETS AND DIVI. DENDS, bearing $8 \%$ dividend and participating to $10 \%$ RESERVE FUND-full paid and non-assessable Class "B"-fully participating in management and divi-
dends after $8 \%$ has been earned on Class " $A$ "-full paid
and non-assessable.
Exempt from Normal Federal Income Tax.

## OPERATING THREE FACTORIES

The Company operates three factories, geographically located for superior distribution in Detroit, Mich., Providence, R. I., Syracuse, N. Y.

## THE DEMAND FOR NUT GROVE BUTTER

The demand for Nut Grove Nut Butter has increased enormously, and its output is only limited by its manufacturing facilities. The company has many orders on hand, upon which they are making daily shipments.

Among the brands manufactured by them are Nutto, Golden Hue, Silver Spread, Nut Grove, Liberty, Palestine, Nut-O-Gold, Country Club, White Valley, Higgins Country Roll, Nut Glow and cthers. They also manufacture under private labels for the largest d stributors in the United States, and two brands of naturally tinted Nut Butter-the ONLY company doing so-under a secret process.

## STATISTICS

The Nut Butter business in this country is still in its infancy. Government statistics show that the consumption in the United States of all oleomargarine and nut butter is only 3.71 lbs . per capita, while in Great Britain it is approximately 22 pounds per capita; Norway and Sweden approximately 26 pounds, and Denmark and Holland, two of the finest and largest butter producing countries in the world, 28 pounds per capita, while in Germany it is 45 pounds per capita.

In 1908 the oleomargarine sold in this country consisted of only $81,530,566 \mathrm{lbs}$.; in 1914, $144,302,750 \mathrm{lbs}$; in 1918, $332,000,000 \mathrm{lbs}$.; and in 1919, $371,000,000$ lbs. Comparative figures for the same month of 1919 and 1920 show an increase in the use of oleomargarine of about $20 \%$, while the increase for the same months in the strictly nut butter shows an increase of about $70 \%$, thereby clearly indicating that the nut butter is increasing more than three times as fast as oleomargarine and other butter alternatives in general.

## RECORD OF SALES AND EARNINGS

From Sept. 13
$1917 \quad 1918 \quad 1919 \quad 1920 \quad 1921$ (Approx.)
THE COMPANY HAS PAID $10 \%$ on CLASS A and $4 \%$ on CLASS B at present price offering on every dividend paying period, including the most recent one of February 15, 1922.

## THE COMPANY IS EXPANDING NOW IS YOUR OPPORTUNITY

## AUTHORIZED CAPITAL

8\%-10\% Class A (Par \$10.00)
$\$ 1,000,000.00$
Class B (No Par) 150,000 Shares

## WE OFFER

## $\mathbf{3 0 , 0 0 0}$ Shares $\mathbf{8 \% - 1 0} \%$ Class A Stock 30,000 Shares Participating Class B Stock

OFFERED-in Blocks of $\left\{\begin{array}{l}1 \text { share Class A } \\ 1 \text { share Class B }\end{array} \$ 15.00\right.$ per Block
Purchases may be made either for cash or partial payment plan. Write To-day For Detailed Information

## NATIONAL INVESTMENT CORPORATION

## Murphy Building <br> Detroit, Mich.

## GENTLEMEN:

Without any obligation on my part send me full particulars regarding Grove Butter Co.

## Name -

Address
not all this cut-over land be made into prosperous farms? I am puzzled to know why men go to the arid plains of the West when we have thousands of acres which can be had for a song at our very doors; back forties which can be planted with blue berries which grow so plentifully on the sand beaches of Superior. Why not conserve with bees the million pounds of honey lost every year? Now that the prodigal sons have drained the State of its forest wealth, there is left to us the sassafras, golden rod, wild asters, sumacs, blue spruce pine and hemlock stumps which give old Mother Earth the look of a toothache. Why not award the State Dentistry Association the commission to pull these fragments or why not give the buyer of each forty acres a stump machine and a "barrel of pepper?"

Canoeing is unlike any other out ing. Each day presents a routine and program of its own. The password is "travel light, pack and load the canoe with care, never overload." The camp, if only for one night, should have drainage and shelter from wind storms, balsam or some other good bedding and plentiful use of it. Then in your wool blankets you will bc happier than those who dwell in marble halls. In our party of four were three fine cooks. Gramps was strong at making camp fires and balsam beds. Dan was chicf cook, He had more good things to eat in his duffle than one could find in a city hotel. He brought forth hot graham muffins with butter and honey, fried mush and maple syrup, bacon and Johnnie cake. Dan, it seems, inherited Aladdin's frying pan and oven if not his lamp. Dern a lamp anyway in camp. If packed in the duffle it would be sure to leak oil. He made magic with a contrivance that gave out dill pickles, currant jelly and tomato soup. With a turn of the wrist he brought forth biscuit light as those which mother used to make and never a one was fed the fishes or birds
Not often does one find the good points of a hundred men bundled up in one and it seems to me now that a canoe trip without Clyde would be like bread without butter. He knew everything about canoeing which was worth knowing. When it came to cooking, Clyde's specialty was apple sauce. If he had to tramp five miles back from the river for fruit, he always had some apples stewing on the stove.

The Soldier Boy, with his six foot two and a winning smile, was not only a cook but an able forager. He could see a joke in the wildest thunderstorm and every dip of his paddle was a flash of sunshine. Like all good soldiers he had a sweet tooth and a weetheart. The latter had packed in his duffle bag a ten pound slab of milk chocolate. Every kid or kiddie we met up with, as well as many grown ups, were treated to a sample. I advise all young fellows who paddle the River of White Trees to wear a soldier's uniform or tote a load of chocolate, for they carry a magic key to the doors of home and good will. None of our party used tobacco, so
we lacked a cigar to offer to an old teamster whom we found snoozing away one Sunday morning in the shade of an old logging camp barn. By way of substitute, the Boy offered a square of hcocolate. Looking it over the old fellow asked, "Do you shave it (for your pipe) or chaw it?"
But to return to our cooks. Nary a one of this squad was a member of the hash slingers union. Twentyfour hour days were all too short for the joy of living. An eight hour man would soon have stranded in the drift wood jam of derelict logs floating along life's stream for awhile, then blocking the way or piling upon the bends to rust out. Seems to the canoe man better to be a shingle on a corn crib than a straggling $\log$ in a drift jam.
carved on the birch trees round about Truants from the little red school house were chased back to their studies by the school master who tickled their legs with a willow switch.
It was by this old swimming hole that the boys of '6i planned to form squad in one of Custer's cavalry regiments and when they were gone it was here their sweethearts came wandering. After all these years, there is the same swirl to the waters, the same trees, but few of the boys. Some lie sleeping in the Southland, but one, at least, is left. He possessed the charm that carried men through all dangers and came back to enter life's stream with all the vim of the dashing cavalryman. He built up a fortune in mills, bonds and
will find me digging bait behind the barn on the hill."

Just where the river at a six mile gait in a puzzle of elbow bends runs away with itself, we found a regular "Ranch Man's Delight." It was a great surprise to come upon flocks of sheep, herds of cattle, ranch houses of logs cabins with shaded verandas, large barns, gardens with flowers and a flag pole from the top of which floated the colors we all salute. The noses of our canoes seemed to sense a welcome and glided of their own will to the landing where the house dog met us with a welcoming wag of the tail. Only the manager was at home, his hands calloused from shoveling prosperity, which seemed the principal thing grown on this anch. Being just river tramps we have no right to tell of the glories of Rowe ranch. But we wondered to ourselves, as we again took to the river, why men go to the arid West, where some of them haven't water enough to wash their necks, when right here at home they can tap a fiver full of speckled trout, turn a stream into a corn field and grow corn with red kernels. Then at the husking bee kiss the prettiest girl and carry her off to cook your trout and thus have heaven on your own forty right here in the cut-over lands.

Charles E. Belknap

## An Electric Doll.

Who ever heard of an electric doll? The idea has been patented by David Zaiden, of East Orange, N. J., and. with the help of an armature in the head of the doll and a little battery to energize it, he gives to the manikin l:felike movements of the arms.
The arms are connected by a spiral spring, which passes through a tube that is hung on a rod carried by the armature of an electric magnet.
When the electric magnet is energized the arms are agitated with movements simulating life, the effect being increased by the resiliency of the spring.

Our trouble with corn for fuel is you can't eat coal.

## For Sale

A Profit Making old Established Business in Prosperous Farming Community. Stock consists of

## Dry Goods, Shoes Clothing and Furnishings

A1so Brick Building of Modern Construction and Modern Fixtures. Will sell complete or sell stock and fixtures and lease Building.

Communicate with Owner
SOL GITTLEMAN,
Lakeview, Mich.


For the completeness of the Cannon line is one of its advantages. It includes every kind of cotton huck and turkish towel-at prices that all your customers can afford.

Cannon Towels offer you the finest values that you can buy. Compared price for price, they bring you heavier weight, closer weave, and higher quality than any other towels made. Their fine appearance is gained by the Cannon process of bleaching and finishing.

From the raw cotton to the finished product, Cannon Towels are made by the Cannon Manufacturing Company - the world's largest producer of towels. They are distributed only through jobbers. Write your jobber today for samples, prices and complete information. Buy the Cannon line complete.
CANNON MILLS, Inc., 55 Worth St., New York City

Be certain you secure genuine Cannon Towels.
Look for this trade-mark abel (in blue) on the wrapper of every package.


Y
(6) (a) 1921. Cannon Manutacturng co. To

## STRATEGY IN BUSINESS.

## Modern Merchandising Calls For Ad-

 vance Planning.I have written one article on Integrity. This was followed by one on Energy. The subject of this article is Ability.
Ability means the thinking or intellectual side of business. A man of ability thinks straight and controls his actions by his head. A man of ability may be impulsive but he is a man of cool second thought and his impulses are checked by his intellect. A man of ability is a close student of "relativ-ity"-in other words-the relative importance of one thing to another. A man of genius in business quickly sees the important thing to be done and does not allow any little side issue to interfere with his plans. From my observation of men, they differ more in this respect than in any other. A man with a keen trained mind quickly sees the main road, while smaller minds easily get side tracked and waste their energy running up and down blind alleys.
Is the building up of a standard business in the manufacturing or jobbing line worth while? By a standard business I mean a business that deals very largely in the necessities of lifea business that will not be seriously affected by changes in fashions. In this article I desire to show that the building up of such a business is of great value because, unless it is directly wrecked by mad management or dishonesty it will support families that control such a business from one generation to another. I believe that the building up of such a business is the result of personal sacrifice of many valuable lives, and that the franchise of such a business should be valued accordingly. When such a business is once created it is almost a crime when it is destroyed by carelessnses and inefficiency.
What is the ideal business organization? Most business men have very erroneous ideas on this subject. They seem to think that the ideal business is a very large one with a lot of system and red tape. As a matter of fact, the ideal business is one good man running his own shop and doing everything himself. That is the ideal that the largest business organization tries to follow. System, efficiency and red tape are simply necessary evils in a large business because it is large. I have dwelt on this subject at some length in one of my early articles. With one good man doing everything in his own business, there is always concentration of effort and perfect harmony. There is no jealousy between right hand and the left of the one man. All managers of large businesses, however, know from bitter experience that jealousy between the various people in the organization, from the top clear down to the bottom, is one of the greatest handicaps in the development of the business.

A well established business earning money is a franchise. What I mean by that is that if, for instance, in any city there are two well established, prosperous hardware houses two houses hold a very valuable franchise in their territory. When a house is
once established on a firm foundation it is very difficult indeed to wreck the business. Recently a bank in New York telephoned me and asked what I thought about the credit of a certain Western hardware jobber. I happened to know that this jobbing house was very well managed. I answered the banker by asking him this question"Did you ever know a hardware jobbing house to fail?" Stop and think; in the last twenty-five years have any of the readers of Hardware Age known a well established hardware jobbing business to either fail or go into the hands of a receiver? As I told my banker friend-you can't kill a well managed hardware business with an axe! I have known managers of certain businesses who tried to kill them but it has simply been impossible.
Have you ever thought how the corporation form of business has helped steady and perpetuate established houses? The corporation form of control naturally divides a business into its parts with a certain officer of the company in charge of each part. A very learned lawyer friend of mine in discussing modern corporations advanced an idea that I have found very interesting to study out.
This lawyer stated that in the Middle Ages practically all wealth was in land. The feudal system grew up upon the basis of land control. The serfs or villeins belonged to the land. Land was necessary for their existence, and needing the land they were practically the slaves of the nobles who owned the property. In order to maintain their control the great landed nobility developed the system of primogeniture. In other words, the oldest son inherited the undivided estate. Of course the object of this system was to perpetuate the land in the family, and as we know the system worked well and for hundreds of years the landowners practically controlled everything. When the Government of the United States was founded, our early statesmen such as Thomas Jefferson realized the unfairness of this system, so they abolished the law of primogeniture and as a result with us the land and estates were divided among the various heirs equally upon the death of the original holder.
In modern times land ceased to be the great source of wealth and the corporation was devised as a means to hold and mnaage many other forms of wealth. Well managed corporations with modern accounting and business methods stabilized wealth and passed it down from one generation to another, who held the control of the stock in these corporations. In other words, my good friend the eminent lawyer declares that to-day the corporation and corporation management has taken the place of the feudal system in the Middle Ages. Now with this hint, those who take pleasure in working out parallels may carry on this thought indefinitely.
Have we to-day in our corporations a well defined, modern feudal system in which certain men control, manage and perpetuate great wealth just as the feudal barons did in the Middle Ages? One must have this thought to understand more fully why the State
these days is levying taxes and also very heavy surtaxes on large incomes. The idea is not only to provide revenue for the Government, but also to check the constant increase in wealth brought about by the corporation form of control and management.
Now what has all this to do with my article? My point is just this-a well established business in any standard line of merchandise is a franchise. It is not only a franchise, but with the corporate form of control it practicelly becomes a perpetual one. Under our present laws a minority stockholder in a corporation stands about as much chance as a younger son did in the good, old feudal days.
What I am driving at is that the rewards that follow the building up of a profitable business under our present business system are very large and long continued. One man may build up a business simply working from day to day without much further thought than that he is providing a living for himself and his family. After a while as he grows older he desires to establish his busi--ness on a basis so it will take care of him in his old age. Many of these men, founders of businesses that have gnown to be very large and have lasted for many years, never realized just what they were doing. They did not know that their businesses with the development of the country would grow to enormous proportions, and that these businesses growing from small beginnings would give their descendants incomes compared with which the revenues of the feudal barons of the past would be insignificant.

The moral to be drawn from this line of thought is that it is well worth while to go to great pains to develop a business. The wise manager of a business will constantly bear in mind that he is building for the future. Therefore he will spare no pains in seeing that his business is established upon correct principles-that it is officered by the right kind of men and that unusual care is devoted to the selection of department managers, foremen and salesmen. As the results of success are so far-reaching, the time spent in teaching and training the men in a business is very well used indeed.
With these thoughts in our mind, let us consider the strategy of the management of any business. The first thing, of course, whether the business is large or small, is to positively know the facts about the business. These facts can only be obtained by good accounting. If I were suddenly put in charge of a new business the very first thought I would have in my mirfd would be the accounts of that business. Now by this I do not mean a lot of expert efficiency work, but I do believe that the books of every business should be audited at regular intervals, and where the business is so located that it is convenient to have chartered public accountants check up the accounts, I would strongly recommend that this be done. Roger W. Babson of Babson's Statistical Organization is now conducting classes for young men in business management, and one of his classes I under-
stand is intended primarily for the benefit of young men who will inherit large corporate interests. It is impossible for any man to direct a modern business properly and efficiently unless he understands something of modern accounting and if the man in charge of a business does not understand accounting he should take lessons immediately. This is fundamental.
Business building has always appeared to me as being a very simple thing. Of course to build up a standard business takes time and work. I use the word "standard" because I do not refer to that class of businesses that are sometimes built up overnight by tremendous advertising campaigns. It is always questionable whether such mushroom growths will prove to be lasting.
I was the president for ten years of one business where our gains in sales averaged about $\$ 1000,000$ per year for ten consecutive years. These sales were built up by concentrating on certain simple plans. In the first place we decided not to seek any foreign business. We next decided to start increasing our business first in our home town, then in our home state and then as we developed we spread out into faraway states. In other words, we worked from the inside out. It may be interesting to the trade to know some of the plans we followed. The first thing we developed was good service. We shipped goods very promptly. We did our level best to keep our stocks complete so we filled our orders with very few shortages. In the jobbing hardware business I am absolutely convinced that good service is of more importance than cut prices. What I mean by this is that you can hold your customers and increase your business more quickly by giving first-rate service than you can by having poor service backed up with cut prices.
To give real good service means exceedingly hard work on the part of the managers of the business. In giving good service the first thing the head of a business must watch is his claim department. You must not study claims by hearsay. Have the letters of complaint come to your own desk and study them day by day. These kicks or complaints will give you the best photograph of the service of your house that you can possibly get. Claims should be analyzed and tabulated and by doing this a finger will point to those weak spots in your organization where the machinery is knocking. You can afford to pay a good salary to the manager of your claim department.
Referring again to accounting, I would say that it is my opinion that the accounting department of the business should be kept just as far as possible separate from the rest of the business. Accounting fundamentally is simply a system of charges and credits. All charges and credits should be passed to the accounting department in written form. For reasons that will appear obvious to all experienced business managers, the less personal contact there is between the rest of the house and the accounting department, the better.

## When Cars Pass You On the Road

you can bet a large percentage of them use


## Red Crown Gasoline

If you love action-and get a thrill from shooting out ahead of the restuse Red Crown, there is no gasoline made that surpasses it.

Red Crown is good motor gasoline. Not only does it insure a quick "get-away", but it causes your engine to accelerate smoothly and deliver the maximum power and speed it is capable of developing.

Red Crown is made to produce an abundance of power. Its chain of boiling point fractions is so arranged as to give to the piston an action closely approximating the smooth, even stroke of the steam engine.

It is impossible to manufacture a more economical gasoline for use in the automobile engine.

