

THE BRIDGE OF YESTERDAY

Over the bridge of yesterday
My thoughts have turned to-night,
And out of the far-off distance
Comes a tender, glowing light.

It centers around a friendship
That has lasted through time and tide,
Though the chance and change of fortune
Has severed our pathways wide.

It may be that earth's to-morrows
Hold for us no meeting place;
It may be that only in heaven
I shall meet you face to face.

But when memory seeks a pleasant trip
And the choice of a pathway comes,
I choose the bridge of yesterday,
To the days when we were chums.

SOLD EVERYWHERE

RYZON

REG. U.S. PAT. OFF.

BAKING POWDER

Ryzon-raised cakes keep fresh longer.
You use less

Not merely baking powder but increased leavening power. The special process of manufacture is the reason.

RYZON is an improvement over old-fashioned powders. It has more raising power, is a slow, steady raiser. It retains its full strength to the last spoonful.

If your jobber cannot supply you address 40 Rector St., New York

SPECIALIZE!

One good selling point presented forcibly is better than ten half told.

The big story about FLEISCHMANN'S YEAST is that it permanently relieves those suffering from constipation.

This almost universal ill is caused by flabby intestinal muscles.

This natural food gives these muscles the exercise they require. Without such exercise constipation is bound to result.

Focus your arguments around this point—it's valuable! Profitable!

THE FLEISCHMANN COMPANY
Yeast Service

Citizens Long Distance Service



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

21,100 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY

Wm. D. Batt
FURS
Hides
Wool and Tallow

Agents for the
Grand Rapids By-Products Co.'s
Fertilizers and Poultry Foods.

20-30 Louis St.
Grand Rapids, Michigan

GRAND RAPIDS KNITTING MILLS

Manufacturers
of
High Grade
Men's Union Suits
at
Popular Prices

Write or Wire
Grand Rapids Knitting Mills
Grand Rapids, Mich.

Don't sign on the dotted line!

It is a big mistake to take on a line of coffees that moves in jerks, with a gradually lengthening period between sales. That is a "dotted" line.

Merchants handling our goods have no between sales periods.

Right from the start they enjoy a steady volume of business on our line that increases as the quality and value of our brands become more widely known to their trade.

A post card will bring information

Chase & Sanborn
CHICAGO

Sand Lime Brick

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

Brick is Everlasting

Grande Brick Co., Grand Rapids
Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

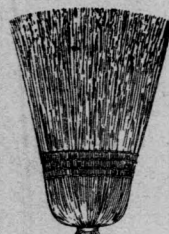
Signs of the Times
Are
Electric Signs

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

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

THE POWER CO.
Bell M 797 Citizens 4261

R. & F. Brooms



THE DANDY LINE

Also
B. O. E. LINE

Prices

Special \$ 8.00
No. 24 Good Value 8.50
No. 25 Velvet .. 9.50
No. 27 Quality... 10.75
No. 22 Miss Dandy 10.75
B. 2 B. O. E. ... 10.00

Freight allowed on shipments of five dozen or more.

All Brooms Guaranteed

Rich & France
607-9 W. 12th Place
CHICAGO, ILLINOIS

MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 21, 1923

Number 2057

MICHIGAN TRADESMAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good That We Can Do.

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly in advance.

Four dollars per year, if not paid in advance.

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

Sample copies 10 cents each.

Extra copies of current issues, 10 cents; issues a month or more old, 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

Entered Sept. 23, 1883, at the Postoffice of Grand Rapids as second class matter under Act of March 3, 1879.

OUR "CORNER" IN GOLD.

Charles Percival Isaacs, an English Liberal, in an article in the English Review makes the novel assertion that the United States has deliberately cornered the world's gold so that its financiers may have an advantage over all rivals in the coming struggle for world control of industry. America, he says, is like a corporation with an abundance of cash during a period of depression, while its competitors have little in the way of assets but idle plants. He scoffs at the view held both in England and in this country that the large gold surplus here may eventually become a source of embarrassment, and says that American financiers know well enough that this surplus can be easily removed by its use to obtain a hold on foreign industries whenever the time comes. In the view of the rest of the world, he says, that time has already arrived, but the Americans have shown themselves far from ready to lend, except when they can make their own terms with the debtor. Indeed, instead of lending gold America is in the market taking still more, leaving the rest of the world to get along as best it can with whatever is left. Consequently, the rest of the world finds itself in a very serious situation.

All of this makes interesting reading not for its intrinsic value, but because it illustrates a too common method of approach to this class of economic problems. It is true that this surplus gold is an asset, but that it has been deliberately gathered and is now being hoarded until Europe's productive enterprises are to be had at something like upset prices has nothing to support it beyond the vain imaginings of those who hold such views. Most of this gold came to us because Europe, exhausted by four years of war, was unable to pay us in goods or services for what it had to buy. And for every

dollar of gold imported this country gave full value in return in the form of essential commodities. Not only that, but at one time Europe owed the United States several billion dollars on open account for goods which had been supplied on credit. The gold that was coming over at that time covered only a small fraction of Europe's indebtedness to America. Only in the sense that this gold does not circulate freely may we be said to be "hoarding" it, but its concentration in the vaults of the central banking institutions is a safeguard against a return of inflation. Nor can it be said that this country is unwilling to lend its surplus gold. Practically every European country that has shown signs of stability has obtained credit in the United States, and a large number of European municipalities and private corporations have done likewise. It would be bad business to lend to the bankrupts on any terms, but they too may expect favorable consideration when once they set their houses in order. America may not have done all for Europe that it should, but it certainly deserves no censure for a gold hoard that was "wished upon it."

INCREASED DEMAND AHEAD.

At this particular time of the year, a week or two is hardly apt to show any material change in mercantile or general business conditions. Nor is the present period any departure from the ordinary in this respect. In the primary markets requirements for Spring have been attended to and so, too, have many for the Fall, the slow initial buying in some instances having caused operations for the two seasons to merge into one another. In certain lines there has been a disposition to speculate somewhat in order to take advantage of a rising market, but the general tendency still continues otherwise. Buying is tentative, initial orders being rather to test out the markets and to discover what is salable and what is not. It is fairly well conceded that buying power on the part of the public is greater now than it was at this period a year ago, and that the main thing to discover is whether the inclination to buy is on a par with the ability to do so. Conditions generally would seem to favor a good Spring business in household appliances and furnishings of all kinds as well as in apparel changes in fabrics and fashions being among the contributing factors affecting wearables. It is a matter of only a few weeks, also, before an increased demand will set in for the numberless lines of commodities needed for construction purposes. A large volume of orders is expected, in view of the numerous building projects planned for all sections of the country.

NEVER FAIL POULTRY TONE.

Appears To Be Sold Under Peculiar Circumstances.

Last November the following letter was received from a Michigan dealer:

"A salesman by the name of Carl C. Beatty, of the Never Fail Remedy Company, of Fort Wayne, Ind., called on me and sold me the Never Fail Poultry Tone.

"His stock orders called for one hundred dollars. It was more than I wanted but I finally took same after seeing the great number of orders he had among them very good hardware men.

"He showed me an order from Mr. — of Plymouth, which called for \$125 and I happened to be in Plymouth on Nov. 13 and Mr. — told me that he bought but \$25 worth of his product. Therefore Mr. Beatty put one over on me.

"Mr. Beatty was at Plymouth about Oct. 18, and agreed to send out a mailing list but up to last Monday Mr. — had not heard from the mailing list.

"Mr. — told me that he thought it was more wind than goods and therefore was not going to push the Poultry Tone.

"I gave Mr. Beatty a check and he agreed to hold it for 60 days and four days after that it was presented to my bank for payment and I refused to accept it. I wanted to date the check Dec. 20, but he insisted that he would hold it sixty days and wanted me to date it Oct. 22, which I did."

The order seems to have been taken on stationery headed "Beatty's Red Farms, Manufacturers of Poultry Tone." It calls for 175 bottles of Poultry Tone costing the dealer \$100.

Investigation by Information Service at National Headquarters revealed the fact that Carl C. Beatty sometimes operates under the names Never Fail Remedy Company and Beatty's Red Farms, the latter a poultry farm on which he raises Rhode Island Red chickens.