STANDARD OIL COMPANY<br>(INDIANA)<br>CHICAGO

Let me illustrate what I mean by telling of an experience I once had with a certain club. This club for years had lost about $\$ 10,000$ per annum. Every year the members made up the deficit. The only explanation was that the club was losing money. Nobody seemed to go into question of why the club was losing money. Finally the writer and an expert accountant were placed on the house committee. We decided to thoroughly investigate the affairs.
The first thing we did was to take away the accounting from the jurisdiction of the manager of the club. We made it a separate department under an efficient and honest accountant. We instructed the manager to pass all bookkeeping items through a window into the bookkeeping department, and we insisted upon having clearly defined vouchers for every charge and credit. The manager naturally did not like our plans.

Then we established a store-roon and put a man in charge of the store-room. In the store-room he kept a buying book. The manager was compelled to call for bids on almost everything the club bought, and he received quotations. These quotations were entered in the buying book and the lowest price was checked. If we did not buy our supplies from the concern that quoted us the lowest price the manager had to enter an explanation. All supplies were delivered to the store-room and the quantities and weights checked there. When supplies were needed by the club they were drawn out of the store-room on
written orders. With this system it was a simple matter to check up the store-room. Then the club had a side door and it seems that all the employes came in and went out of this door. The side door was locked and the employies upon arrival and departure were required to pass in front of the office. A simple but accurate system of accounting and profit-figuring of the different departments of the club was installed.
The upshot of this work in this club was that at the end of the first twelve months of this form of management the loss of $\$ 10,000$ per annum was turned into a profit of $\$ 10,000$ an-num-in other words-a difference of $\$ 20,000$ in the income of the club and strange to say, the club prices were nowhere advanced! The conclusion of course is obvious. The manager decided to resign. I merely tell of this incident because it clearly outlines my theory of having the accounting of a business separated just as much as possible from the rest of the business. The accounts in a business should only be under the direction of one of the leading officers in the business and they should be entirely independent of any of the heads of departments.

I will briefly outline some of my experiences with salesmen. I never had much luck with the very highpriced men. I mean salesmen that came to me with great reputations which they had built up with other houses. In almost every instance such salesmen proved a disappointment. I may say the same
thing in regard to very high priced department heads. For some reason they never made good. I was often reminded of the saying of some one to the effect that when a man drew a very large salary it took a good deal of his time to spend the salary! I have always had better luck in business with moderate-priced people. By this I mean men who would start at a low salary and then develop. The proper way is for an organization develop from within.
In St. Louis there used to be a part of the town where the poor Irish lived. It was called Carey Patch. I got a lot of good boys and men out of Carey Patch. One day I happened to remark - "Thank God for Carey Patch!"-and the expression stuck to me for a long time.
Recently at a gathering of some of the leading sales managers and advertising men of the country the question was discussed as to the best suggestion that could be given business men in the selling end of business for the year 1922. After some discussion it was finally decided that there was no question whatever and that the best method to get results out of the selling end of the business was to plan very carefully indeed for the future, lay out these plans definitely on paper and then as the year progressed, check the results against the plan.
The head of the sales department of a very successful house-a house that made a large increase in their sales in 1921 over 1920-told me that he believed that the strongest and best thing they did in their sales depart-
ment was working out a plan and a quota for each year. This house sells goods all over the United States through general agents. They employ hundreds of salesmen. He said that every one of these agencies was re quired to make up a quota for each alesman for every week and every month of the coming year and these quotas were all tabulated before the year started. He made the point that , he head of the sales in New York di ot assign these quotas to the field men, but the field agencies made up their own quotas and sent them on to headquarters. Then he showed me how closely they had worked to their quotas in 1921. With such planning he said they knew in the first place what financing to do for their busi-ness-just how much money they would need. Then the manufacturing departments knew very closely indeed what would be required of them in the way of production. Others may be able to get along without quotas and without planning a year's business ahead in every detail, but I do not see how we could possibly run our business without planning and without quotas.
Then he smiled and said-"When I ask a salesman if he will work hard and do his level best for the house the coming year, the salesman of course answers-"Sure I will." "You will do your part?"-he would ask the salesman. "Yes," answered the salesman, "I will do my part." "Al right," this sales manager would then say, "let us move on to the next stop which is-just what is your part?

## ASK YOUR JOBBER FOR

# Hart Brand Canned Foods 

 HIGHEST QUĀLITYOur products are packed at seven plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture. Color Superior.

## Quality Guaranteed

## The HART BRANDS are Trade Winners and Trade Makers

Vegetables-Peas, Corn, Succotash, Stringless Beans, Lima Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Spinach, Beets, Saur Kraut, Squash.
Fruits:-Cherries, Strawberries, Red Raspberries, Black Raspberries, Blackberries, Plums, Pears, Peaches.

# W. R. ROACH \& CO., Grand Rapids, Mich. 

Michigan Factories at
HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE, CROSWELL, NORTHPORT

Let us figure out just what your part is and we will give that to you as your quota and then we will check you up week by week and month by month and see whether you actually are willing to do your part or not."
There is no doubt that in 1922 we are faced in all lines of business with one of the years of the keenest competition we have ever seen Competition will be keener than ever before for one reason-because since 1914 the world has learned better than ever before the great power of organization. Organized selling on a tremendous scale and with tremendous power is being put under way in this country this year. When an old fashioned business man brought up in the old school attends the meetings of some of these sales and advertising organizations here in New York and learns what they are doing to bring to bear selling power, he is amazed at the thoroughness with which the work is being done and how every element of success and failure is carefully worked out. He cannot help but think, as he sits and listens to the plans of some of these great selling organizations what a slim chance some of the houses in business will have competing with them. In these days we cannot guess at figures. We must know them. We cannot afford to guess at certain elements in business. We must send out investigators and learn exactly what these elements are.
The United States in the past twen-ty-five years has out-stripped the entire world in production. We have invested millions in modern manufacturing methods, automatic machinery, electric control, etc. Our capacity to produce cheaply on an enormous scale has been the wonder of the world. Of course Europe excels us in their skill in all manufacturing where hand work is required, but when it comes to use of machinery in production, we have no competitor in the world-not even in Germany.

On the other hand, the science of distribution-that is-the science of economical salesmanship in this cốuntry lags far behind the science of production. We are not distributing our goods in the United States as economically as we should. It is costing us too much after the goods are manufactured to distribute them. Any comparison of the cost of manufacturing any line of leading articles in general consumption with the cost of selling them through the channel of the manufacturer, the jobber and the retail merchant will show that the spread between the cost of the goods as they leave the factory machine and the price of these goods as bought by the consumer is entirely too great. It is this spread in the cost of the goods reaching the consumer that the science of distribution, which in the last analysis is the science of modern salesmanship, must grapple, study and apply the remedy in a more economical cost of distribution.
This problem in recent years is being approached from a number of different angles. One of them is the great mail order house. This sys.em of distribution is from the manufacturer to the mail order house to the
consumer. This system leaves out all personal contact between the seller and the consumer. Another system that has been developed is the line of chain stores. This system is from the matiufacturer to the chain store to the consumer. Another system that is just beginning to be felt in this country is the co-operative store. This system is distribution from manufacturer to the co-operative store to the consumer with the consumer sharing in the profits on his own purchases. Another system that has been apparently successful in the drug line is the distribution of goods to retail merchants through co-operative jobbers, This system means the distribution from manufacturer to these co-operative jobbers to the retail merchant, the retail merchant sharing in the profits on his own business through holding stock in the co-operative jobbing con-

It will be noticed in all these cases that the old established system of distributing goods from manufacturer to jobber, and jobber to retail merchant, and retail merchant to consumer has been changed and the old line jobber has been eliminated. Therefore in my nexth article I will take up a study of the position of the jobber in modern scientific distribution. We will consider the old question of whether the jobber is necessary or not. We will tell some of the very plain things that manufacturers have to say about jobbers and the usefulness of the jobber in distributing goods. Some manufacturers depend upon the jobbers to distribute their goods for them. Other manufacturers are going direct to the retail trade. Still other manufacturers are adopting the policy of using the jobber simply, for distribution, not counting on him as a sales organization at all, the manufacturer himself through his missionary salesmen introducing his own goods to the retail trade, even going direct to the consumer.
In the coming article we will lay before the hardware jobbers of the country just what dozens of great manufacturers say about them as distributing and selling organizations. Please note the distinction I draw between a distributor and one that makes sales. A distributor in the sense I have in mind simply warehouses the goods and when they are called for by the retail trade, ships and bills them. A selling organization on the other hand is one that not only carries goods in stock and fills orders, but actually sends out trained salesmen to create à demand for such goods. introduce and sell them to their cus-tomers.-Saunders Norvell in Hardware Age. $\qquad$
Pine Song
Like a young. pine
May I grow:
Only
But neel ner know.
Feel the wind And rain and sun
See dusk dead
Feel the touch
Of needles fine
Of a swaying
Feel the forest
Feel the forest
Awe and wonder Only never know That under
Beauty lieth woe.
Mary Carolyn Davies.

## EASTER CANDY <br> (EASTER SUNDAY, APRIL 16)

SEND US YOUR ORDER NOW FOR
Shtramu LOWNEYS


Fancy Package Chocolates
Putnam Factory
Grand Rapids Michigan


## CHASE SAMBDIN

## $1(($ SEAD $)$ <br> COFFEE

exclusive sale of the finest line of teas and coffees in the country?

Write us about our SOLE AGENCY<br>Chase \& Sanborn<br>CHICAGO



Half the Trouble May Be Found in Fatigue.
Written for the Tradesman.
Fatigue plays a larger part in our lives than we generally realize. It has come to be recognized as a most important factor in the schoolroom, where wise teachers allow for it; but we do not ordinarily think of it as a thing to be allowed for in the home.
The "fatigue point" is just as important in the behavior of children at home as in the school; it is quite as important-I don't know but more so-in the lives of mother and father. They are the ones who set the pace and govern the atmosphere for all the rest of the family.
A serious, nervous, even moral breakdown might be averted by a wise watching out lest this "goblin gets you" before you can chase it away by change of work or scene or relaxation in some form of recreation.
"By "fatigue" I do not mean mere tiredness that comes to us all. In educational and scientific parlance it has a much deeper meaning. Students of child nature are giving it increasing importance and attention.
"The decrease in the power to do, indicated by change in amount, rate or accuracy, which can be observed and measured, is what is meant by fatigue. Hence fatigue is a condition of decreased power, produced by continued activity."
So says one of the careful students of the matter-you will find it in Edwin A. Kirkpatrick's "Fundamentals of Child-Study" (MacMillan, 1907).

When I look at some of the old samplers or patchwork done by our great-grandmothers before they were ten years old-"made by Abigall, or Charity, or Mary, aged seven-often I wonder how they did it and lived. The work was fine, altogether too fine we would say now, for little children's eyes and fingers. The work was kept up in some cases, I know, for longer than the fifteen or twenty minutes, which we now know to be the limit of a little child's power of concentration on work of that kind. The mothers of those tots were breaking all the laws of fatigue, and no doubt the children paid dearly for it. In this day we are learning to keep on the safe side of the breaking point.

In well managed schools you will see teachers suddenly open the windows wide and have the children stand for two or three minutes breathing deeply and going through some light exercises. That is because she has noticed signs of fatigue, for one thing; also because she knows the children need a fresh supply of oxygen from new air.

Many mothers do not appreciate

Even children doing no fine work, but using only the larger muscles, must be watched for the fatigue that comes from eye strain.
Local fatigue, which may be confined to a single set of muscles or one sense organ is bad in itself; but if not relieved will affect others, and finally the whole organism.

Watch this matter at home. Have your lights arranged in the evening so that all may read easily without eye fatigue. And in the daytime-are the windows too heavily curtained? Are your chairs so arranged as to afford good light?
The signs of fatigue that teachers look for, and that apply just as much at home, are not difficult to detect. Among the more evident signs are wandering and varying attention, restless and fidgety motions-all calling for a change of occupation, without which the nerve centers become over-strained and irritated and produce all sorts of nervous reactions.
"Jaded expression of the face, drooping attitude, paleness or redness
of cheeks, dazed, weary or lackluster appearance of the eyes, twitching, miscalling words in talking, sleeplessness, irritable, cross words, and many other every day states that we often overlook" are among the symptoms of fatigue listed by Kirkpatrick.
Children-and grown folks tooought not to be pushed when they get into this state, they ought to be treated with utmost patience.
One hour of fun may work miracles. A little change in the routine of the home, a short visit, a trip somewhere, even on a street-car line, may be all that is needed to freshen a whole family and send them back to work and study with new zest.

Prudence Bradish.
(Copyrighted, 1922.)
We are making a special offer on
Agricultural Hydrated Lime in less than car lots.
A. B. KNOWLSON CO.

Grand Rapids

HE WALKS WITH MEN.
Wherein Edward Swett Differs From Mark Twain.
Muskegon, March 14-In my recent visits among the hotel men of the State, and my numerous interviews with traveling men during that same period, no single individual has been period, no single individual has been sincerely commended in the work than mine host, Edward R. Swett, of the Occidental Hotel, of this city. the Occidental hotel, of write his bioghy would be a large subject and comprehensive a large subject and comprensive contract, but to spenerous and loving friend, is kind, generous and loving friend, is which I thank the editor. Some weeks ago Mr. Swett wrote me that he intended to hold me to my promise to spend several weeks as his guest and that he was wondering why I had passed him up, whereupon 1 advised him that 1 had ever had him in mind and intended to round out my winter's feast with an Occidental dessert, and here I am. Mr . Swett is, to say the least, a collossal figure in hotel affairs in Michigan and in municipal doings at home. At the age of 17 he entered the employ of the Langmore Hotel, in Chicago, as a bell boy, but he had included in his curriculum of younger days a course in mechanical engineering, which study he continued, and every spare moment outside of his regular hours of employment, when not occupied by such studies was spent in learning the minutia of hotel operation, especially in what is known as the back end work-engineering and stewardship.
At the age of 20 the subject of my sketch was given the position of chief engineer of the Seminole Hotel, at Winter Park, Florida, on the supposition that he was of much riper age than he really was, and at the end of the second season, on account of the destruction of the Seminole by fire, he received the appointment of superintendent of repairs of the entire plant system, consisting of four of the most important, at that time, hotels in that State.
hoters in after, however, he was appointed chief engineer and superintendent of Hampton Terrace, at Algusta Georgia, at that time the Argest and finest resort hotel in the largest and which establishment was wora, from time to time such wales Rockefeller, Harriman, notables Thermick and others.
Twombly, MaCor Swett became owner Later on at Harbor succeedof his uncle Edward $R$ and had ing his uncle, Edward R., and had charge 1 he Edward the destruc that popular resort uns institution by tion of that famous fire in 1918.
During this period of ownership of the Lake Harbor property, Mr. Swett, through an association of Muskegon capitalists, known as the Occidental Hotel Company, acquired the old Occidental Hotel, which had held a place in Muskegon history for many years. It was opened as a frame structure back in 1868 and $\mathrm{sec}-$ tion after section had been added as necessity required. The Western avenue frontage was the first addition to the old frame structure and it was built in three sections. The middle tier of these stores was built in 1885 the end tier in 1888 and the corner in 1893. The last was constructed by N. A. Barney and his son, Henry Barney, the latter being manager of the hotel for nearly two decades.
The advent of the Barneys really marks the beginning of the modern Occidental. Charles Schoenberg followed Mr. Barney for two years and then came Mr. Swett.
The rehabilitation of the Occidental, representing an investment of a half million of dollars, culminating in the magnificent eight-story structure, containing 320 rooms, every detail representing the last word in hotel creation, and opened to the public last year, marks a new era in the
business and social life of Muskegon. Patrons of the hotel have gradually Patrons of the hotel have gradually shifted their social events from the home centers to the hotel and the Occidental may now be life here the headquarters of social life here
The remarkable growth of the Oc cidental during the past dozen years under the sole management of Mr. Swett brings to light an interesting story in the organization of employes, a story well known among hotel men the country over. This story is the record for long and faithful service which most of his employes possess and it is a topic at conventions in sections of the country even where Mr. Swett has not been identified.
Hotel employes frequently are of a type that move from one section of the country to another without long stopovers and the fact that many of the Occidental employes have been here continuously during the period of Mr. Swett's incumbency naturally is a cause of much comment in the profession.
The key to this excellent organization is believed to lie in Mr. Swett's method of constantly promoting the welfare of his employes, past as well as present. They are given responsibilities and naturally, are required to deliver service and this policy, coupled with opportunities the employes pled wive for advancement have made them contented and efficient in their profession.
profession.
Hotel papers and books on hotel efficiency are supplied and all in the efficiency are supplied and study thorservice are required a correspondoughly, and in a h hotel conduct and management is also provided.
Mr. Swett personally gives every assistance in these studies and endeavors to inspire interest in progressive ideas.
Many of his graduates have gone out in the world to manage hotels of importance and met with surprising success.
Most of the present employes are stockholders in the Occidental organization which promotes an additional interest in their work and makes them ambitious for the welfare of the hotel.
Edward R. Swett had not the advantage of being born with a silver spoon in his mouth, nor was he ever the beneficiary in any legacies which have enabled others to achieve greatness through the advantages derived from ample capital. He is essentially a self made man and as a dutiful and faithful son contributed to the welfare of his parents at an age when most youths look for help from home Of his magnificent and commanding physique, will not speak except in so far as I have told him on num in so far as occasions that, were I endowed with his wonderful personality, with his woncialize it in my profes would He is naturally of a retiring sion. He is naturally a re most his disposition, devotails, but mossessing time to hotel detals, but possessing the able to sepublic with a geniality which meet the public with a geniality which is a necessary asset in hotel conduct. Notwithstanding this seeming diffidence on his his many qualities lov attractive and his many qualities lov able.

His business associates swear by his judgment, his friends worship him for his fidelity and many kindnesses, and in all municipal affairs his influence is most potent.
In 1921 Mr. Swett was deservedly honored by election as President of the Michigan State Hotel Associatiors, on which occasion he stated with emphasis that he "had rather be the executive head of such a repre sentative body than to be President of the United States." His administration brought honor, profit and many new members to the Association.
It was said of Mark Twain that he "walked with kings." "Ed." Swett walks with men. Frank S. Verbeck.

FIRE
TORNADO

## BETTER INSURANCE

AT LESS COST

During the year 1920 the companies operating through

## The Mill Mutuals Agency

paid more than $\$ 4,000,000$ in dividends to their policy holders and $\$ 6,300.000$ in losses.