It is understood that he formerly lived in Lima, Ohio and Van Wert Ohio, coming to Fort Wayne from Chicago in 1917.

While the investigation was under way complaint was made to Secretary Sheely against the same party by an Indiana dealer.

The correspondence indicates that the Indiana dealer became so enamored of Mr. Beatty's Poultry Tone that he allowed Beatty to walk away from his store with \$212 worth of merchandise in exchange for poultry Tone, part of which was to be shipped.

The dealer placed his order with Beatty, and gave him \$212 worth of merchandise in December, 1920, according to his letter.

On January 1, 1923, Mr. Beatty wrote as follows to Secretary Sheely, of Indiana:

"I have just returned from a trip on the road and find yours of the 22, and I assure you that it has been an oversight that Mr. — has not had attention, and I will personally see that he does at a very early date.

"Wishing you a Happy New Year.

"I am yours truly,

"Carl C. Beatty."

On Jan. 15 the dealer advised Secretary Sheely that he had that day received from the railroad company nine cases of twenty-four bottles each of Never Fail Poultry Tone, presumably shipped by Mr. Beatty.

Mr. Beatty apparently does not confine his efforts to the retailer but persuades farmers to part with produce for which he gives promises.

The Indiana Farmer's Guide quotes in a recent issue the following letter from someone in Columbia City, Ind.

"Mr. Beatty came here and offered to give us chicken for chicken and said we would never be without chickens and eggs. At the end of three weeks after taking our fowls we wrote him and gave him a certain time to get here with them. He brought us one chick for every five he took away. When asked as to when the remainder would be brought he replied that we were to get baby chicks to make up the difference.

"He also told us he would take all our eggs in February at 6½ cents each. We gathered them carefully and kept them where it was warm and turned them several times a week. We wrote him and he replied that because of the weather it was not advisable to buy and he had gone back on the egg deal.

"He came last fall and selected some fowls we raised and took his choice at \$2 each. We do not know whether or not he will ever bring us the little chicks we were to have. We lost \$100 worth of eggs since he took our hens away. He brought us chickens that were sick and five have died."

How does he do it?

You can search us.

If he comes to sell you some Poultry Tone to be paid for in merchandise give him a warm seat behind the stove and hand him this article to read.—National Hardware Bulletin.

No Use For the Bishop.

The wife of a Methodist minister was greatly disturbed by the bishop's orders to transfer her husband to another charge. She had recently succeeded in starting a thriving garden, when, alas! there came the bishop's command to transfer.

"Oh, gracious me!" sobbed the wife. "I pray for the day when I die and go to heaven, where I shall never see or hear of a bishop!"

Restraining the Authority of the Supreme Court.

Grand Rapids, Feb. 20.—Congressman Woodruff, who has demonstrated that, for a green member, he can evidence as much activity as many of the older ones, has introduced a bill in the House providing that the United States Supreme Court shall not have power to declare acts of Congress unconstitutional except on a vote of seven of the nine judges.

Senator Borah has also introduced a similar bill in the Senate.

This is a more feasible and less drastic measure than the one introduced by Senator LaFollette, which was intended to give Congress the power, by a two-thirds vote, to veto any action of the higher tribunal.

The proposal of Congressman Woodruff is to enact a law providing that the Supreme Court may be regulated in their powers without a constitutional amendment. This feature is creating a great deal of comment among certain members of the legal fraternity, who claim that Congress has no authority to limit the powers of the Court.

Congressman Woodruff does not agree with them, however, and cites the second paragraph of Section 2, of Article III, of the constitution as his authority, which reads in part: "The Supreme Court shall have appellate jurisdiction, both as to law and fact, with such exceptions and under such regulations as the Congress shall make."

In a recent interview Congressman Woodruff said: "It has, to be sure, always been the theory of constitutional lawyers that the Supreme Court did not have the power to declare a law unconstitutional except on overwhelming evidence of its unconstitutionality. The Supreme Court sits in the capacity of a jury of nine members, even though they are great judges. Yet all other juries can render a verdict only by unanimous agreement. Why should the Supreme Court be the one exception?"