How do they do it?
By INSPECTION and SELECTION
Cash Assets Over \$20,000,000.00

We Combine
STRENGTH and ECONOMY
THE MILL MUTUALS
AGENCY
120 W. Ottawa St.
Lansing, Michigan

## Teller Hospital

296 South Gratiot Ave. MOUNT CLEMENS, MICH.

## For the Creatment of Cbronic Diseases

Rheumatism, Neuralgia, Neuritis, Bright's Disease and Diabetes

Oroficial Surgery, Including Rectal

PROSTATIC TROUBLE CURED WITHOUT THE KNIFE

High Blood Pressure and Other Reflex Troubles Cured by the Teller Method


Michigan Retail Dry Goods Association. President-J. W. Knapp. Lansing.
First Vice-President-Geo. T. Bullen Albion.
Albion. Vice-President-H. G. Wesener Second
Saginaw.
Secreta
Secretary-Treasurer-Fred Cutler, Ionia.
Advantage of Working Other Peoples' Ideas.
Written for the Tradesman
The dry goods dealer ought to cultivate the art of working other peoples' ideas. And this goes for the small dealer as well as the large. Indeed one may say that the soul of merchandising genius is this: To take over and use good ideas which have been developed by other people.

Take, for instance, the admitted lure of a common price-i. e. many different commodities priced at the same figure-as reflected in the popularity of the red front 5 and 10 cent stores and the increasing vogue of the 25 cent store. Here, surely, is a phenomenon worthy of the careful study of the dry goods dealer.

If there happens to be one of these little 5 and 10 cent stores in your town, or one of the somewhat less frequent 25 cent stores, you, as well as a good many other dealers in other lines, are missing a great many small sales. Small sales, in the aggregate, make big totals. Have you given this matter the really serious attention which it merits?

It is absurd to say that the loss of these small sales does not hurt your business. It does hurt it. And as the volume of these sales mounts up year by year, it is going to hurt it more and more. The thing to do is not to blink facts, but to face them.

Here is a store-let us say a 5 and 10 cent store-occupying a large first floor sales room, located on the most populous shopping street of your town. The room has literally scores of tables and counters and compartments of shelving back of the counters in which merchandise of various kinds-all sorts of little useful com-modities-are displayed in plain view They are grouped according to their kind and their uses; and the price is 5 cents or 10 cents, as it may be.
These articles are of unequal value Some of them are cheap enough at the price, others are manifestly not so cheap. You have articles in stock just as good, or better, which you sell at the same price. Yet if you will visit one of these little red front emporiums during the busy hours of the day, you will likely find the aisles thronged with shoppers. Cash registers all over the place are ringing up the sales, and hour by hour the total is mounting up.

Why the increasing popularity of these little stores?

For one thing the large and com-
plete lines in itself constitutes an at tractive feature
The careful stock arrangement constitutes another strong point. Every thing is so accessible.
And all is in plain view
This, of course, is the old argument for display. If you want to create wants-develop latent needs into articulate calls-exhibit the merchandise.

This is precisely what the 5 and 10 ent store does. Everywhere you look there are loads and loads of things, all for 5 cents or 10 cents.
People see this, that or something else, and suddenly it occurs to them that they needed some little something or other. They buy it then and there.
It is a bang-up good idea, this idea underlying the titanic development of the 5 and 10 cent store proposition.

And my point is, let the dry goods dealer take it over and develop into a real competitor of the little red front establishment with the familiar name. You can do it.
How?
Well, start with a table-preferably two or three tables-prominently located towards the front, or maybe near the center, of your sales room. Devote one of these tables to 5 cent commodities. You have a lot of them when you come to think of it.
And another to 10 cent articles.
And another to 25 cent articles.
In the latter you could put, for instance, children's stockings, work gloves, Turkish towels, ladies' neckwear, gingham bib aprons, ladies' lisle hose, children's button waists, ladies' brassiers, remnants of yard goods, such as seco silk, curtain scrims, mercerized curtain marquisette, fancy cretons, drapery madras, white lawn, Indian linen, pajama checks, dimities, beach cloth, etc, etc.

Have a big placard on the table announcing:

Anything on the table for 25 cents.
And be sure to make a good showing at each table or counter. Have a little of everything you have in stock at the price, whether it be 5,10 or 25 cents.

Show the folks who come into your store that the little old red front establishment hasn't a thing on you. The idea isn't copyrighted. It is anybody's idea. Make it yours by using it. Use it right there in your own dry goods store in your own home town. Frank Fenwick.

## Why She Quit.

"Why did the new girl in the ribbon department quit?"
"The boss found out that her work here interfered with her attendance at the movies and her late night parties."

## Staples and Known Brands

During the past ten days our buyers have been in the market and we now have either in stock or in transit the newest and latest staple wanted merchandise for Spring, including the well known brands which your trade wants. This includes all kinds of Piece and Wash Goods for Spring, Notions, Hosiery and Underwear, Men's Furnishing and Ladies Ready-to-wear.

## GRAND RAPIDS DRY GOODS CO. Wholesale Only

## SUSPENDERS

How is your stock? Now is the time to be well supplied. We can fill your wants in any styles at practically any price. Our assortment is complete.

## Quality Merchandise - Right Prices - Prompt Service

PAUL STEKETEE \& SONS wholesale dry goods

GRAND RAPIDS, MICH.


Adjustable. No broken sizes left in stock. From $\$ 15$ to $\$ 21$ per doz.

## Daniel T. Patton \& Company

Grand Rapids,Michigan -59.63 Market Ave. N.W. The Menis Furnishing Goods House of Michigan

Harbor Springs, Michigan Wants a Modern, Up-To-Date DRY GOODS and CLOTHING STORE Complete Lines and Good Assortments Complete Lines and and Resort Trade Location Available
Address Chamber of Commerce

## 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.

GRAND RAPIDS KNITTING MILLS

Manufacturers of<br>High Grade<br>Men's Union Suits<br>at<br>Popular Prices<br>Write or Wire<br>Grand Rapids Knitting Mills<br>Grand Rapids, Mich.

## Good Checks and Bad Checks.

Lansing, March 21-Our members will remember the trials we have had with bad check artists, and judging from the reports which come to this office frequently, I am of the opinion that the following suggestions regarding the issuing of checks will not be out of place. These suggestions come to us in the form of a bulletin from the Lansing Credit Bureau, doubtless copied by them from some other bulletin. Such as they are, we give them to our members
and I feel very certain that a careful perusal of these suggestions will be worth your while:

1. Do not write checks with a lead pencil. To do this is the height of carelessness.
2. Do not typewrite the amount line of your checks. Always use acidproof ink.
3. Do not use a check with an ed to know who made the changes.
4. Do not make checks payable to cash or to bearer. Issue them payable to "myself" which requires yo
5 endorsement when cashing them. gers in exchange for cash. Tell them gers in exchange for cash.

Do not cash checks for strangers. This will stop traffic in stolen checks.
K. Keep all check books and paid checks in a locked compartment. Bur glars do not steal current numbered checks. Thiddle or the back of the books.
8. Immediately upon receipt of checks endorse them payable to your bank
9. Deposit in your bank account all incoming checks. It is dangerous o establish a precedent by cashing them.
10. Start the written amount line at the extreme left edge of the check and write the words close together This method makes it impossible to change the words or to add others 11. Write the payee's address on the check whenever advisable. Such checks should not be mailed in a window envelope.
12. Write your checks on sensi tized paper. The difference in cost is well spent.
13. Use the best style of mechanical protection for writing the amount ine. Your banker will tell you the best device.
14. Reconcile your bank account at least once a month. Banks' month y statements demand this and your protection makes it imperative.
15. If you make a mistake in writing your deposit slip, destroy it completely. Check artists often frequent bank corridors to obtain sample signatures.
16. Buy check and forgery insur ance. It completes the 100 per cent protection for check-users.

Mor Mason E. Hammond,

## The Calendar Publishing Co. <br> NOVEITIES


that are lastingOur line is complete and on display at our office,
1229 Madison Ave. GRAND RAPIDS

Citz. Phone 31040

PRICES CURRENT ON STAPLE DRY GOODS.
List prices corrected before going to press, but not guaranteed
against changes.


## Unbleached Musilins.



8 oz. Canvas $--\overline{-l}$
 Cambrics and Longcioths.
Berkley, 60 Cambric $211 / 2$
Berkley, 60 Nainsook $211 / 2$ Berkley, 60 Nainsook Berkley
Old Glory
Old Glo

## Diamond Glory,



Toile du
Toile ${ }^{\text {Red }}$
Dan Ri
Everett Clasilas
moskeag Staple
owe Cheviots, 32 in
reffan 32 in . ----
B. M. C. Seersuck Jacquelin, 32 in.
32 in. Tlasue ---
Prints and Porcales.
Columbia, Lights -- 15

## -



| -9304 |
| :---: |

$\qquad$

Vellastic Fleeced Undorwear.


 Union. suits,
DN-ES or LN-NS, Reg. Sises -
Ex.
Sizes
11

## Men's Underwear.

 Hanes union gults Black Label High Roctiond drawers
Red Label High Rock shirtis and


## 

 eavy all wool union suit ---_-_-_ 1500pound part wool union suit 1800
Hosiery-Mlases and Ladles.

$$
\begin{aligned}
& \text { Misses } 300 \text { needle combed hose } \\
& \text { bxd. } 1 \text { dos. } \$ 2.25 \text { on } 7 \text { riee } 10 \text { farn }
\end{aligned}
$$



Heavy all wool rope or ahaker knit
 Men's fashioned all wool shakers
Men's $1 / 2 \mathrm{Cardigan}$ stitch, according
to quality, to quality, each ---.----.
Style entering into price, it is impossible
to give specific quotations, but sweatera to give specific quotations, but sweateri that may readily be sold can be had in $\$ 3.00$ to $\$ 5.00$ each.
Bathing Sults for Spring Dellvery. Men's all pure worsted, plain --- 2250
Men's all pure worsted with chest stripes Ladies' all pure worsted, plain -and 2500

## Athletic Underwear For Spring.

 B.V.D.'s, No.01, Men's union suits $12 \quad 621 / 2$Seal Pax, No. 10, union suits _- 10 Seal Pax, No. Nainsooks, may be 10 had at -....-.-.-7 725 to 900
Men's Soisettes, highly mercerixed
at at
Men's No.
Nainsook
 Wide and Medium Stribes. B. Virts. Dhirts and Drawers

 Boys' $64 \times 60$ Union Suits
Boys
$72 \times 80$ Union Suits 625
500
625
Men's and Boys' Cotton Underwear for Men's Egypt Balbriggan Shirts
and Drawers 450 $\begin{array}{ll}\text { and Drawers Balbriggan Union } & 460 \\ \text { Men's } \\ \text { Suits } & 750\end{array}$ $\begin{array}{llll}\text { Suits Egypt Ribbed Union Suits } & 800 \\ \text { Men's Eg } & \\ \text { Lawrence Balbriggan Shirts and }\end{array}$ Lawrence Bawers
Drat.............................. 50 Men's Cotton Ribbed Union
Suits, Egyption
Men's Combed Yarn Cotton Union
Sins Men's Combed Yarn Cotton Union
Suits, Egyption
1200 Boys' Balbriggan Union Suits,
Figypt
n's Dress Furnishings.
$\begin{array}{lllllll}\text { Slideweil collars, linen or soft } & & \mathbf{1} & 60 \\ \text { Neckwear } 210,3 & 75,4 & 50,6 & 00,7 & 50 & 9 & 00\end{array}$ Neckwear 2 10, $385,450,6 \quad 00,7501900$
Flannel night shirts
Dress pants
Muffiers

Dress shirts | Laundered stiff cuff shirts, 80 sq. |
| :--- |
| percale - |
| President and Shirley suspenders -- | Men's Work Furnishings.


Shirley Police or X Back work



## Ladles' Furnishings.




Michigan Poultry, Butter and Egg Asso-President-J. W. W. Lyons, Jackson.
vice-President-Patrick Hurley, De troit. Secretary and Treasurer-Dr. A. Bent$\underset{\text { Executive }}{\text { ley }}$. Committee-F. A. Johnson, Executive Committee-F. A. Johnson,
Detroit: H. L. Williams, Howell; C. J. Chandler. Detroit.
The Man-Eating Argentine Ants Invade Texas.
A destructive, invading army of "man-eating" Argentine ants is marching on the capital of Texas, according to reports from Austin. Officials of the State Department of Agriculture report a plan for extending warfare agaist the Westward advance of this persistent and costly pest.
Entomologists pronounce the Argentine ant a pest in a class by itself, a menace not only to horticultural interests, because it destroys buds, blossoms, and fruit, but also a source of great damage to certain field crops, and even a menace to human life.

Infants have been reported killed by hordes of these ants. Federal investigators have found localities over-run by their hosts until homes and fields were deserted-human tenants driven out by insect invaders.
Introduced into the United States probably at New Orleans by ships from South America, this highly undesirable immigrant, a native of Brazil and Argentina, now infests other sections of the country. The Federal Department of Agriculture recently placed its Northern limit of invasion at Nashville, Tenn.; the Eastern advance armies at Wilmington, N. C., and a Western group in California. Freight shipments originating in infested areas are responsible for the widespread appearance of the insect, which has a story that reads like fiction.

Building everywhere; beneath houses or between the walls, in trees, under stones, in compost heaps, and many other places, the ant increases with great rapidity. Most persistent of all, it destroys or drives out the native species and penetrates to every crack and cranny of a dwelling.

The worker ants are dark brown, small in size, and almost omnivorous. They will even enter ice boxes and refrigerators in search of food, deterred not at all by low temperatures. Poultry raising is attended by great difficulties in localicies they infest because the ants eat young chicks.

The worker ants are fond of sweet stuff. For this reason the orchard destroying aphids and scale insects which excrete honey dew are given tender protection. Frequently the ants build protecting shelters over the fruit destroying pests, and often the workers carry the aphids and scale insects to the young tender
growth of fruit trees, so that they may more easily get the fruit juices. Millions of dollars have been spent in Louisiana combating this ant. In the orange belt of Texas a systematic campaign was waged effectively by the State in co-operation with citizens of Orange and Port Arthur. The towns were laid off in districts and the ant armies routed a district at a time.
Corn, sugar cane, and cotton are among the field crops suffering from the ravages of the pest. The workers are said to attend constantly the aphids and mealy bugs attacking these crops.

Trapping with a mixture of sugar syrup and arsenic; a tree-banding mixture of one part of flowers of sulphur to six parts of commercial tree-banding sticky material, and tape soaked in a saturated solution of bichloride of mercury and hung up to dry are some of the weapons recommended in the warfare against the ant armies.

A retail merchant who made full use of his windows for display purposes noticed that a great many people would come into his store, and ask him for something that he had had in his window the week before. In many cases they could not quite remember what it was. This gave the merchant an idea to move his window inside the store every week. Accordingly, he placed a large table at the front of his store where it could be plainly seen. Then in trimming his window, he would transfer the display from the window to the table, and let it do duty there for a week, while the new display was in the window. He found that people were reminded by the display inside the store of something that they had seen in the window the week before. This gave another boost to the merchant's business.

> You Make Satisfied Customers when you soll "SUNSHINE" FLOUR
> Blended For Familly Use The Quallty is Standard and the Price Reasonable

> Genuine Buckwheat Flowr Graham and Corn Moal
J. F. Eesley Milling Co. The Sunshine Mills PLAINWELL, MICHIGAN

# M. J. DARK \& SONS grand rafids, mich. 

Receivers and Shippers of All

## Seasonable Fruits and Vegetables

MILLER MIGHIGAN POTATO CO. Wholesale Potatoes, Onions<br>Correspondence Solvicted

Frank T. Miller, Sec'y and Treas.
Wm. Alden Smith Building
Grand Rapids, Michigan
We are in the market to buy and sell
POTATOES, ONIONS, BEANS, FIELD SEEDS Any to offer, communicate with us.
Both Telephones.
Moseley Brothers,
Pieasant
Hilton Ave. \& Rallioads.
GRAND RAPIDS, MICH


You'll be surprised when you see our stock of Store and Office furniture.
Five floors crowded full. Sold for cash or on easy payments. Come in and see us when in the city.

GRAND RAPIDS STORE FIXTURE CO.
7 Ionia Ave. N. W.
Grand Rapids, Michigan

## Order a bunch of GOLDEN KING BANANAS of ABE SCHEFMAN \& CO. Wholesale Fruits and Vegetables

22-24-26 Ottawa Ave.
Grand Rapids, Mich. WHEN YOU THINK OF FRUIT-THINK OF ABE.

Comprehensive Plan Adopted By Fremont Business Men.
Fremont, March 21-I thought possibly you might be interested in a recent action of the Chamber of Commerce of this city. The suggested program, copy enclosed, was adopted at a recent Committee on Finances are now The committee on Finances are now at work and have a fund of $\$ 1.000 \mathrm{in}$ sight for this year's activities along
this line. This simply means a more intensive cultivation of the many neglected opportunitie's of this community. Use it if you desire.
D. D. Alton.

## Suggested Program.

1. Adoption of a definite policy for community up-building through promotion and encouragement of the widest practical diversity of agricultural and horticultural activity.
2. Authorize and appoint an Ag ricultural and Horticultural Promotion Committee of three members, none of whom shall have any direct interest in agriculture or horticulture unless it be as a grower. The duties and functions of this committee to be: a. Co-operation with and assistance to the County Agent to the end that his efforts for this portion of his territory shall most effectively further the development sought.
b. Co-operate with the Farm Bureau and other grower organizations.

Secure and bring to the attention of the community the information data and services available through the Michigan Agricultural College.
d. Visit other producing sections to secure practical information relative to crop return's and cultural methods. 3. Arrange for assisting, so far as may be practicable, in the negotiation of loans to finance the planting of fruit.
4. Make available for the expenses of this Committee a substantial yearly fund.