"When the Supreme Court takes upon itself the responsibility of declaring a law unconstitutional by a bare majority of one vote, it arrogates to itself the right to legislate."

"If our friends, the conservatives," says the Congressman, "claim this proposal is Bolshevik, then we must concede that the staid old State of Ohio is Bolshevik: for Ohio, in its constitution provides that a state law cannot be held unconstitutional except by a vote of eight of the nine judges of the Supreme Court. To those who say such a proposal is revolutionary I would commend the words of Associate Justice Oliver Wendell Holmes, who said in a speech at the Harvard law school, Feb. 15, 1913: 'I do not think the United States would come to an end if we lost our power to declare an act of Congress void.'"

With the single exception of the Interstate Commerce Commission, whose self-assumed power transcends the ancient and honorable "divine right of kings," the autocracy of the Supreme Court, at times has not been approached by any similar organization known to history. Its complexion has been both political and sectional, yet it was originally intended to assume a dignity above either consideration or influence.

A decision of that body that rocked the earth to its very center in anti-bellum days was the Dred-Scott affair. This was an instance where a Missouri slave was taken by his owner to Illinois a non-slave state, thence to Minnesota, a territory, and back to Missouri, a non-slave state. The negro backed by some of the most influential men in the North, claimed, because of residence in free states, immunity from slavery.

It so happened that the Supreme Court, as then constituted, was of Southern tendency, and though the case was presented by some of the

greatest legal minds of that day and age, the decision was made on strictly sectional lines, the Court deciding by a majority of one, that the negro was a chattel, and thereby nationalized slavery by degrading the colored man. This decision was more largely responsible for the Civil War than any other consideration, and yet it was made by our highest tribunal after mature consideration, on purely sectional grounds.

The Hayes-Tilden imbroglio, and the attendant Electoral Commission in 1877, developed the fact that Supreme judges are not altogether infallible.

The dispute was over the legality of certain electoral votes, the possession of which would determine the result of the Presidential election of 1876. To dispose of the matter, Congress legalized what was known as the Electoral Commission, consisting of five senators, five representatives, selected by their individual bodies, and five Supreme judges appointed by the President.

The Senate, which was Republican, selected five Republicans, the House, Democratic, selected those of that political faith, and the President appointed three Republicans and two Democrats from the Supreme bench.

After months of deliberation, under the stress of the greatest excitement ever elicited over a judicial contest, the decision came—the five Republican senators voting for the Hayes electors the five Democratic Congressmen voting for Tilden, while the Supreme judges split on purely political lines, three Republican and two Democrats.

Here were five judges of mature age, with a life tenure of office, influenced by politics alone.

Other more recent decisions of importance have demonstrated the influence of politics, among them being the question of the right of a certain U. S. Senator, claimed illegally elected, to retain his seat.

For these and numerous reasons, the efforts of Congressman Woodruff, are evidence of a legitimate desire to regulate the hitherto unassailable Supreme Court, by requiring, through the proposed revision of practice, a majority of eight out of nine supreme judges, to declare an act of Congress unconstitutional.

The promises of benefits to be derived from the Fordney-McCumber tariff legislation have not, as yet, developed to the satisfaction of anyone, except such as are enjoying its special privileges.

Some of its injurious effects may be abundantly demonstrated by even a casual demonstration of the trade figures of the Dominion of Canada for the year 1921 and 1922.

The trade between Canada and the United States during the year 1921 attained a volume of \$1,300,000,000. During the year of 1922 it receded to \$800,000,000, the falling off occurring since the passage of the law referred to. American exports to Canada declined by 60 per cent. and imports from Canada receded by 40 per cent.

During the two periods referred to the natural conditions were practically the same, with the exception of the slight disparity in the currency values, but the fact cannot be overlooked that America's trade with Canada declined for the most part since the Fordney-McCumber regulations went into effect, and the commodities in which the decline is most noticeable are those which are most conspicuous in our present tariff schedule.

A few days ago Senators Walsh and Smoot tried to make an explanation concerning the wool schedules of the present tariff. Senator Walsh declared that the schedules "should not cause an increase in the price of clothes." But Senator Smoot, on the other hand, made the unequivocal statement that the purposes of the tariff were to advance the price of woolen goods, declaring that the industry must be protected by the advance, though the ad-

vance ought to be only nominal. However, the American Woolen Co.—a trust—comes out with a new price list showing that the advance is equivalent to \$2 to \$3 on each suit, with an admission that this but the initial increase.

In order to prepare the consuming public for the next boost in prices they parade the information that the scarcity of wool will probably supply the excuse for further advances, indicating that the poor sheep, over which Congressman Fordney has shed so many pathetic tears, is not producing a sufficient volume of wool, although the only excuse for the tariff was the protection of the lambs.

In this connection the Chicago Journal of Commerce informs us that "the wool tariff results in the high cost of clothing that the the arguments of Senators Walsh and Smoot are nothing short of ludicrous. On the same day these gentlemen were making their addresses news came from Boston that a shipment of 12,000 bales of Australian wool, valued at \$4,000,000, was in the harbor, and that on this cargo the United States will collect more than \$1,000,000 in duty. This one item of news is far more convincing than a week's debate in the Senate."

Here we have two tangible demonstrations of the evil effects of the tariff legislation referred to.

Now we have others.

The city having the undesirable distinction of being the worst in the country with regard to the employment of child labor is Woonsocket, R. I., closely followed by Fall River, New Bedford and Lawrence, Mass., as well as Pawtucket, R. I.

All of these cities have more than 17 per cent. of child labor, while in cities where manufacturers are not protected by the cotton schedule the percentage hardly averages one-third the above figures.

These schedules were prepared by

former Senator Lippitt, of Rhode Island, himself constantly posing as a philanthropist, and yet the children still work in the cotton mills instead of attending school, and are still working at the old schedule of wages before the adoption of this wonderful bill, which was to protect labor against foreign debasement.

And this is not all.

A wave of commercial dishonesty, unapproachable in recent years, is spreading over the country, as a result of the incidental protection of the Fordney-McCumber act, according to the New York Financial News:

"Shoddy! Shoddy! Everywhere we find shoddy and deception. You buy a pair of alleged silk hose, for which you pay an advanced price, on account of Messrs. Fordney and McCumber, and in two days they have a hole in them or show signs of a break; you buy a silk tie and it is 'sans' silk; the woman buys a silk dress—oh, my, see the gloss, the shine—isn't it lovely? Silk?—from Japan or China? No! Lead and other metal, not made by silk worms but two-legged worms in New England. Carloads of metal go into these cotton goods to give weight and gloss.

"And general salesmen send traveling men around the country to sell these 'genuine' goods to honest retailers. Why, there isn't an honest spool of thread on the market to-day—at least at not less than three or four times its former cost. Do you know that the holds of our ocean liners are filled with the cast-off clothes and rags of Europe and these will go into your 'all wool' suits and swell overcoats. Oh, don't be afraid—the germs are all killed in the re-processing. Even the dignified collar of commerce is no longer familiar with the genuine article. It costs twice as much as it used to, is made by child labor and—is not what it seems. The tariff hogs cannot be satisfied—they needs must resort to palpable dis-

Finnish Mutual Fire Insurance Co.

ORGANIZED IN 1889.

AMOUNT OF INSURANCE IN FORCE DECEMBER 31st, 1922	\$6,033,803.00
TOTAL ADMITTED ASSETS DECEMBER 31st, 1922	264,586.56
NET CASH SURPLUS OVER ALL LIABILITIES	212,718.32
DOUBLE DIVIDEND PAID IN 1922, Three and Four Year Periods	49,113.47
DIVIDENDS PAID POLICY HOLDERS SINCE ORGANIZATION	453,374.50
FIRE LOSSES PAID POLICY HOLDERS SINCE ORGANIZATION	262,478.56

Assets per \$1,000. of Risk	\$43.68	Surplus per \$1,000. of Risk	\$35.25
Loss Ratio to Premiums	36½%	Expense Ratio to Premiums	18½%
Loss Ratio to Income	33%	Expense Ratio to Income	17%
Average Loss Ratio of Stock Companies	56%	Average Expense Ratio of Stock Companies	42%

DIVIDEND FOR 1923

50%

MERCANTILE AND DWELLING RISKS SOLICITED

Are you saving 50% on your insurance costs? You should investigate. Write for further information to

I. W. FRIMODIG, Gen. Mgr.
CALUMET, MICHIGAN

C. N. BRISTOL, Gen. Agt.
FREMONT, MICHIGAN

honesty in order that we may withstand the blighting effects of foreign labor."