First Furniture Catalogue Issued By a Manufacturer.
Grand Rapids, March 21-Permit me to express my appreciation for the time you have kindly taken in recalling events of the early days. I might go a little further in the Widdicomb Furniture Co.'s records and say it issued the first catalogue put out by a furniture manufacturer in the United States. I have one of the original copies, bearing imprint of the year 1877. both the event you menters and the litite I recall are not matters of moment at the present ime, yet they indicate the unbounded energy which possessed Grand Rapids in the early days that has since brought the unparalleled development of the industry and the city isself. There were many other matters which we had find out, for even in the day when you came to Grand Rapids capital was exceedngly limited, and am constanty reminded that Julius Berkey and myself were pioneers in many of early struggles and eventually attaned In read in these lines, also that you were not backward in this same pioneer work in the special trip you made to Cincinnati in your effort to locate the paper required and it reminds me of a time before that when a certain kind of sandpaper was being made and controlled by a firm in Cleveland and 1 , being determince to get to first hands in this necessary material for the furniture business, and realizing, perhaps, as did you, that New England was the source or mad ply at that time for nearly all macerial of good quality, 1 made a trip into New England and did not return unoI had disers of the sandpaper but their gen
eral agents as well. In reply to my question, they simply announced they had all the business they could care for, hence there was no reason why they should disturb their Cleveland representative. Your letter recalls other efforts of this character that were very important in the development of our industry and town.
$\qquad$
Reciprocity With Canada.
Canada, one of our best customers, has been selling us less since the emergency tariff went into effect last May, and has been trading more with the United Kingdom. It is interesting to note that the decrease in the value of its grain exports to this country just about equals the increase in the value of its exports to Great Britain. This does not indicate that the latter country is going to supplant us in the Canadian markets, but it does show that the new tariff law is effecting rather material changes in the commercial relations between our country and the Dominion. In view of these facts the reports from Washington that the new Liberal Government, which has just come into office in Canada, is making overtures to our Government with a view to negotiating a treaty of reciprocity are of more than passing importance. The idea of reciprocal tariff treaties under a regime of high duties is not a new one. It was favored by President McKinley in his last public speeches. President Taft eleven years ago suc ceeded in negotiating a reciprocity treaty, but its acceptance by Canada was prevented by bungling politicians on both sides of the border. Now Canada is taking the initiative, and as our agreement in 1911 has never been repealed, all that is necessary is for the Dominion to do its part. The Fordney tariff bill, which has already passed the House, repeals this agreement, but it is stated that if the Administration is inclined to favor reciprocity it can easily have this clause dropped by the Senate.

## Laugh.

Build for yourself a strong box, Fashion each part with care;
Fit it with hasp and cadlock, Put all your troubles there, Hide therein all your failures. And each bitter cup you quaff. Lock all your heartaches within it.
Then-sit on the lid and laugh.

Tell no one of its contents
Never its secrets share.
Dropen them forever thererries
Hide them from sight so completely, The world will never dream half, Fasten the top down securely,
Then-sit on the lid and laugh.

## Watson-HigginsMIg.Co. <br> GRAND RAPIDS. MICH.

## Merchant Millers

Owned by Merchants
Prodacts sold by
Merchants
Brand Recommended by Merchante
NewPerfection Fiour
Packed In SA XOLINV Paper-lined Cotton, Sanitary Sacks

## PIOWATY METHODS

INSURES

## PLEASURE AND PROFIT

TO YOUR
FRUIT AND VEGETABLE DEPT.

## 跃

M. PIOWATY \& SONS, of Michigan

## OELERICH \& BERRY CO.



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

OELERICH \& BERRY CO.
CHICAGO, ILL.

## Prompt Service Reasonable Prices Courfeous Treatment

These three features, combined with a complete stock of the highest quality fruits and vegetables, are the reasons "we guarantee satisfaction-always."

## THE VINKEMULDER COMPANY

The Oldest Produce Firm Serving the Community Grand Rapids, Michigan


Michigan Retall Hardware Assoclation. President-Norman G. Popp, Saginaw.
Vice-President-Chas. J. Sturmer. Port Huron.
Secretary-Arthur J. Scott. Marine
City.
Treasurer-William Moore, Detrolt.
Some Features of the Spring Sales Campaign.
Written for the Tradesman
The spring season is to the hardware dealer what the Christmas season is to the dealer in toys. In the spring, business in hardware-normal-ly-opens with a rush. Practically every line that is carried comes into active demand and sales are heavier than at other seasons. Because of this, spring is a season of the utmost importance to hardware dealers.

It will consequently pay the hardware dealer to have his stock ready bright and early; and to launch his sales campaign well in advance of the actual demand. Right now, the final preparations should be under way for getting the spring trade moving.
The trade of the farmer is of particular importance in the spring. In order to get to work, the farmer needs a great variety of goods obtainable at the hardware store. He needs wire fencing to get his boundaries in shape; nails for repairs; paint for retouching wagons and implements; roofing for his barns; locks, tools, netting and a hundred and one other articles. True, forehanded farmers have in some instances used the dull winter months to do a lot of this necessary work; but the great majority wait until spring is almsot upon them before getting their equipment in shape.

There isn't a farmer within selling distance of your town who doesn't need a big bill of goods when the snow leaves the ground. The hardware dealer who can get the ear of the farmer and tie up a bunch of these orders is off to a good start with his spring trade. The farmer's business may not be so big this spring as usual; but there will undoubtedly be something for the hardware dealer willing to hustle

Opinions may differ as to the advisability of outside salesmanship; but few merchants will dispute the fact that, particularly for the small town hardware dealer, outside salesmanship is good business right at this juncture, if the time can be found for it. To get out among the farmers and learn their needs is one sure way of getting the inside track on their business.
One hardware dealer carries out this idea very thoroughly. All through the winter he makes trips out through the country getting orders; but more especially getting a line on future orders. He finds out that Judson Marling will paint his
barn in the spring, that Jake Smith will require a new mower, that Jim Bain is planning to put a new roof on his barn, and so on.
About this time of year-the middle or latter part of March-this hardware dealer is ready to "cash in" on these exclusive tips he has been gathering. He looks up his memorandum book, does a little advance figuring, and then starts out to sell paint to Judson Marling, a mower to Jake Smith, and a supply of prepared or metal roofing to Jim Bain. He calls on his entire prospect list; and in most cases sells a substantial bill of goods.

But it is not possible for all dealers to follow this plan. Time does not permit. For those who cannot get out and sell the farmer before he has a chance to drive in to town and get within hailing distance of other hardware stores, other methods must be found. Sound advertising will go a long way. The farmer reads his newspapers thoroughly. He notes advertisements which refer to goods he will need, and digests their contents. A straightforward proposition presented to him through the medium of a newspaper advertisement, and so worded as to appeal specifically to the farmer, will get his attention.

Next in importance to the farmer's trade is that of the builder and contractor. With the coming of spring the builder's needs will at once develop, and will continue right through to the end of the building season. There should be a corresponding improvement in the demand for hardware. Builders' hardware, cement, building paper, roofing, etc., should all be sold in this connection.

The importance of getting the trade of the contractors in early spring lies in the fact that it is usually possible to hold the connection, once it is established, right through the building season.
A plan followed with success by a Western hardware dealer is to seek out each contractor in the city and endeavor to reach an agreement with him to supply everything required during the season in these lines. The contractor gives an estimate of the amount of building he expects to do, and the hardware dealer then figures out about what the total of his sales on these contracts will be. If he is able to convince the contractor that his terms and his goods are right, he is in a position to account with a degree of certainty on additional turnover during the season.

Cement, roofings and sidings are also particularly good lines. The widespread "Safety First" campaigns and the agitations with regard to fire loss-

## W. M. Ackerman Electric Co.

## Electrical Contractors

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

549 Pine Avenue, N. W., Grand Rapids, Michigan Citzens 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.<br>Grand Rapids<br>::<br>Michigan

## Michigan Hardware Company

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

Exclusive Jobbers of Shelf Hardware, Sporting Goods and
FISHING TACKLE

## Foster, Stevens \& Co. Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W. Grand Rapids, Mich.
es should be capitalized by the hardware dealer for the benefit of the roofing trade. Sheet metal for ceilings, roofs, walls and sidings, as well as certain prepared roofings, can be successfully pushed in this connection.
No hardware dealer, with spring approaching, should overlook the possibilities presented by the back yard gardener's trade. Now is a good time to get ready some of the display ac-cessories-to plant the boxes of corn, lettuce, radishes, etc., that can be used a little later to brighten up a display of gardening tools. Show these goods early, get the gardening enthusiast thinking about his hobby, and his ideas will have time to expand before the season actually starts.

An effective and yet simple display was put on by a small town dealer last year. He showed a lawn swing in one corner of the window. The floor was covered with excelsior sprayed with green paint to represent grass, and a neat picket fence arrangement gave a realistic touch to the background. An assortment of lawn tools was shown-everything from a lawn roller to a pair of shears. Above the fence was a large card lettered as follows:

Reduce the High Cost of Living
Raise Your Own Vegetables
We supply everything needed to make your garden produce fresh and abundant supplies.
Garden tools should be advertised early and often in the local newspapers, in store and in conversation. Every house in your section lacks at least one item, a rake, a spade, a hoe or a lawn mower. Make it a point to show that lack and then supply it.
Housecleaning is another important factor in the spring hardware trade. The housecleaning season in the home involves the purchase of many things. There must be cleansing materials, polishes, brooms, mops, dusters, hammers, tacks, carpet stretchers, carpet beaters, curtain stretchers, etc. Many of these items have to be purchased new every season. Tacks can never be kept in the house; at least they are never to be found when wanted. New brooms and new mops are needed to do the work right.
In the sale of the goods needed for housecleaning, the hardware dealer has plenty of opposition. Grocers have been handling powders, compounds and brooms, and they are now industriously creeping into the field for other lines formerly found solely in the hardware store. The furniture dealers and the dry goods stores are also in some measure competitors. So the hardware dealer, to hold and develop the trade in these lines, must be prepared to push them aggressively.

If the hardware dealer has not already done so, he should rearrange his stock for spring trade. The winter goods must be put to the rear, and the spring goods brought to the front. Undoubtedly the question of arranging spring lines is a difficult one. Many a display has been spoiled one. Many a display this, indeed, is the danger when the desire is to bring prominently forward every class of goods suitable to this season.

Crowded effects are to be avoided; but so far as possible, prominence
should be given to the most important spring lines, and especially those most likely to lure customers inside the store. The problems of display and interior arrangement, in this connection, demand careful thought and close attention. You cannot follow the "hit and miss" idea in arranging your store for the spring trade. The detail arrangements must, obviously, depend to a large extent upon the store itself and the hardware dealer must adapt his arrangements to his limitations, or, better still, make the most of the facilities he has.

Victor Lauriston.
Ten Commandments For Store Clerks 1. Punctuality - Treat the time clock as your friend. Don't abuse it. 2. Appearance-See yourself as others see you. Let your mirror be your guide.
3. Fellowship-Do you treat your
your guide. fellow worker as you would be treated? Start the day with a friendly spirit toward all.
4. Stock or Department-Know your stock well. Be able to tell your customer intelligently the merits of the particular merchandise being sold in your department.
5. Courtesy-A gift we all have in latent form, anxious to come to the surface with a little encouragement.
6-System-Start the day feeling that you will do everything possible to help give our patrons good service. Study the system of this establishment. Make it your business to become enlightened in the different departments that help to make our system as near perfect as the human mind can conceive.
7. Suggestions-Be not afraid to offer suggestions that may help this store to greater endeavor to please our patrons and our employes. We are all open to criticism and appreciate being told our errors.
8. Co-Operation-Maeterlinck says that "a single bee lacks the necessary intelligence to make honey; but a hive of bees develops a high order of intelligence. It is only when they work together that bees are productive." Let us be bees.
9. Is your position a one-sided bargain? On your side are you a clock watcher? Do you realize that you are virtually a partner in this business; that you get out of it what you put in? Your desire to do your best will act as a boomerang. It will spur you on to greater efforts, which eventually will spell "success."
10. Eventide-Leave the store at night knowing that through the day you have done your best. Have eaca person who comes in contact with you feel that in knowing you she has karned the meaning of "Love thy neighbor as thyself." Then and then only have you accomplished what life expects of yoa.

Why He Felt Perfectly Safe. They were standing at the front gate.
"Won't you come in and sit a little while, George, dear?"
"N-no, I guess not," said George, hesitatingly.
"I wish you would," the girl went on. "It's awfully lonesome. Mother
has gone out and father is upstairs groaning with rheumatism in the legs."
"Both legs?" asked George.
"Yes, both legs."
"Then I'll come in a little while."

## Wm. D. Batt FURS

## Hides

 Wool and TallowAgent for the Grand Raplds Steam Ground Bone Fertllizer

28-30 Louis St.
Grand Rapids, Michigan

WHEN $U$ THINK OF A

## Business Education



Bookkeeping, Accounting, Auditing, Shorthand, Typewriting, Secy. Training, Salesmanship, Telegraphy and Engllsh subjects. Catalogue free.

New Term $\left\{\begin{array}{l}\text { Day } \\ \text { Evening }\end{array}\left\{\begin{array}{l}\text { Starts } \\ \text { Jan. } 30 .\end{array}\right.\right.$

Sand Lime Brick
Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Cost for Repairs Weather Proof Warm In Winter

Brick is Everlasting

Grande Brick Co., Grand Rapids

Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co.,
Rives Junction


## Signs of the Times <br> Are

Electric Signs Progressive merchants and man-
ufacturers now realize the value of Electric Advertising. We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.
Bell M $797 \quad$ Citizens 4261

## 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 ? t 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.


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

## HANNAFORDS NEW CAFETERIA

9-11 Commerce Ave., or 45 Monroe Ave.

For The Past 10 Years
Prop. of Cody Hotel Cafeteria

HOTEL WHITCOMB
st. Joseph, Mich.
European Plan
Headquarters for
making the Twin Cities of ST. JOSEPH AND BENTON HARBOR Remodeled, refurnished and redecorrated throughout.
Cafe and Cafeteria in connection
where the best of food is os.
tained at moderate prices.
s with running water 81.50 , with
Rooms with running water $\$ 1.50$, with
private tollet $\$ 1.75$ and $\$ 2.00$, 0 ith
private bath $\$ 2.50$ and $\$ 3.00$.
J. T. TOWNSEND, Manage

## Fieglers

Chocolates
Package Goods of Paramount Quality and Artistic Design

## HOTEL RICKMAN

One block from Michigan Central One block from Michigan
Station. Headquarters U. C. T. Barnes \& Pfelffer, Props.

## PARK-AMERICAN HOTEL

Near G. R. \& I. Depot Kalamazoo

European Plan $\$ 1.50$ and Up

ERNEST McLEAN, Manager

3 Short Blocks from Union Depot and Business Center
HOTEL BROWNING
MOST MODERN AND NEWEST IN
GRAND RAPIDS
ROOMS with Duplex Bath $\$ 2.00$; With Private Bath $\$ 2.50$ or $\$ 3.00$

CUSHMAN HOTEL PETOSKEY, MICHIGAN
The best is none too good for a tired Commercial Traveler
Try the CUSHMAN on your ne
and you will feel rlght at home.

## Western Hotel

## BIG RAPIDS, MICH

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.

## CODY HOTEL <br> GRAND RAPIDS

RATES $\left\{\begin{array}{l}\$ 1.50 \mathrm{up} \text { without bath } \\ \$ 2.50 \mathrm{up} \text { with bath }\end{array}\right.$
CAFETERIA IN CONNECTION
Beach's Restaurant
Four doors from Tradesman office
QUALITY THE BEST
"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.

## =

we sell
Pierce-Arrow Franklin Oldsmobile
F. W. Kramer Motor Co. Grand Rapids,
tion lagged for a time, when the old timer piped out: "Well, fellows, I like to be sold, whether it be life insurance, cigarettes or a railroad ticket. The salesman shouldknow his goods, know them better than the purchaser and the latter is ahead in the sale if he is carefully and rightly sold. Last summer I wanted to go to New York on business and, havine a little time to spare on the way, decided to take the family. Going to the consolidated ticket office in Grand Rapids I approached the counter and enquired of a beardless youth what he would sug gest as a route, saying I had traveled the usual roads many times and wondered if he could offer something dif ferent. He gave me the icy stare and stated quite distinctly the price and departure and arrival of trains. There were no connections, no stop-overs, no changes, the car went through; to go by way of Boston would be out of the way and well-nigh impossible. He even looked dismayed when I suggested a Southern route or one to the North, displaying the fact that his geographical education had been neglected and that he was very much out of place in a railway office. Failing to get satisfaction from the youngster and other clerks about the office being occupied at routine work I went to the union depot, where prices were quoted as before, likewise departure of trains and their time of arrival at destination. The clerk was courteous, but very busy. Having made reply the window and went about hisusiness. Slightly peeved, I strolled over to the Grand Trunk depot and met the agent, Mr. Justin. He listened attentively to my problems and asked a few questions, as would any good salesman. "How would you like a trip through the Thousand Islands by boat, take a day or so in Montreal, Quebec and back by way of Boston? said he, spreading out before me a beautiful folder teeming with pictures and views along the route suggested. He talked of the beauties and pleasures of this route as though he had but recently made the trip. I was sold on the idea and before he had finished "with the description, cut in with, "But what is all that going to cost?" Taking his own time to reply, I was pleasantly surprised at getting so much for the price. Let me prepare a schedule and if you follow it closely there will be no trouble, no inconvenience and no disappointments." I bought the tickets and the family traveled as directed, surprises in store at each change of cars and every stopping place, for this man had wired ahead for reservations and our comforts were provided for as though on a personally conducted excursion. It was a pleasurable trip and one we hope to enjoy again another summer. No less than a dozen of our friends followed the same course during the season and on our recommendation. Not one returned disappointed."
Gordon B. Evarts has engaged in the drug business at Pearl street and South Front avenue. The stock and fixtures were furnished by the Hazeltine \& Perkins Drug Co. Mr. Evarts was formerly head clerk for Whist.
gist

A small man can make a big job shrink, but it takes a big man to make a small job grow.
Lee M. Hutchins leaves this evening for Charlevoix, where he will Fessenden. In the evening he will Fessenden. In the at the annual banquet of the Petoskey Chamber of Commerce. Petoskey noon he will talk at a dinner meeting at the Association of Commeerce restaurant.
L. L. Gillarde, who has acted as manager of the Grand Rapids branch of M. Piowaty \& Sons for the past six months, has been transferred to Chicago, where he will be identified with the parent organization. He is suc-
ceeded by Wm. A. Mair, who has had twenty years' experience in the fruit and produce business, having been long connected with the well-known house of Gamble-Robinson manager of its branch a Rochester Minn. For some years he was en gaged in the produce business at St Paul under the style of the Wm. A Mair Co. For the past three months he has acted as manager of the Muskegon branch of Piowaty \& Co. His successor at Muskegon is Henr Cooper, who has been connected with the produce business at Muskegon in various capacities for the past nin
years.
for those whose busin
to the Canadian side.
the Canadian side. takes them The McKinney Building Co. has deand dissolve.