And the poor sheep—no, the unfortunate owner thereof—is deluged with the tears of Congressman Fordney, and selling his wool for any price the "protected" parasite will allow him—never more than he was paid before he had the advantages of protection. Frank S. Verbeck.

Consumption Now Canners' Big Issue.

The organization of the canning industry in the United States is growing stronger and more helpful every year and is now on such a powerful basis that the industry must go forward. Production has reached enormous dimensions and questions of distribution and consumption now are giving canners more cause for reflection than is production.

There is capacity in the canneries of the United States to produce double the output that they now place on the market. This was proved during the war when the United States Government encouraged and promoted the canning of foods and bought enormous quantities for the armies of this and other countries. Production of some articles doubled.

Since that time the output has been reduced gradually to the normal consumption of this country, and canners now are studying methods of so increasing consumption that they can run their canneries to full capacity and thereby operate on a much lower cost basis. Their associations and leaders are studying the problems for methods by which the people can be induced to buy and use more of the products of their canneries.

Great auxiliary forces are helping the canners in this effort and the 3,000 brokers, the 4,500 wholesale grocers and the 350,000 retail grocers of the United States are allied with the canners in this concerted effort. That is what Canned Foods Week—March 3 to 10—means.

There is no change in the general market on canned foods. Prices on nearly all items with the exception of the low grades of California peaches are firm and trading has been good on both spot and futures. Canned shrimps are receiving attention and canners are holding same at firm prices.

John A. Lee.

Leather Costing More.

Further rises in leather recently, particularly in white buckskin and kid, presage higher prices in the near future for shoes in which those materials enter. As yet there has been no marked upward revision in calf, but there was said recently to be the possibility of a strong upturn in this kind of leather within the next few weeks. Although buying of the better kinds of men's shoes has improved in the last several weeks, it appears that about 25 per cent. of the season's business is still to be written. The late placing of the orders, together with a shortage of some of the materials needed by the manufacturers, is making it difficult to complete deliveries in time. In one factory, for instance, several hundred pairs of shoes are "hung up" awaiting the delivery of rubber heels.

New Building B. Standard Oil Co.

Boyne City, Feb. 20—The Standard Oil Co. has acquired the land at the Southeast corner of Park and Water streets, upon which it will build a filling station the coming season. This project has been under negotiation for over two years. The credit for bringing it about is due to the perseverance of J. L. Ekstrom, for over a decade City Clerk, and now of the real estate firm of Cole & Ekstrom. The site is now occupied by an old residence and a nondescript store building which have been no ornament to the busiest business corner in town. If the company puts up such a plant as in other towns, it will add very materially to the appearance of our business section, besides being a great convenience to the traveling public. We feel that in this connection the Standard Oil Co. should be congratulated.

We saw a funny looking map of Michigan the other day. It had no towns, cities or railroads on it and no automobile trails. It had the names of the counties and their outlines and was covered with little crosses, squares and lines. Down in the South end were three counties that were white, all clear. In the tip of the mitten were four and at the West end of the Upper Peninsula was one white space. We examined the text and found that the white counties were the ones in which all the cattle had been tested for tuberculosis and diseased animals thrown out. We were astonished to see that only in this playground of Michigan, Traverse, Antrim, Charlevoix and Emmett could the wayfarer be sure that the milk he drinks is free from the deadly T. B. germs. What more could one want, pure milk, pure water, pure water-washed air? Maxy.

How To Prevent Frosted Windows.

Cold weather brings with it the problem of frosted windows and consequent blurring of the window display. The following simple remedies, however, will soon overcome the difficulty:

1. A row of holes bored in the woodwork at the top and bottom of the window permits the air to circulate over the pane, keeps the surface approximately the same temperature as the remainder of the store and prevents the gathering of the moisture, which freezes and causes all the trouble.

2. Where the boring method is impracticable, a solution of methylated spirit or alcohol may be rubbed on the glass. Another way is to clean the window thoroughly and rub it over with a soft cloth or piece of leather dipped into a solution of one pint of denatured alcohol and one ounce of glycerine.

3. An electric fan in the window space also keeps the air stirring and prevents freezing. In stores having only gas supply, a gas pipe run across the base of the window glass, and perforated with small holes every few inches, allowing the jets to escape, will give equally good results.

4. When the floor of the window is level with the bottom of the glass, an elbow-shaped piece of stovepipe may be inserted under the floor so that it will give forth a current of air from the store. Holes should be bored above the window as an outlet for the air and the stovepipe mouth should be covered with thin material to prevent dust settling on your display. A water pipe or almost any sort of piping may be used as well as stovepipe.

IN THE WINDOW

Do you believe that window displays pay for the trouble of putting them in?

Do you find an increase in the sale of certain articles when these are displayed in the windows?

Do customers come in and tell you they want goods like the ones they see in the windows?

Do your clerks always know which goods are in the window, so that they are co-operating with this most valuable form of advertising?

Window display advertising may be the most effective advertising that the merchant can use. It is your space paid for in advance and the articles advertised therein are on sale when the person sees the ad. The value of other kinds of advertising is less because the person has to carry the item in his mind until he enters your store.

The progressive merchants of today are changing window trims more often, making them more attractive and more forceful.

ARE YOU?

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.



Movement of Merchants.

Port Huron—A. Pollock, dealer in boots and shoes, has filed a petition in bankruptcy.

Detroit—The Grain Realty Co. has increased its capital stock from \$100,000 to \$200,000.

Halfway—The Kaiser Fuel & Supply Co. has increased its capital stock from \$20,000 to \$40,000.

Ann Arbor—The Ann Arbor Lumber Co., Ltd., has increased its capital stock from \$10,000 to \$20,000.

Grand Rapids—J. J. Spehn succeeds F. L. Lossing in the hardware business at 742 West Fulton street.

Petoskey—The Petoskey House Furnishing Co. has increased its capital stock from \$25,000 to \$40,000.

St. Johns—Miss Mary E. Kelly is closing out her stock of fancy and art goods and will retire from trade.

Detroit—The Wolverine Lumber Co., 7720 Plymouth Road, has increased its capital stock from \$10,000 to \$60,000.

Kalamazoo—The Trio Laundry Co., 113 West Kalamazoo avenue, has increased its capital stock from \$30,000 to \$60,000.

Lansing—Claude R. Barto succeeds Frank W. Haben in the restaurant and cigar business at 220 East Franklin avenue.

Detroit—The Discount Service Corporation, 1460 East Jefferson avenue, has increased its capital stock from \$50,000 to \$100,000.

Alpena—The Lakeside Cranberry Co. has decreased its capital stock from \$250,000 to \$10,000 and 50,000 shares no par value.

Bennington—N. E. Cooper, who has conducted a general store at Pittsburg Corners for a number of years, died at Memorial hospital, Owosso, Feb. 14, of pneumonia.

DeWitt—Earl J. Tucker has sold a half interest in his stock of general merchandise to his brother Fred and the business will be continued under the style of Tucker Bros.

Detroit—Coates Motor Sales, Inc., 5740 Grand River avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$8,500 paid in in cash.

Bancroft—C. W. Bennett, who has conducted a grocery store here for the past sixteen years, has sold his stock and store fixtures to Ward Cole and Glenn Cove, who have taken possession.

DeWitt—Harry Reed has sold a half interest in his grocery and meat stock to George Schaffer and the business will be continued after March 1, under the style of Reed & Schaffer.

Detroit—Auto Service & Sales, Inc., 9430 Woodward avenue, has been in-

corporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$2,000 paid in in cash.

Grand Rapids—Harry Talbot has sold his drug stock at 1200 Madison Square to George Finnucan, who was formerly postmaster at Charlevoix and also clerked for F. J. Fessenden, the Charlevoix druggist.