## and dissolve.

The new high school at Rudyard was opened with due pomp last week. With the exception of our high school, county and Rudyard has cause to feel proud of it. The building is modern proud of it. evail. It is a two-story in every with a fine auditorium, splendid class rooms, sanitary drinking fountains, etc. It is a credit to ing fountains, enterprising town of Rudyard. he enterprising town of. Dynes, the

## FABLE OF THE UNPAID BALANCE.

## By the Gabby Scribe.

THERE once lived a man, a country merchant, in the land of Leelanau which is beyond Benzie. He owned a small stock of but little more than his outgo. Among the great mercantile was the mas an unknown factor and Bradstreet quoted not houses House in the land of Kent, which is below Wexford, most a day's journey by Pere Marquette. And it came to pass that a great friend ship developed between the country merchant and this prune peddle who called for an order at the beginning of each other by thei passed they became quite confidential, calling each other from out the
sir names. When winter had gone and frost sir names. trees and trgan to bud, a strange malady attacked the pedground and trees began to bud, a sho bared the secrets of his heart to the merchant and described his symptoms, saying: "Oh, my good sir, I fear illness has come his symptoms, saying: Oh, my good for I have that tired feeling apon me since the a longing for the great outdoors with a day on the stream." Wid a longing for the great outdos likewise aflicted, the merchant With that sympathy of one who smitten; let us together seek a cure replied: "Brother, I am also smitten; let us together seek a cure
during the next full moon, for by then the army of first-day enthusduring the next full moon, for by then the army of
iasts will have departed for the remainder of the season. Make thou asts will have departed for the remass, for I would show him a good time since I must needs stand in with him. Write me the week before thou comest that I may prepare bait and tackle." And when the peddler was gone this merchant said unto his betterhalf: "Oh, wife of my youth, mother of my six children, have a great thea. Wholewill entertain the big guy who sits behind rass his coming; yea, thou canst boil the brown hen and make a great feast, whilst I conduct him in the small hours of early morning to the trout stream that is near by and see to it that his basket is well fable and fill ourselves day is spent we will shour thou only can prepare. It will be a great day and I will stand well with this big guy, for I will make peace with him. He will write of his coming that we may prepare a welcome. excitement in the small burg, for the limited halted at the depot at $4 \mathrm{a} . \mathrm{m}$., leaving two passengers upon the platform. Soon thereafter the merchant was awakened by loud wrapping and the barking of his hound dog. When he had dressed and repaired to the front of his store, great was his surprise, for without stood the prune ped edand his big boss. "Why sleepest thou at this hour the engagement? Where is thy rod and thy creel? Hast thou not procured bait from the barnyard? Have we not twice written thee of our coming this day?" And the merchant was sorrowful, making reply thusly: "By gravy, old top, I have two letters from thine house that remain unopened upon the counter, because thy credit man doth pester meg these lected to remit. knowing he was buthireling and that I would take care of it when conveni" to the from him each going his way and the spoiled." And they departed from him, each going his wate, a did prune peddler
the brass rail.

Items From the Cloverland of Michi-

## gan.

Sault Ste. Marie, March 21-F. J.
Allison, Swift's well-known beefer, Allison, trip to Saginaw and Flint last week to help him decide upon the week to a car which would stand up under the mileage he has in store for it this summer Frank says the robins this frayling up. He are very just in time to escape Sungot back just in time snow storm.
Frank Oster, the Soo's original old timer in the restaurant business, after being convinced that the South is not in it with the North for business, has opened a new quick lunch and will specialize on Coney Island sandwiches which will give the Eskimo pie a hot whase in our city.
The ferry between the two Soos expects to start operations within the next week. The ice bridge has been discontinued and the service at present. Therefore it is very inconvenient
new proprietors of the Empire poo room $\cdot$ and billiard parlors, are making many improvements and have ads will radio station, so their patrons whe encerts which are being received from different parts of the country. Them different parts of the countred theater chairs, which will be ready within the next few weeks

Chicago is planning the biggest zoo in the world. Chicago needs
W. J. Taylor, a former resident of this city and the first officer of the steamer Marigold of the light house service, has been appointed to the position of $m$
The branch grocery store of P. T. McKinney \& Sons, in the East end, was considerably damaged by fire Sunday night.
N. K. Dow, Libby's canned meat salesman, is paying the Soo a visit this week. Mr. LaDow is a boosistin for
business in the South and says the Soo looks good to him, as compared with Lower Michigan cities.
This business revival seems to be a protracted meeting.
The late W. J. Atchison. who for sixteen years was the faithful manager of the Postal Telegraph Co. here, was laid to rest in his old home town at
Cornwall, Ontario, last Tuesday. He will be greatly missed by his many friends who admired him for his pleasing personality and respected him as an esteemed citizen.
The new tourist booklet is almost finished. George E. Bishop, SecretaryManager of the Upper Peninsula De velopment Bureau, announces the new booklet will feature mainly a detailed description of the many touring and side roads throughout the Peninsula, emphasizing the particular points of historical interest. A list of the hotels, garages, summer resorts, fre camping sites, etc., is given with the nap which will designate the estab lishments noted on the list will make the tourist book a very complete guide for the tourist and will be a big
o the merchants in Cloverland.
Prohibition will remove wine stains rom the table cloth. Bert. Wylie, who has been with the Postal Telegraph Co. for the past six years has been promoted to the position of manager. Mr. Wylie needs no introduction to the patrons of the Postal, as he has served the office as efficiently as did the late manager. He is being congratulated on
tion by his many friends.
tion by his many friends. Spring is here, but it would have
passed unnoticed had it not been for passed unnoriced it started in like the first , day of winter. Weber tells his friends to "Say it with flowers, Bard, East Portage avenue druggist. returned to the city recently, after having spent
W. T. Feetham has engaged G. D. Rowe, of Detroit, to take charge of
the ootical department of his jewelry store. Mr. Rowe is a registered optometrist and was formerly connected with "Square Deal Miller" in Detroit.
William G. Tapert.

Annual Meeting of Post A, T. P. A. Grand Rapids, March 21-The 14th annual meeting of Post A, 1. P. A. will be held at the Association of
Commerce, March 25, at $7: 30$ p. m. sharp, for the election of officers and sharp, for the einess as may regularly such other
Howard Slootmaker, John L. Dows, Gerald R. Ford and George Fritz compose the Entertainment has been
tee. A liberal allowance ham tee. A and they have promised a Frank Heath and C. I. Williams have charge of the buffet luacheon, etc charge of the bont miss it! Something good!
Clyde E. Bnown and Frank B Winegar are acting as a special com-
mittee on publicity and prizes to be mittee on publicity and prizes to given to merth while.
Jack Laramy is away on his honey moon and he appointed Arthur D. Carrel, chairman, to complete arangements is going to be the bigges time Post A has ever had.
Charles D. Sharrow ha's a special duty to perform and it is a complete surprise.
This is all free to members, regardof whether you secure an application, ut let's go and put our a new member and send it in at once with $\$ 5.68$ and invite him to attend this meeting. His application will admit meet. If you need more call the Sec him. If you need more clyde E. Brown.

If you never show any public spirit in connection with affairs in your town, what claim have you upon the patronage of those who are trading with public-spirited competitors.


Michigan Board of Pharmacy.
E. Way, Jackson President-James E. Way, Jackson. Sec'y an
Muskegon. Muskegon. Director of Drugs and Drug Stores
H. H. Hoffman. Sandusky; Oscar W Gorenflo, Detroit; Jacob C. Dykema Grand Maring March Examination Cession-Grand
Rapids, March 21, 22 and 23 . Japids, March 21, 22 and 23 .
June Examination
Session-Detroit June 20, 21 and 22

Scientific Handling of Food Products By Druggists.
Judging superficially, with the mind's eye turned more to the past than to the future and influenced by deprecating remarks of the older school of pharmacists, many members of our profession have arrived at the conclusion that the purely commercial side of pharmacy has now reached the peak of its development, in fact, that it has been carried too far. Laboring under this belief and being mindful and anxious about the good name of professional pharmacy, many of these well intentioned gentlemen have for years past sought with increasing anxiety a way out of the dilemma. More and more therefore, many of the thoughtful, active and leading spirits of our vocation are inclining to separation of commercial from professional pharmacy. In this tentative solution of the problem, they fail to take into consideration that, even were the correctness of their suggestion admitted, the solution would apply to part of the problem only, since it would leave out the many thousands of drug stores located in small towns, villages as well as the residential and suburban sections of the larger cities. In these many thousands of drug stores, it would be absolutely impossible to divorce professional from so-called commercial pharmacy, as this somewhat indefinite term is understood. Reams have been written upon this vexatious subject and no doubt many more volumes will be added to this very interesting discussion. However, this paper is not intended to enter this particular field of debate. The foregoing remarks are intended to serve rather as an introductory excursion into an entirely different angle of the problem and if the deductions and speculations will lead to fields new and perhaps startling, we must bear in mind that this is the way of the world and that approaching changes in the historical, commercial, mechanical and social structures of this little planet of ours have always elicited at first opposition, ridicule or persecution, one of them, or all of them.
To begin at the beginning of this different view angle, let us examine and speculate a little whither the professional side of our business is drifting to. We all know whither commercial pharmacy is navigating to to-
wards ever greater expansion and elasticity. But professional pharmacy no one seems to worry about. It is almost presumed to be a fixed, immutable, immovable proposition, at least as far as its practice in our drug stores is concerned. But is it? Let us see. Say about twenty-five years ago physicians were writing prescriptions for galenicals and patients were taking medicine. "Them was the socalled happy days" of pharmacy. But oh! how the physicians and the public have drifted since! In that span of time the physicians have drifted into and traversed the fields of c. c. tablets, pill therapy, bactero-therapy, drug nihilism, animal extract therapy, Xray, blue-ray, and pink ray treatment, electric vibrations, mud baths and last, but not least, diet.
While the physicians were thus engaged, the public were experimenting on their own hook. While twentyfive years ago the stock of so-called patent medicines was rather crude and homely, to-day some of the "swellest and most high falutin" ethical preparations are screening their curative virtues at the public from pages of the daily penny dreadfulsnow two and three cents. Many ethical proprietaries which years ago were masquerading in scientific sheep's clothing, appearing upon prescriptions only, have to-day discarded the outer coating and appear in the vulgar wolf's apparel-direct from the manufacturer to you-as the saying goes.
This kind, as well as many other kinds of self-medication have grown apace. Every newspaper has a physician upon its staff who instructs the public how to remove a corn or reduce the size of their liver. We have the homeopaths, who boast of one drug store in Greater New York, and that one is never busy. Osteopaths tickle their patient's bones, while chiropractors manipulate their spines. Naturopaths follow so-called natural curative systems. The followers of Father Kneipp's walk on the wet grass early in the morning-when no one is looking. Hydropaths attempt to cure by various water applications. Of physical culturists who cure by physical torturing there are legions. Then we have Christian Scientists who deny there is such a thing as pain or disease. Also the mental healers who cure disease by applications of mind. And we are not through yet. Now come the advocates of fasting; of milk cure; of rest cure, and etc. Now it is not our purpose to enter here into any discussion of the merits or demerits of the various drugless cults or systems. I merely want to call attention to the many thousands of individuals and families who are believ-
ers and supporters of one or another of the above systems and who naturally do not call upon regular physicians for treatment or, if they do only very seldom. There is no denying that these various schools are on the increase and so are their followers. Such being the case, and should this ratio prevail and persist, then, in due time we will not have to worry about separating professional from commercial pharmacy-there will be little left to separate. The thought occurs whether the enthusiasm for commercial pharmacy with the many is not a more or less unconscious reflex sentiment in the direction of self preservation.
Now we will go a step further in analyzing conditions within our own camp and a step nearer to the prophecy in store.
Of late years the ailments of children as well as the chronic diseases of adults have largely come to be treated mainly by diet, with perhaps a minimum amount of medication thrown in. The dyspeptics, the rheumatics, the tubercular, the sufferers from heart trouble, blood pressure, arterio sclerosis, Bright's disease, gall stones, etc., are treated mainly by diet and other drugless means, while a majority of sufferers from acute diseases are shipped off to private or public hospitals, sanitariums and like institutions. With this gloomy recital in mind, the wonder is not that we get so few prescriptions on the average but that we get any at all. However, let us cheer up. The drug business is not destined for extinction. On the contrary, the drug business is going to develop and grow in scope, in service and usefulness to the community. Whereas the small individual stores of various classes are being gradually discarded and abandoned, the drug stores are absorbing many of their functions thereby expanding and improving constantly. The greatest new service of the drug store is yet to come and it will come as a legitimate, scientific adjunct of our profession in keeping with its traditions and conforming as sister profession with that of medicine. This service will consist of the scientific handling of plain foods and the expert handling of scientific foods-and thereby hangs a tale.

The question of food for the well or for the ill is no more nor less than a question of chemistry. Food has a
very complicated organic chemistry. It has its compatibilities, incompatibilities, its food values and curative values, as well as its pathogenic potentialities. The fact that diet is being resorted to increasingly in the treatment of many diseases ought to give a dignity to food which would take the handling of a great part of it out of the hands of ignorant and often not very clean grocers, butchers and various other irresponsible dealers and handlers. It has well been said, "Tell me what you eat and I will tell you what you are." Is there anything more important to the growing child, the expectant or nursing mother, the sick, the invalid, the aged than their food? In the ratio that the importance of food is being increasingly recognized by the public; in the ratio that thousands of those who suffer or those who are intelligent upon the subject and merely wish to do what is right; in the ratio that physicians will more and more rely upon food as one of their armamentariums; in such ratio the sick, the invalid and the medical profession will want this important question intrusted to individuals who will know all about the science of food. Already we are handling numberless baby foods, food specialties, extracts, condiments, tea, coffee, cocoa and in the large stores. fruit jams, mayonnaise and some preserved fruits. But the manner of our handling of these items to-day does not differ materially from the manner it is being handled by other than drug stores. The present handling of food in drug stores neither lends dignity nor can boast of justification. But when the time will come wherein each pharmacist shall be, in addition to his present training, thoroughly trained in the science and chemistry of food, which is a great and most absorbing study, when, thus trained he will be able to answer all questions on the chemistry of food, food values, food incompatibilities, digestibility, etc., and thus be an aid to the physician and take it out of the hands of complete ignorance and darkness, at such a time the handling of food will become one of the largest side lines of the drug store-a side line staple, enduring and ever growing, one the handling of which shall require scientific training of a higher order.

The scientific handling of food does not yet represent the sum total of future possibilities of the drug store.

## HEADQUARTERS

## Advertising Novelties of All Kinds

Will be pleased to submit samples and quote prices. Fair Associations, let us hear from you.

> Grand Rapids Calendar Company 572-584 Division Ave. So. Grand Rapids, Michigan

Electrical appliances of every description, scientific contrivances for the household, hygienic wearing apparel, scientific photography, the further extension of the home dye industry, the handling of smaller art objects of all kinds, and many other scientific and semi-scientific sidelines will claim the attention in a scientific and commercial way of the pharmacist of the near future.
S. Kopald.

Planning For the Ann Arbor Convention.
Grand Rapids, March 21-At a recent election J. A. Skinner, Cedar dent of Cedar Springs village. Mr. Skinner defeated his opponent by a vote of nearly two to one. Besides holding this office, Mr. Skinner is one of the officers of the local Y. M. C. A.. member of the Michigan Board of Pharmacy and member of the executive committee of the Michigan State see, Jay is a busy man.
On March 17, a get-together meeting was held by the State druggists and travelers associations, the Ann Arbor druggists and the University of Michigan in regard to formulating Michian State Parmaceutical. The Michigan State Pharmaceutical Association was represented by its President and Secretary, John . Steketee and Louls . Mider $S$, Secretary Walter S. Lawton represented the Michigan Travelers Association; the Ann Arbor Retail Druggists AssociaAlfred represented by its President, Alfred Mummery, and several Ann Arbor druggists; while the University of Michigan was represented by four professors of the Pharmacy College, Dean Edward H. Kraus. Prof. Charles H. Stocking, Prof. William J. McGill thing points, not only to a very good thing points, not only to a very good convention, but also to a convention
filled with new and novel features. Included in the entertainment will be illustrated travel talks in the Science auditorium, a twilight organ recital in the Hill auditorium, trips through the niversity buildings, auto trips, banquet and dances. The papers presented pharmacy and business efficiency. The
headquarters of the convention will be at the Michigan Union. Louis V. Middleton, Sec'y.
Shall We Obey the Law?
Lansing, March 21 -I drive a motor car; it never occurs to me to break a trafic law, even though I find some of the regulations in my neighborhood not to my liking. I keep the I was a child that life and property are secure only when citizens keep the law, regardless of whether they like it personally or not. Again, I keep the law because of the children around me. I feel that the security of the future rests on the fact that they see me, their adviser, keeping the law of the land. I feel it would be very dangerous for me to put into their heads the idea that I only keep law's that are personally agreeable to

But I hear and I read in the press that prominent men, highly respected in their communities, men to whom the rights of life and property are very dear, are sending out letters asking whether certain county dinners should be "wet" or "dry," and deciding that entlemen, who boast to me that they have been to these dinners where they broke the law, and they show me little flask's that they have brought away. In short, they are law-breakers, keeping laws that are personally agreeable to them and breaking laws that are

Now, I want to ask them if they think I, a woman dealing constantly with boys and girls, should follow weir lead and break the laws that do their please me or do they think that not please citizens that I am to mould the future citizens that I am to mould will be beter citize if try safer if I teach them to keep the udice that I may have. I should may
I should be pleased if you would print this in your columns and allow it to be answered by these very prominent and intelligent beings, to whom I, a mere woman, should look up. A. Mere Woman.

The men who go after things are the men who get results. A dream without action is like a bucket without a bottom.

## STAPLE SUNDRIES

Under present conditions the retailer will do well to buy only staple merchandise, of any sort, and this particularly applies to sundries. Keep your shelves well filled with sundries which sell themselves such as:

| Safety Razors | Popular Books |
| :---: | :---: |
| Writing Paper | Candy |
| Pens | Tooth Brushes |
| Perfumes | Rubber Goods |
| Nail Files | Shaving Soaps |
| Face Powders | Razor Blades |
| Lather Brushes | Pound Paper |
| Razor Strops | Typewriter Supplies |
| Toilet Soaps | Inks Etc. |

## Hazeltine \& Perkins Drug Co. Grand Rapids, Michigan

Wholesale Drug Price Current


## GROCERY PRICE CURRENT

These quotations are carefully corrected weekly，within six hours of mail ing，and are intended to be correct at time of going to press．Prices，however， are liable to change at any time，and country merchants will have their orders filled at market prices at date of purchase．

| ADVANCED | DECLINED |
| :---: | :---: |
| Mushrooms | Cocoanut Hides |
| Raisins Holland Herring |  |

## 

48， $3^{4} \mathrm{lb}$ lb．－－－－－－－－－－－－－－－－－－－－${ }_{6}^{4} 90$ BAKING POWDERS Calumet，
Calumet．
8
ozz．，
oz．，doz．
doz．
1895 Calumet．
Calumet


CANNED MEAT． Bacon，Med．Beechnut 2 Bacon，Lge．Beechnut 450

## $-\begin{array}{r}380 \\ -275\end{array}$

 Post＇s Brands．


## BROOMS

Standard Parlor 23 lb .550 Fancy Parlor， 23 lb ． 7800
Ex Fancy Parlor 25
Ex
Ex．Fcy，Parlor
26
lb
lb
9

## Toy Whisk，No．${ }^{3}$ 3 Whisk．

 BRUSHES

No．


## BUTTER COLOR

Dandelion， 25 c size－－ 285
Nedrow，${ }^{2} \mathrm{oz}$ ．，doz． 250

## CANDLES

Flectric Light， 40 lbs． 121.0 lbs．${ }^{2}$.
Plumber， 40
Plumber，
Paraffine，
${ }^{68 \mathrm{~s}}$ …－－－－－





| Snider， 16 oz. |
| :--- |
| Snider， 88 oz． |
| Lilly |
| Valley， |
| $1 / 2$ |

OYSTER COCKTAIL．
Sniders， 16 oz．－－－－－－ 2300
Sniders， 8 oz． CHEESE


## 

## cocon

Baker＇s
Baker＇s $1 / 2 \mathrm{~B}$

COCOANUT $\begin{array}{lll}1 / \mathrm{s}, & 5 \mathrm{lb} . \text { case Dunham } 50 \\ 1 / \mathrm{s}, & 5 \mathrm{lb} . & \mathrm{case} \\ 48\end{array}$
 962 oz ．pkgs．，per case 800
484 oz pkgs．，per case 700
CLOTHES LINE


COFFEE ROASTED


## N．Y．， $\begin{aligned} & \text { Coffee Extracts } \\ & 100\end{aligned}$



## CONDENSED MILK

Eagle，${ }^{4}$ doz．
Leader，${ }^{4}$ doz．－．－．－． 900
5

## MILK COMPOUND

Hebe，Tall， 4 doz．－－ 370
Hebe，Baby， 8 doz $\left.\begin{array}{l}3 \\ \hline\end{array}\right)$
Carolene，Tall， 4 doz．
3 40
Carolene，Baby …－．．． 3

\section*{Carnation，Tall， 4 doz． 450} | Carnation，Tall， 4 doz． 450 |
| :--- |
| Carnation，Baby， 8 dz 440 |
| Every Day，Tall－－．－ 4350 |
| Every Day，Baby 30 |
| Goshen，Tall |
| Gos．－－－ |

Goshen，Gallon


## CIGARS <br> Worden Grocer Co．Brands

## $\begin{array}{ll}\text { Kiddies，} 100 \mathrm{~s} \\ \text { Record } \\ \text { Rreaker，} & \text { 50s } \\ 75 & 37 \\ 7500\end{array}$


Favorita Club， $50 \mathrm{~s}-9500$
Epicure， 50 s 9500
Waldorfs， $50 \mathrm{~s}-\cdots 11000$

## The La Azora Line．

 Agreements， $50 \mathrm{~s}-\cdots 5800$Washington， $50 \mathrm{~s}-{ }^{56} 00$
Biltmore， 50 s ，wood 9500

Sanchez \＆Haya Line
Clear Havana Cigars made Clear in Tama Cigar
Di
Bi
R

$\begin{array}{ll}\text { Original Queens，} & 50 \mathrm{~s} \\ \text { Orden } & 150 \\ \text { Wpectal．} 25 \mathrm{~s} & 185\end{array}$
Webster Cigar Co．
Plaza，50s，Wood -9500
Coronado， 50 s ，Tin 9500
Belmont． $50 \mathrm{~s}, \mathrm{Wood} 11000$ Colmont， 50 s ，Wood 11000
Bel．Reges， 50 s ，Wood 12500
St．
Vanderbit， $25 \mathrm{~s}, \mathrm{Wd} 14000$
Ambassador， 26 s ，W 17000 Ca Ro
Pe
Ch
Pa
Pe

## 

 Starlight Bros．
La Rose De Paris

## Rosenthas Bros．Londres． 50 s ．

 Tissue Wrapped．R．B．Invincible． 50 s ． 5800
7000 Union Made Brands El Overture，50s，foil 7500
Ology， 50 s

 Old Virginia， $\begin{gathered}\text { Cherots } \\ 100 \mathrm{~s}\end{gathered}$＿－$^{2} 2350$ | Stogies |
| :--- |
| Home Run， 50, Tin |
| Havana Gem， 1800 wd |
| 2600 |

## CIGARETTES．

One Eleven，20，Plain 550
Beechnut，20，Plain－－ 600 Beechnut，20，Plain -600
Home Run，20，Plain 600
Yankee Girl，20，Plain 600 Yankee Girl，20，Plain 600 Sunshine，20，Plain－－ 6
Red Band， 20 Plain，－－ 6 Stroller，20s，Plain


Helmar，10，Plain－ 1011
Herbert Tarryton，
12

 | Murad， 10, cork or pl． 16600 |
| :--- |
| Murad， 20, cork or pl． 1600 |
| Luxury $10, ~ c o r k ~$ |
| 1600 | Melachrino，No．9，－10， Melachrino，No．No．

cork or plain
Melachrino，No．
N
 Markaroff，No．15，10， 1600
cork Pall Mall Rä．，20，pl． 1700
Benson \＆Hedges， 102000 Benson \＆Hedges，
Rameses，10，Plain -1750 Rameses，10，Plain
Milo Violet 1760 Gold 2000
Deities， 10 10 2100
Condex， 10 Philips Morris， 10 ，$\overline{\text { Pl．}} 28$
28
Brening Own，
Ambassador， 10


## CIGARETTE PAPERS．


TOBACCO－FINE CUT． Liggett \＆Myers Brands


$$
\begin{aligned}
& \text { Ste } \\
& \text { Swe } \\
& \text { Sw } \\
& \\
& 0 \\
& \text { Swt } \\
& \text { Swt }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Swe } \\
& \text { Swe } \\
& \text { Swe } \\
& \text { Swe }
\end{aligned}
$$



J．J．Bagley \＆Co．Brands．
Mayflower， 16 oz．，d： 1500
P. Lorrllard Brands.

$$
\begin{aligned}
& \text { Pioneer, 10c, doz. } \\
& \text { Tiger, } 106 \\
& \text { Tiger, } 50 \mathrm{c}, \text { doz. } \\
& \hline
\end{aligned}
$$ Weyman Bruton Co．Brand $\underset{W-B}{ }$ Rut， 10 c ，doz．－－${ }^{95}$

plUG TOBACCO．

American | Brands． |
| :---: |
| Tobacco |

| Amer．Navy，10c，doz． |
| :---: |
| Amer．Navy，per pl |
| Jolly Tar，24，per plug 16 |
| Gold Rope，10c，do |
| Boot Jack，15c，doz． 144 |
| Piper Heidsieck， 10 |
| Piper Heidsieck，20c＿ 192 |
| Spear Head，10c cuts 96 |
| Spear Head，per plug |
| Square Deal，per plug |
| Standard Navy，8，plg 64 |
| Town Talk，per plug 56 |
| Liggett \＆Myers Bran |
| Clipper，per plug |
| Chops，luc，doz． |
| Drummond Nat．L．15c |
| Honey Dip Twist，10c 96 |
| Granger Twist，10c，dz． 96 |
| Horse Shoe，per plug 74 |
| T．Bright，per plug 56 |
| T．Smooth，plug－ 24 |
| T．R．and R．，plug 24 |
| King Pin，per plug－－ 32 |
| King Pin，10c cuts，ea 08 |
| Masterpiece，per plug |
| Picnic Twist，10c，doz． |
| Pure Grape，10c，doz．${ }^{96}$ |
| Spark Plug，per case |
| Star，per plug＿－－ 21 |
| Uncle Sam，32 luc cut 2 ov |
| Scotton，Dillon \＆Co |

## $\begin{array}{ll}\text { Bracer，per plug．} & 38 \\ \text { Cream De Menthe，} & \mathbf{1 0 c} \\ 96\end{array}$

 Peachey，per plugP．Lurrilard Brands． Climax， $\begin{aligned} & \text { 10c tins，doz．} \\ & \text { Climax } \\ & \text { Climax } \\ & \text { Thick，per plug }\end{aligned}$ $\begin{array}{ll}\text { Red Cross，} 10 \text { ce cuts．} \\ \text { Red Crcds，per plug } & 96 \\ 48\end{array}$ R．J．Reynolds Tobacco Co． $\begin{array}{lll}\text { Apple，} 5 & \text { lb．Butt，} & \text { lb．} \\ \text { Caramel }\end{array}$
 $\begin{array}{lll}\text { Liberty Bell，per lib．} & 65 \\ \text { Maritana，15c Foil，dz．} & 44 \\ \text { Mickey Twist，per lb．} & 72\end{array}$ John J．Bagley Maple Dip，per plug－ 56 SMOKING TOBACCO．
 Banner，L．C．， $40 \mathrm{c}, \mathrm{dz}$ di
Blue Boar， 25 c Foil 2
Blue Boar， 30 c Vac tin Bob Whar， 30 c Vac tin
Bull Drum
Give
Giant
Gian
Giant， L
Garrick，
Imperial
Lucky
Myrtle
Myrtle
Navy，

## 은，

ぞずった

$$
\begin{array}{ll}
6 & \text { Tuxedo, Gran. Cut } \\
0 & \text { plugs. } 8 \text { oz. tins. } \\
0 & 72 \\
6 & \text { Yale Mix., } 15 \mathrm{c} \text { vac. tin } 144 \\
0 & \text { Liggett \& Meyers Brands. }
\end{array}
$$

## ヘロも

毋x゙

| Summertime, 65c Pails 650 | Weyman Bruton C | FARINACEOUS GOODS | Frivit JARS ${ }_{\text {Mason, }}$ |  | Veal. |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sweet Tip Top, 100. dz ${ }^{\text {S }}$ | Central Union, 15c, dz. ${ }^{44}$ M | Beans <br> Med Hand Picked 07 7 | Mason, pts., per gross | Almonds, Te |  |
| Velvet, Cut Plug, ${ }^{\text {Velvet, Cut Plug, }}$ tins 153 Sh | Shag, 15c Tins, doz. 144 | 1. Limas | Mason, $1 / 1 /$ gal., gross 11 | ney mix | Medium ---amo.------- |
| Velvet, Cut Plug, 8 oz. 6672 Sh | Shag. 15c Papers, doz. 144 | Swedish | Ideal glass Top, qts. 10 | Flberts. Sicily |  |
|  |  | na | Ideal Glass Top, 1/2 | Fillberts, Naples----- ${ }^{\text {Pents }}$ | ${ }_{\text {Mediu }}$ |
| um Yum, 70c pails 680 D | Dill's Best, 17 c ' Tins 152 |  |  | Peanuts, Vir. roasted 11 <br> Peanuts, Jumbo, raw 11 | Good ---Mutton. |
| P. Lorillard's Brands. |  |  | Cox's ${ }_{\text {coser }}$ doz., larg | Peanuts, Jumbo, rstd ${ }^{13}$ |  |
| Beechnut Scrap, doz. ${ }^{\text {Buzz, L. }}$, ${ }^{96}$ S., 10c, doz. ${ }^{6}$ | Seal Blandening, 10c | 00 lb . sack | Coxs ${ }^{\text {a }}$ |  |  |
| uzz, L. C., 35 c , doz. 330 Seal | Seal Goteborg, ioc, rol |  | Knox's Sparkling, | Walnuts, Manchurian | Tedium hogs ---------121/2 |
| uzz, L. C., ${ }^{\text {80c, }}$ doz. ${ }^{\text {d }} 9{ }_{96}$ Se | Seal Norkopping, ${ }^{10 \mathrm{c}} 645$ | Domestic, ${ }^{\text {Domestic, broken bbls. }} 08$ | Knox's Acldua, doz. | Walnuts, Sorento Saited Peanuts | cht hogs --..-----1121/2 |
|  | Seal Norkopping, $1 \mathrm{lb} .^{85}$ | Domestic, brone bis. 190 | Nelson's ----- | Fancy, No. 1 ----- 10 | Loins ------------- 20 |
| en Book Scrap, dz. 96 | ONERY | $2 \text { doz.. }$ | Oxford Plymouth.-White------1 140 |  |  |
| ag, Cut P., 10c, doz. ${ }^{96}$ | Pails | Pearl Barley | Waukesha ----------135 | Almonds |  |
| nion Leader, 50 c tin 480 St | ${ }_{\text {Standard }}^{\text {Sumbo }}$ Wrapped |  | GRANULATED LYE. | uts, Spanis | ribs ----------------111/2 |
| nion Leader, \$1 tin 960 Pu | Pure Sugar Stick, 600's 420 | Peas | ULAT | 125 lb . bags -------- 508 | Neck bon |
| Union Leader, 10 c , dz. |  |  | Si |  |  |
| War Path, 35c, doz. 335 |  | Sago 061 |  | alnu |  |
| Scotten Dillon Co. Brand | Leader X L.-----------------14 ${ }_{14}^{14}$ |  |  | OLIVES. <br> Bulk, 2 gal. keg $\qquad$ 300 | Cut Clear $2200 @ 2300$ |
| $n$ Patch, 10c, doz. 96 |  | S |  | Bulk, 3 gal. keg ---- 425 |  |
|  | Grocers -----------------11 11 |  | case | Buart, ${ }^{\text {dars, }}$ do | Bellies .-- $1400 @ 1700$ |
| ${ }^{96}$ |  | SHing tack | $23 / 4$ cases, case ----- 448 | 41/2 oz. Jar, pla |  |
|  |  | tton | $1{ }^{1 / 2}$ cases, case |  | ${ }^{-\mathrm{e}-\mathrm{a}}$ |
| achy' Scrap, 10c, dz. 96 B | Bittersweets, Ass'ted ${ }^{1} 75$ | No. 2. ${ }^{\text {N }} 15$ feet | $1 / 2$ case, 25 cans |  |  |
| ninsular, 10c, doz. ${ }^{96}$ C | Choc Marshmatew Dp 190 | No. ${ }^{\text {a }}$. 15 feet |  |  | 69 lb . tubs - ---advance ${ }^{\text {a }}$ |
| en | Nibble Sticks ------ 200 | No. 5. 15 feet | HIDES AND PELTS | ${ }_{9}$ oz. Jar, Stuffed, doz. 350 | 20 lb pails -----advance ${ }^{3}$ |
|  | rose Choc. ----- $1^{20}$ | No. 6. 15 feet -------- 210 |  | 12 oz . Jar, Stuffed, dz 450 | 10 lb . pails -.--advance $7 / 4$ |
| 10 c , doz. $-\cdots-{ }^{\text {a }}$ - 96 | , |  |  |  |  |
| Way Up, 10c, doz. -- 96 C | Chocolate | Small, per 100 | Green, No. $21-$------- $0^{5}$ | PEANUT BUTTE | pail |
| y |  | Medium, per 100 ya | Cured. N |  |  |
| ay Up. 16 oz., pails 740 R | Anis | Flo |  |  |  |
| Yankee Girl Scrap, 10c 96 | Ora |  | Calf |  | 16 |
|  | Butt |  | Calfskin, cur |  |  |
| Pinkerton Tobacco |  | No. $21 / 2$, per gro |  |  | ----11 11 |
| merican Star, $10 \mathrm{c}, \mathrm{dz} 96 \mathrm{~A}$ | A. A. Pep. Lozenges 15 | 1.000 |  |  |  |
|  | A. A. Pink | Size 1-0, per 1.000 -- 120 |  |  | Smoked Meats |
| Puck ${ }^{\text {Pinkerton, }} \mathbf{3 0 \mathrm { c } , \text { , d }}$ | c. Lozenges ${ }^{16}$ | Size 2-0. per 1.000 | Lambs --------- $50 @ 100$ |  | 32 |
| Pay Car Scrap, 10c, dz 96 | tted Milk Lozenges 20 |  | Shearlings -------10@ 25 |  |  |
| ${ }^{\text {Pinch Hit Scrap, }}$ Hec ${ }^{10 \mathrm{c}}{ }^{966}$ |  | Size 5-0, per 1.000 -- 245 | Tallow | 8 oz., 2 doz. in case 245 | ®39 |
| Red Man Scrap, doz. ${ }^{\text {Red }}$ | ard Goods. | Sinkers | Prime ------------- @5 |  | California Hams 16 @17 |
| Bagley \& Co. Brands: 0 | O. F. Horehound Dps 17 | ss |  | b. | 30 ar 32 |
| Bat, 10c ---- 96 | Peanut Squares ------ 18 | No. 3, per gross ------ 90 |  | 25 1b. pails .---------- $121 / 4$ | Boiled Hams -- ${ }^{\text {45 }}$ ( $\mathrm{Q}^{49}$ |
| Buckingham, 10c, doz. ${ }^{96} \mathrm{~F}$ | Horehound Tablets -- 18 | No. 4, per gross ----- 120 | Unwashed, medium |  | Bacon Hams -- $22 \times$ @ ${ }^{\text {B8 }}$ |
| Buckingham, 15c, tins 144 |  | No. 5. per gross | Unwash | PETROLEUM PRODUCTS |  |
| Gold Shore, Nut, 10c, doz. ${ }^{\text {dom }}$ | Cracker Jack. Prize | No. 7, per gross ------ 260 |  |  | Boneless .--- $2400 @^{26} 00$ |
| leeko, 25 c , doz. - 2400 | Checkers. Prize ----- 400 | No. 8. per gross |  |  | Rump. new -- $2500 @ 2600$ |
| d Colony, Pl. C. $17 \mathrm{l} \mathrm{l}^{153}$ | Cough Drops | No. 10, per gross --675 |  |  |  |
|  |  | No. 10, per gross ---- 675 | No. 2 short stripe ----- ${ }_{2} 00$ | Machine M. | ondensed No. 1 car. 200 |
| Sweet Tips, 15c, doz. 144 S | Smith Bros.----------- 150 | R | No. 3 narrow strip |  | glass -.-.-- 800 |
|  | Smith Bros. -------- 1 |  | broad strip | En | eet |
| ild Fruit, 15c, doz. 144 |  |  |  |  |  |
| dent | oz. pkg, 12 s , cart. |  | No. 1 medium | a | bbls. ${ }^{\text {b }}$------------ 700 |
|  | oz . nkg . |  | o. 1 small |  | 15 |
| Bros. Brands | Arcadian Bon Bons Walnut Fudge |  | Raccoo |  |  |
| 1eht Bros, 10c doz 96 | , | 21/4, Ounce ------------ ${ }_{3}^{3} \mathbf{3} 00$ | No. 1 medium | Medium Light ------- 59.2 |  |
| Eight Bros., 10c, doz. 96 Eight Bros., Pails, dz. 840 | Italian Bon Bo |  | No. 1 small - | Medium heavy -------- 62.2 |  |
|  | er King M. Mallows 30 |  |  | heav |  |
| Reynolds Tobacco Co. Brands. | CRISCO | $\begin{array}{lll}\text { Dram, Assorted } \\ \text { Ounce, Assorted_-- } & 1 & 35 \\ 75\end{array}$ | Winters $\qquad$ 175 | Transmission Oil $-\quad$ O-Z. 57.2 | Beef, round set ---- 14 Q26 |
| Washi | 36s. 24 s |  |  | Finol, 8 oz. cans, doz. 2.25 | Sheep, a skein $175 @ 20 \cdot$ |
| Old Rover, 10c, doz. | Less than 5 case ---- $191 / 4$ | nilla, |  | - | Uncolored Oleomargarine |
| Our Advertiser, $10 \mathrm{c},{ }^{96}$ | Ten cases | eapple, Peach |  | arowax, | Countrv Rolls ------- 22@24 |
|  | Twenty-five | permint \& Wintergreen | JELLY AND PRESERVES |  | Gem N |
| Prince Albert, 8 \% oz. | Less than 5 cases | $2{ }_{2}^{\text {ounce in }}$ ounce in cartons -- ${ }^{\text {a }}$ - ${ }^{\text {a }}$ | Pure, 7 Ob Asst, doz. 135 |  |  |
| Prince Albert, 8 ip oz. | Five cases -------------- 181/4 | ${ }_{8}^{4}$ ounce in cartons -- ${ }^{6} 75$ | Pure, 15 oz. Asst., doz. 200 |  | Blue Rose ------------ 06 |
| and Pipes, doz. ${ }^{8} 88$ | 25 cases | $\underset{\text { Pints }}{ }$ ounce ------------------- ${ }^{26}$ | Buckeye, $22 \mathrm{oz.},{ }^{2}$ doz. ${ }^{4} 25$ |  | Broken ------------- ${ }^{04}$ |
| Prince Albert, ${ }^{16} \mathrm{oz} .12{ }^{12} 96$ |  |  | O. B., 15 oz., per doz. 240 |  | ROLLED OAT |
| Stud, Gran. ${ }^{\text {We, doz. }} 16$ doz. 480 |  | Gallons, each -------1600 | A |  | 1 Cut. 100 lb. sks. 325 |
|  |  | FLOUR AND FEED |  |  | 0 |
| Mail Pouch, 10c, doz. 96 |  | a |  |  | 5 |
| Falk Tobacco Co., Brands. |  |  | chlight, 144 box. 800 |  | Mothers. 1 ns. Family - 280 |
| A |  | Harvest Queen, $241 / 2890$ | Sare Home, 144 boxes 800 |  |  |
| , | furnished without charge. | Light Loaf Spring |  |  |  |
| Champagne Sparklets, 270 |  |  | Red Stick, 144 bxs -- 575 |  |  |
| Champagne Sparklets; | Cream |  |  |  | Durkee's med.. 2 doz. 735 |
| 90 c | 6 lb. boxes ----.------ | Graham 25 lib. per cwt ${ }^{40}$ | ed Top, 5 gro. case |  | Durkee's Picnic, 2 dz. 3 35 |
| sonal Mixture ---- 660 | DRIED |  | Sociable, per gro. ---- 1 | Semdac, ${ }_{\text {Semdac }} 12{ }_{\text {qt. }}^{\text {pt. cans } 460}$ |  |
|  |  |  |  |  |  |
|  | Evap'd Choi |  | ne Such. 3 doz. -- 535 |  | Arm and Hammer -- 375 |
|  |  | 5 lbeke sack ---- | 0 |  |  |
| tare, 50 c., | 0 Evaporated, Choice ---- ${ }^{\text {a }}$ |  | Libby Kegs, Wet, lb. 25 |  | 5 |
|  |  | Watson Higgins Milling |  |  | Granulat |
| Vintage Blend, $\$ 1.55$ | 10 lb box Cltron ------- ${ }^{40}$ | 820 |  | 16 Gal., 16 Gal., 2880 ----------- 32 13 50 50 | 0 packages --....-.- 260 |
|  |  |  | Chancy Open Kettle ---- ${ }^{68}$ |  |  |
| Brands. |  |  |  | - | 0 Tablets. 1 lb . Pure -- 23 |
| Sammy Boy Scrap, dz 96 |  | Bolted $\begin{aligned} & \text { Golden } \\ & \text { Granulated --- }{ }^{2} \mathbf{2 5} 50\end{aligned}$ |  |  |  |
|  | 6 Evap. Fancy, Unpeeled 18 |  | Hal | Cob, 3 do | Wood boxes. ${ }^{\text {Impurial, Wood boxes }}{ }^{\text {c-- }}$ |
| ssom, 40c 395 | 5 Evap. Fancy, Peeled -- 20 |  |  |  | Whole Cod -----..----12 |
| oz. |  | 25 | d | No. 90 Steamb Bicycle | Holland |
| W. O. W.,' 6 oz., doz. 300 | on, American ------ ${ }_{22}^{26}$ | , | Red |  | Standards, kegs ------101 |
| doz. 96 | 6 Orange, American ---- 22 | Carlots - ${ }_{\text {- }}$ |  | Co |  |
| Royal Major, 6 oz., dz. ${ }^{3} \mathbf{0 0}$ Royal Major, $14{ }^{\text {oz. }}$ dz 7 | 0 | Less than Carlots ---- ${ }^{48}$ |  | Babbitt's 2 doz. ---- 275 | $5 \mathrm{Kk} k \mathrm{~K}$, Norway .- 2000 |
| Royal Major, 14 oz. dz 720 | 0 |  |  |  | 0 |
| s. |  | Less than Carlots -----7 ${ }^{\text {cos }}$ |  | - | ${ }^{9}$ |
| Edgeworth | Seediess, 1 lb . pkg. |  |  |  |  |
| Edgeworth Ready $\mathbf{H}$ | Callfornla Prunes | lots ---------- 2200 |  | Good Steers and Heifers | $11 / 2 \mathrm{bbl}$. , 100 lbs .----- 635 |
| doz. | 90.10025 lb . boxes $-@ 111 / 4$ | 4 Less than Carlots -- 2200 |  | 5 Com. Steers \& Heifers |  |
| , | -80 ${ }^{-95}$ | Feed 290 |  |  | 1 Tubs, 50 lb fancy fat $9{ }^{50}$ |
| Plug. | -70 25 lb b boxes --@141/2 | Street Car Feed - ${ }^{29} 00$ |  |  | Tubs, 60 count --.--- 6 |
| ns. doz. --1 62 | $6250-6025 \mathrm{lb}$. boxes | Corn Oat Fd 2900 | ( Dove, 6. 10 lb | 5 Medium --------------- 09 | Med. Fancy, 100 lbl -- 1300 |
| tins, doz. | $0_{-40} 25 \mathrm{lb}$. boxes --@ ${ }^{\text {a }}$ | Corn Meal |  |  |  |


 SHOE BLACKENING． 2．in 1 ，
E：Z．Co
Dri－Foot
Bixtys．
Shinola

Combina
oot，doz
a，doz．





| \＆Perrin，large ${ }^{5}$ |  |
| :---: | :---: |
| Pepper |  |
|  |  |
| M |  |
|  |  |
|  |  |
| A－1，large $\qquad$ 575360 |  |


|  | Japan． |
| :---: | :---: |
| Medium－－－－－－－－ |  |
| Fancy |  |
| 1 ib ．pkg．Siffings－－－－ 16 |  |
|  |  |
| Choice |  |
|  |  |
|  |  |
| Melrose，fancy－－－－－－－ |  |
| Congou，Medium |  |
|  |  |
|  |  |
|  | 3 |
|  |  |
|  |  |
|  |  |
|  |  |

 ๙\％\％\％\％\％ SOAP．
Am．Family，${ }^{100}$ box


 Faol， 100 box Say
Jal
Ialm
Lava
Pum

## 

 FrairbankWilliams Barber Bar，9s 50
Wiliams Mug，per doz． 48 Proctor \＆Gox lote assorte．

 star． 100 Nhite Naptha 525
Stare cakes 525
Star．Nap．Pwdr．， 100 s 360
Star Nap Pwdr． Black Tradesman Brand． Black Hawk，one box 450
Black Hawk，five bxs 425
bxs 400 Box contains 72 cakes．II and grease remover with
out injury to the skin． CLEANSERS．

## $\mathrm{K}^{\text {tithen }}$ LENZER


s0 ran chses．$\$ 4.80$ per case WASHING POWDERS． Bon Ami Pd， 3 dz bx 375 Bon Ami

doz．－－ dz． $3 \quad 25$
--420
$--\quad 390$ MNaisisenion


$\begin{array}{lll}\text { Johnson } & \begin{array}{c}\text { Maple．} \\ \text { Purity，}\end{array} \\ \text { Johnson } & \text { Gal．} 250 \\ \text { Purity，}\end{array}$
$\begin{aligned} & \text { Sugar } \\ & \text { Domino．} \\ & 5 \text { Sy．cans }\end{aligned}$
Bbls．，bulk，per gal．$\quad 30$


Gabby Gleanings From Grand Rapids． Grand Rapids，March 21－By the way，Mr．Councilor，do you know that we have right here in Grand Rapids an exclusively traveling men＇s luncheon club，where we may meet each week and discuss current topics，develop
good fellowship，exchange ideas and good fellowship，exchange ideas and
become better acquanted？We have ust such a club and if you are not best functions of U．C．T． 1 sm．This club is known as the You－See－Tea
club and it surely is popular with those who know about it．At the luncheon last Saturday noon Guy W．Rouse，of the Worden Grocer Co．，gave the and entertaining nature and much ap－ preciated by all present．The com－
mittee in charge suggested plans for the coming year，all of which were form of six resolutions，which are as

The offices to comprise a Presi－
Vice－President Secretary－Treas－ dent，Vice－President．Secretary－Treas

The meetings to begin promptly
That the membership fee
to 50 cents per month．
That the ladies be admitted to
That the meeting be adjourned during the months of July and Au－ gust．$\quad$ These meetings are held in the As－ sociation of Commerce rooms and all families and friends are welcome Come up，you U．C．T．booster，and knocker，too，for it is a 100 to 1 shot that when you come to know your ike knocking him．The officer elected for the ensuing year are Walter S．Lonton，President；John R ． Martin，Vice－President；Homer R． rector for three years，P．C．Crowlev， Director for two years，Frank E．Ed－ erle：dir
Berton W．Rockwell，who is attend－ ing school at Ferris Institute，Big Rapids，visited his parents，Mr．and Mrs．A．F．Rockwell over Saturday and Sunday．Bert says，Ferris Insti－ tute is O．K．，but the city is so quiet that it makes the proverbial oyster look like a piker．
The weather last Sunday and Mon－ day must have eaten an esquimo pie． It was more like the frigid weather of California than the mild and tropical
kind we are accustomed to here in kind we

## Michigan

John Duval is having some difficulty dodging the police these days．
C．G．Mahrle has just opened a
hardware store in Tekonsha．He hardware store in Tekonsha．He placed his stock order with Standa Bros．and Brown \＆Sehler Co． the intricacies and complexities of the income lax reports，we may turn our attention for the remainder of the year to the pursuit of our regular oc－ income on which to make a report next year．
Modern moonshine is very con－
ducive to the prolific growth of wild Warning，Councilors！We forgot o mention，in connection with our article on the You－See－Tea club，that when you come up Saturday be sure you can give your wife＇s full name without any hesitation or stammering． It would be well for you to practice a few times before starting．
Mris．A．F．Rockwell imbibed too freely of lemon sour recently and fell down stairs．No serious result fol－ pretty straight since．Lame back． The dancing parties given bv the U．C．T．under the leadership of Perry urday night，March 24 ．To say that these dances have been thoroughly enjoyed by the U．C．T．＇s and their friends is stating it mildly．One or two little irregularities occurred，as committee＇s attention was called to it
hey were promptly corrected．The large crowds that attended throughout the season is evidence of their popu－ arity．Come up to the final party aturday night and treat yourself and ady to a real good time
ome facts in connection with the banquet have jus been unearthed that may be of inter st the readers of these columns According to an ancient custom，only their immediate families are admitted to this banquet．During the evening it became noised around among the members that Ex－Judge K．Mountain Landis was among those present and interview him and see if he belonged the order．This the committee promptly did and found promptly did and found，upon ap proaching the gentleman，that the being the noted base ball commission－
our own E．J．MacMillan Then when Mac went to the loak room and turned in his check him the wrong hat．

Once a year it is the custom of pay its tribute of love and respect to way durin the are always held on the Sunday nervices the ninth of April，that being the date of the death of our first Supreme Councilor．That Sunday this year falls on Aprit 9，and you，fellow coun cilors，are asked to set aside one hour on that date and help pay tribute to ent at the council rooms．More de ailed information rill More de later by the committee in charge．
Some of you fellows are pretty slow this month about paying．No．166．By o doing you are imposing consider－ ably upon the generosity of the Sec etary－Treasurer and the council who if they did what the old line com－ panies do，would refuse to allow your difficult to believe that fifteen per cent of those belonging to other accident insurance companies not supplemented by fraternalism，fail to pay their as－ essments when due．They know if they fail to do so their insurance lapses，and yet fully fifteen per cent． of the members of No． 131 were delinquent on the 17 th of March．This Councilors，is very unfair to your you not to be so dilatory in paying your assessments，because you feel that you can hide behind the cloak of fraternalism．Pay up in our order as promptly as you would have to
pay up in the I．C．M．A．the Utica or any other order，and thus save a lot of annoyance is under no obligations to pound you on the back with a half dozen letters， but who feels it his fraternal duty to
do so．
Council regular meeting of the Council will be held Saturday April 1， which time the newly elected offi－ ers will assume the duties of their respective offices．Come on up，fel－ low councilors，and help start the new year off with a bang．
Thomas Bracken，veteran clerk and manager of the Hotel Belding，（Bel－ ding）died at Tuscon，Arizona，March 13．The funeral and interment were
at Belding March 20．Mr．Bracken was 62 years old and came to this country from Ireland when a young nan．He became acquainted with the ate Wened 11 P ．Hetherington in Massachusetts and when the latter re－ noved to Michigan to open up and Bracke the Hoth him to act in the capacity of clerk．During the thirty years which Mr．Hetherington man－ aged the hotel，Mr．Bracken was with him and no more faithful or trust－ worthy person than Mr．Bracken ever held a position．During the many years that he was associated with Mr．Hetherington he became so attached to him that when he learned of his old friend＇s sudden death late in December，he suffered a collapse and pernicious anemia set in，resulting in
his death at Tuscon, where Mr. Bracken and his wife had gone two years ago in search of a climate more beneficial to her health.
Tanners Holding Out For a Cut in
Hides.
The packer hide market continues quiet, with packers holding for advances and refusing offer after offer made by tanners a fraction of a cent below the asking prices. It seems to be a battle for the survival of the fittest between tanners and packers, with the odds in favor of the packers, because prices are very low, and it is well known that there are many tanners who have not yet provided themselves with hides. A few orders for leather would drive tanners into the hide market for supplies.
Then there is the probability of a duty being placed on foreign hides and skins. The small advalorem duty of 15 per cent. would not be a serious obstacle to the foreigners at the low prices that now prevail, but if the agricultural bloc can force a specific duty there is every likelihood of prices advancing to a point sufficiently high that no more hides need be destroyed in this country.
Country hides are admittedly scarce. The three states where hides are supposed to be the best-Ohio, Michigan and Indiana-are so bare of hides that dealers from these states are going out into other states to meet the demand for hides. The fact
that hides hesitate for a few minutes on a sidetrack in one of the good states makes the hides worth considerably more, in the eyes of many tanners, than they were at the point of origin. Extremes and buffs are in fair demand and a sale of all-weight countries is noted at $81 / 2 \mathrm{c}$, the sale consisting of Minnesota hides going to a dealer in one of the good states. Some sales of extremes with a few grubs have been made at $91 / 2 @ 10$ cents.
Calfskins move with sufficient demand to absorb all offerings of fresh city skins, while country stock is very hard to move. Last sale was at 17 c . Horsehides are very hard to sell because foreign goatskins can be bought so cheaply.
Skeepskins continue to move freely in the face of a big demand for clothing wools. The imposition of a specific duty on wool has made such a difference to the price of live sheep
 pound more for sheep unshorn than they will pay for them with the wool shorn off. Sheepskin leather is difficult to sell in competition with the cheaper foreign skins.

Detroit-The Arteraft Bronze Co. has been incorporated with an authorized capital stock of $\$ 20,000, \$ 10,000$ of which has been subscribed and paid in, $\$ 4,000$ in cash and $\$ 6,000$ in proper-

## SCW Ficcuax <br> X CIGAR CO. BISTRIBUTORS

## Red Star Flour

The quality that causes the housewife or the baker to ask for it the second time is contained in RED STAR Flour.

## BUSINESS WANTS DEPARTMENT

Advertisements Inserted
under this head for five cents a word the firet if set In capital letters, double price. No charge less than 50 cents. smali display advertisements in this department, \$3 per inch. Payment with order

For Sale-Well-assorted general stock located the center of a good farming Kalamazoo and Grand Rapids. Stock and fixtures will inventory about $\$ 4,500$. Rent reasonable. Address No. $690, \underset{690}{\text { care }}$
Michigan Tradesman.
$\$ 5,000$ to $\$ 14,000$ stock of general merchandise wanted on trade for fine 16 acre farm two miles from Central Michmain road. Hugh Watson, Mt. Pleasant, Mich.
100 acre farm, comfortable house, small barn, fine water, 70 acres under cultivaforty rods to school, eighty roads to stores and hamlet. Will trade for stock of goods up to $\$ 4,000$. W. J. Cooper, Mt.
For Sale Dry goods, clothing and shoe store. Will invoice about $\$ 22,000$. In Michigan, 3,500 population. Address No. 23 Care Michigan Tradesman.
For Sale-Millinery table-birch, mafirst class condition. Address all inquiries to the McNish Co., 115 W . Allegan St., Lansing, Mich. For Sale-Largest and best equipped wholesale and retail business; complete equipment and stock for sale cheap. Will lease or sell building. Brandenberg Bakery, Lovell, Wyoming. 705 wax head and bust and wax fore arms. wax head and bust and wax of brunette hair. Size thirtysix figure. Stands on nickel base. A
genuine value at $\$ 15.00$.
Herpolsheimer genuine value at $\$ 15.00$. Herpolsheimer
Co., Grand Rapids, Mich. . Co., Grand Rapids, MEY MAKER-Opportunity to secure a growing, established porch furniture, bob-sleighs, and a celebrated line of patent whiffletrees. These ines are well advertised, with orders on hand. Will dispose of patterns, fixtures, company engaging in larger manufacture. Box 91, Evart, Mich. 699 For Sale-General merchandise business, stock, fixtures and building. Will
take $\$ 10,000$ to handle. Good opportunity. take $\$ 10,000$ to handle. Good opportunity. care Michigan Tradesman.

## REBUILT

CASH REGISTER CO., Inc.
Cash Registers, Computing Scales. Cash Registers, Computing Scales,
Adding Machines, Typewriters And
Odter Other Store and Office Specialties.
122 N . Washington, SAGINAW, Mich. 122 N. Washington, SAGINAW, Mich. If you are thinking of going into busiplace an advertisement in our business chances columns, as it will bring you looking-THE BUSINESS MAN.
DRUG STOCK FOR SALE-Located i Jackson, Mich. Owner deceased. Stock, etc., in the hands of administrator. Good stock, established business. Address
PEOPLES NATIONAL BANK OF JACKPON, MICHIGAN, ADMINISTRATOR.

1000 letterheads or envelopes $\$ 3.75$.
Copper Journal, Hancock, Mich.
$\mathbf{1 5 0}$
Will pay cash for whole stores or part stocks of merchandise.- Louis Levinsoh
Saginaw, Mich.

Bell Phone 596 Citz. Phone 61368 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 furnish ing goods stocks. L. Silberman, 274 Eas Salesmen-Profitable side line. Carry samples in pocket. Address Copper Jour-

For Sale-Cash registers and store fixtcales Dickey for standard computing

## For Sale-At Harbor Springs Mich

 gan, an outfit for an ice cream parlor consisting of sixteen tables, sixty-four hairs, one soda fountain with fixtures machine, one carbonator, four show cases, one electric mixer, one electric urn, silverware and ice cream receptacles, twelve mirrors, one clock, one awn ng, ice cream tubs and cans, storagetubs, ice cream mixer and one National cash register. J. C. Foster, Newberry,
680

YOUR BIGGEST ASSET datio good-will of your customers. Its the only foun-
dation on which a permanent, profitable business can

VAN DUZER'S
Certified Flavoring Extracts

will help to enhance the good-will and prestige of your store. No other xtracts equal them in purity, strength

Van Duzer Extract Co. $\begin{gathered}\text { New York, N. } \mathbf{N} \\ \text { Springfield. Mass. }\end{gathered}$


Store and Window

## AWNINGS

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

Auto Tents, Cots, Chairs, Etc. Send for booklet.
CHAS. A. COYE, Inc. GRAND RAPIDS, MICHIGAN

## 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.

Purchase Flour For Immediate Requirements Only
Tritten for the Tradesman.
The price of wheat has been rather erratic during the past week. Futures are selling at approximately the same price as on March 14, a week ago, while cash wheat is 6c per bushel higher
Flour dropped off temporarily, but reacted, of course, on the advance in cash wheat and it is holding reasonably firm.

The visible supply has decreased slightly, but stocks of wheat are not burdensome. On the other hand, the choice varieties of wheat are in rather limited supply and it is freely predicted will bring a pretty stiff premium before the new grain is available.

The crop report for Michigan, just out, shows that 23 per cent. of the 1921 crop of wheat is still in pro ducers' hands. This is 5 per cent. less than last year and is equivalent to $3,237,000$ bushels.
The Government report for March indicated the total amount in farmers' hands throughout the United States at $131,000,000$ bushels, which is approximately, $133,000,000$ bushels less than at the same time the previous year.
Stocks of flour the country over are light in the hands of the trade. Mills, as a general rule, are pretty well stocked; in fact, are heavier stocked than usual. However, the entire supplies of wheat and flour, in bushels of wheat, are placed at 288, 000,000 bushels - a comparatively small amount-much smaller, in fact, than usual, and makes the situation, statistically, very bullish. However, wheat has been in a strong position, statistically, all the crop year, but owing to trade conditions in general in the United States and the very unfavorable situation of European countries, the demand has not been sufficient to develop a thoroughly active bull campaign, although, the tendency of prices has been upward during the past three months and it is being freely predicted the tendency will continue upward until the new crop of wheat is available, along in July. This applies particularly to choice milling wheat.

There is nothing in the situation, however, which makes it appear advisable to buy heavily of either wheat or flour for long deferred shipment. Conservative business men are advising the purchase of supplies to cover immediate requirements and for not over thirty days in advance. Good judgment dictates buying in sufficient quantity to keep stocks of sufficient size to amply care for trade requirements, but buying from a speculative standpoint for future delivery is not deemed a sound policy although, it might prove profitable this spring. $\qquad$ Lloyd E. Smith.

## Title Guaranty Swindle To Be Li-

 quidated.The victims of the Title Guaranty and Casualty Co. swindle are to be congratulated that some of the large stockholders have taken the matter in hand and started proceedings to put the concern in the hands of a
receiver. The chief fugeler, Greig, has been deposed from the Presidency and a man of high character-Richard Quayle, of Gwinn-has been elected President of the concern. Steps will now be taken to liquidate the institution and divide the funds now in the hands of State officials at Lansing in an equitable manner among the unfortunate victims of the swindle. Greig has taken up his residence in Toronto and refuses to return to the State, where a warm welin the fiasco. Smith, is giving the liquidating committee no assistance He and Greig have both drawn large
sums of money out of the treasury which the stockholders will probably be unable to recover, because neither are considered responsible. The swindle is one of the most arrant cheats which was perpetrated on period of easy money and wild speculation immediately following the clase of the kaiser's war. Smith worked the "religious racket" on his friends of the Methodist church with great success-for himself and his crooked associates-but he has now come to the end of his rope.

## Black and Yellow Hats.

An entire line of Mimosa (yellow) and black hats has been made up by a New York manufacturer, according to the bulletin of the Retail Millinery Association of America, which says that the contrast is certainly beautiful and that the collection of models is a varied and delightful one. It goes on to say of them:
"The materials selected for this group of hats include haircloth, Milan and crepe. Flowers, scarfs, ribbons, birds, cherries, a few ornaments and a limited selection of glycerined and plain o'strich cover the trimming list. As for shapes, pokes, mushrooms and very few close turbans-that's all.
"Nothing but the yellow and black is admitted to the clan. About half of the number are made up with the facings of yellow crepe, in spite of the fact that there is considerable opposition to Mimosa or dandelion yellow coming next to the face. This manufacturer gives as his opinion that the yellow facing will win success, because of the inclination of the American woman to follow the lead of Paris in styles.
"Waxed flowers have found their way onto this group of hats in a number of instances-making very realistic and dainty camellias to adorn the sidecrown of a black haircloth poke, with fitted round tipped crown. The stem of the blossoms points coquettishly up. The lower of the two blossoms rests on the brim, which is faced with black crepe, and makes a narrow flange on the upper brim, which is covered with the Mimosa crepe.

## Wasting Good Time and Money.

The National Retail Grocers' Ass) ciation has a bill now before Congress which would allow anybody to whom a civil employe of the United States owed money to attach it in the Government's hands. This would of course apply to hundreds of thousands of Government employes all
over the United States. The National Association is asking retailers everywhere to write their Congressmen demanding thta they vote for th's bill. If any reader wishes to do this, the measure is H. R. 8,570.
Of course this bill ought oto pass, but of course it won't. It ought to pass because employment by the United States Government is regarded by most business men as a badge of good credit, and the Government ought to take pride in seeing that people in the public service pay their debts. If the Government did what it ought to do, there would really be no need for this bill. All that would be needed would be a firm notice to employes in general that they must keep out of debt or be fired. There would still be some bad debts, but not a tenth of what there are now.
But the Government wouldnt' allow this bill to pass because of the extra work it would make. Probably 50,000 garnishments would be going along all the time, and this would unquestionably make some mess, but ought it to be considered paramount?

Proceedings of Bankruptcy in Grand Rapids District.
 was held the first meeting of creditors
in the matter of Charles A. Arntz,
Bankrupt No. 2058. The bankrupt was Bankrupt No. 2058. The bankrupt was
present in person and by attorneys, Macpresent in person and by attorneys, Mac-
Donald \& MacDonald. Matt N. Connine was present for creditors. Claims were proved against the estate. John Olson, of Muskegon, was elected trustee and the
amount of his bond fixed by the referee amount of his bond fixed by the referee
in the sum of $\$ 2,000$. The bankrupt was in the sum of $\$ 2,000$. The bankrupt was porter. The inventory and appraisal on
file was approved and allowed. The meeting was then adjourned to March 16 .
at which time the sale of the assets meeting was then adjourned to March 16,
at which time the sale of the assets of
the estate was called for. the estate was called for. was held the
March 14. On this day of in the matter
first meeting. of creditors in the mowler-Kline Co., Bankrupt No. 2033.
of Fowler
The bankrupt was present in person and by a atorney, Earl W. Munshaw. Claims
were proved against the estate. Chester were proved against the estate. Chester
C. Wooridge was elected trustee and the amount of his bond fixed by the referee
in the sum of $\$ 500$. The bankrupt was in the sum of $\$ 500$. The bankrupt was then sworn and examined without a re-
porter. The first meeting of creditors was then adjourned without date. final
On this day also was held the fina
meeting of ereditors in the matter of
Willys Light Systems, Bankrupt No. meeting of creditors in the matter of
Willys Light Systems, Bankrupt No.
2015. There were no appearances. The 2015. There were no appearances. The
trustees report and account was con-
sidered and the same approved and alsidered and the same approved and al-
sided. The bill of Dilly, Souter \& Dilly as attorneys for the bankrupt was ap-
proved and allowed. The bill of Henry provith, in the sum of $\$ 250$, for rent of premises occupied by the bankrupt and
truste was considered, and the same approved at that sum. The meeting wa then adjourned to April 5 . held the firs
On this day also was meeting of creditors in the matter of
Edward E . Damon, Bankrupt No. 2059. The bankrupt was present in person and by attorney, J. Claude Youdan. Claims
were proved against the estate. No truswere was appointed, there being no assets in the estate. An order confirming the bankrupt's exemptions was made. The estate was then closed and returned to
the clerk of the District Court. The the ting adjourned no date.
meen 15 . In the matter.
meeting adjourned no date. of Benjamin
March 15 . In the matter of an order
H. Bush, Bankrupt No. 2,048, an for the payment of administration exhas been made.
 A. Arntz, Bankrupt No. 2058 . This being
the day fixed for the sale of assets and
the adiourned first the adiourned first meeting of creditors,
the following proceedings were had. The
notice of sale was issued pursuant notice of sale was issued pursuant to an
offer from Eli Nimz \& Co.. in the sum
of $\$ 1000$ 俍 of $\$ 1,000$ for all the assets of the estate.
Several bidders were present and the bidSevera was spirited, the property finally
ding
going to Hyde's cash market, of Musgoing to Hyde's cash market, of Mus
kegon, for $\$ 2,225$. An order was made
confirming the sale of the assets. The
meeting was then adjourned no. confirming the sale of the assets.
meeting was then adjourned no dat. On this day was held the first meet-
ing of creditors in the matter of Reed
City Creamery Co.. Bankrupt No. 2049 .
The bankrupt was present by George S.
Norcross. attorney. Cogger \& Dumon, of
Ciseres. Norcross. attorney. Cogger \& Dumon, of
Big Rapids. were present for creditors.
Claims were proved against the estate Claims were proved against the estate
The Grand Rapids Trust Company was
elected trustee and the elected trustee and the amount of it
bond fixed by the referee in the sum adjourned to March 31.

In the matter of Claude W. Fuller, Bankrupt No. 2060, funds having been
furnished, the first meeting of creditors Yurnished, the first meeting of creditors
will be held at the office of the referee
March 2 . March 27 . In the matter of Louis Dolan, Bankrupt No. ${ }^{2063, \text { funds having been fur- }}$
nished for the first meeting, the same
will be held at the office of the referee April 3.
In the
Banter of Newman Azkoul.
No. 2045, the trustee having Bankrupt No. 2045, the trustee having
filed his first report and account, from
which it appears the funds in this estate which it appears the funds in this estate
are insufficient to pay any dividends,
ate therefore a final meeting of creditors
will be held at the office of the referee
in March 29. on March 29 .
In the mat
 Bankrupt No. 2043, from the report any
account of the trustee filed in the court.
at account of the trustee filed in the court.
it appears that there are insufficient
assets in the estate to pay any dividends.
therefore a final meeting of creditors wili therefore a final meeting of creditors wili
be held at the referee's office March 29 . be held at the referee's office March 29 .
On this day were received the sched-
ules, order of reference and adjuication
in bankruptcy in the matter in bankruptcy in the matter of Martin L. Craw ord, Bankrupt No. 2065. The
matter has been referred to Benn M.
Corwin as referee in bankruptcy. The
hankrupt is a resident bankrupt is a resident of the city of Grand Rapids, and is a common laborer
by trade. The schedules of the bankrupt
list assets in the sum of $\$ 300$, all by trade. The schedules of the bankrupt
list assets in the sum of $\$ 300$ all of
which are claimed as exempt to the bankrupt, and liabilities in the sum of $\$ 960.10$. From the fact that there are no assets
in the estate which are not claimed as in the estate which are not claimed as
exempt to the bankrupt, funds for the
first meeting have been requested first meeting have been requested. Upon
receipt of the same the first meeting receipt of the same the first meeting
of creditors win be called and the date
of the same noted here. A list of the of the same noted here. A list of the
creditors of- the bankrupt is as follows:
Wurzburg's, Grand Rapids Wurzburg's, Grand Rapids is as foll
National Grocer Co.'Grand Rapids
Woodhouse Co Grand National Grocer Co. 'Grand Rapids
Woodhouse Co. Grand Rapids
Geo. Rysdale, Grand Rapids Kuppenheimer Cigar Co., Grand
Rapids Rapids
Brooks Candy Co. Grand Rapids
Mrs. R. Tavin, Grand Rapids
Peoples. State Mrs. R. Tavin, Grand Rapids
Peoples State Bank. Holland Winstrom Electric Co., Holland Standard Grocery, Holland
Van Ark Furniture Co.. Holland Hardy Jewelry Co., Holland Fokker Creamery Co.. Holland
Branzanburg Fruit Co. Holland
Brinks Book Brinks Book Store, Holland Peterson Brewing Co., Grand Rap. Peterson Music Store, Ho
Meyers Menry Eblink, Holland Saugatuck Lumber Co., Saugatuck
Jacon Bandenberg, Grand Rapids David Bloom, Holland H. Van Dyke, Holland Holland Dykstra, Undertaker, Holland Superior Cigar Co., Holland
Superior Cigar Co., Co.. Holland
DePree Hardware
Citizens Telephone Co.. HollandVitizens Telephone Co.. Holla
Honder Sluis Dry Goods Co.. Holland Printing bill (creditor unknown)--
John VanVliet. Holland

## Growing Old Gracefully.

Judge Dunham had a birthday Sunday and his legions of friends vied with each other in doing him honor. Among the tributes paid him was a beautiful dinner at the Plainfield clubhouse, tendered him by his longtime friend, Bert McCauley, who has sold his property and will soon retire from the management of the hostelry which has contributed much to the gastronomic enjoyment of Grand Rapids for the past quarter of a century. Judge Dunham is growing old gracefully and is apparently capable of accomplishing more work within a given time than ever before in his long career at the bar. The work of the Superior Court is increasing in detail and responsibility every year, but instead of complaining, Judge Dunham gets down a little earlier in the morning and remains a little later at night, frequently devoting his evenings to the writing of opinions and the reviewing of citations. Attorneys who practice in Judge Dunham's court insist there is no tribunal in the land where rulings are handed out more promptly and equitably than in the Superior Court of Grand Rapids.

Among our most prominent missing people are several mail robbers.

## Ely-Norris

Manard
Manganese Steel
Bank Safe


Sale in Western Michigan controlled exclusively by
GRAND RAPIDS SAFE CO.
Tradesman Building
GRAND RAPIDS

## 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.
McGray Salesrooms in All Principal Cities