Royal Oak—The Cahoon Plumbing & Heating Co., 1401 Woodward, has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—Rose & Fabrizio, Inc., 112 Madison street, has been incorporated to deal in women's ready-to-wear garments, with an authorized capital stock of \$25,000, \$1,000 of which has been subscribed and paid in in cash.

Port Huron—N. P. Johnson, Inc., 301 Huron avenue, has been incorporated to conduct a retail shoe, boot and rubber business, with an authorized capital stock of \$15,000, \$6,000 of which has been subscribed and paid in in property.

Detroit—The Twin Stores Co., 300 Shubart Detroit Opera building, has been incorporated to own and conduct general stores under the chain stores plan with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Breckenridge—Guy Milligan and Harry Henry, both of Lansing, have formed a co-partnership and purchased the agricultural implement, plumbing and heating business of the late Herman J. Jubler and will continue it under the style of Milligan & Henry.

Lansing—Seamen Co., Inc., proprietor of the Style Shop, 116 West Allegan street, has remodeled and enlarged its store to such an extent that double the floor space has been acquired. Modern new fixtures, show cases and garment cabinets have been installed.

Kalamazoo—Robert J. Menzie, merchandise manager of the Palais Royal, Washington, D. C., for a number of years and later acting in the same capacity for Woodward & Lothrop of the same city, has now been engaged by J. R. Jones' Sons & Co. as merchandise manager.

Jackson—Jewels, Inc., has engaged in business at 125 West Main street, carrying complete lines of women's ready-to-wear garments. The store is under the management of Isadore Nagelberg. Jewels, Inc., conducts a chain of stores in Battle Creek, Kalamazoo and Detroit.

Detroit—The Morris H. Blumberg Electric Co., 327 North Jefferson, has merged its business into a stock com-

pany under the style of the Morris Blumberg Electric Co., with an authorized capital stock of \$125,000, all of which has been subscribed and paid in in property.

Jackson—The Alderman Co., 113 West Main street, has been incorporated to conduct a department store with an authorized capital stock of \$10,000 common and \$15,000 preferred of which amount \$22,500 has been subscribed and paid in, \$12,500 in cash and \$10,000 in property.

Kalamazoo—A. J. Stall, for the past ten years connected with Morley Bros., Inc., of Saginaw and P. B. Rickenmore, hardware dealer at Richland for the past fifteen years, have formed a copartnership and engaged in business at 114 Portage street under the style of the Rickenmore-Stall Hardware Co.

A. J. Palmer, dealer in general merchandise at Gagetown, writes us as follows: "The Tradesman is the best paper we get out of an assortment of five. We like to get trade magazines but we sometimes fall short of reading them all but we never miss reading in full the Tradesman. May you live long and prosper."

Manufacturing Matters.

Detroit—The Detroit Wire Bound Box Co. has decreased its capital stock from \$100,000 to \$1,000.

Detroit—The Wayne Radiator Works Co. has changed its name to the Wayne Auto Custom Works.

Plainwell—The Angle Steel Stool Co. is planning to build a large addition to its plant as soon as the drawings can be completed.

Allegan—Hollis Baker has purchased the plant of the Ahdawagam Furniture Co. and will organize a stock company to continue the business.

Howell—Ford Johnson has leased the Williams building and will occupy it with his creamery which he will remove from Lansing about March 1.

Grand Rapids—The Spencer-Duffy Co., Inc., formerly the DeLuxe Upholstering Co., 503 Grandville avenue, has increased its capital stock from \$60,000 to \$100,000.

Muskegon—The Meier-Moe Foundry Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$10,000 has been subscribed and paid in in property.

Detroit—The Peerless Enameling Co., 949-59 Larned street, has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and \$14,200 paid in in property.

Detroit—The Michigan Slipper Manufacturing Co., 525 Woodward avenue, has been incorporated with an authorized capital stock of \$12,000, all of which has been subscribed and \$8,000 paid in in cash.

Detroit—The James Lick Cigar Manufacturing Co., 216 Broadway Central building, has been incorporated with an authorized capital stock of \$25,000, \$12,500 of which has been subscribed and \$4,935 paid in in property.

Detroit—The National Margarine Co., 1427 First National Bank building, has been incorporated with an authorized capital stock of \$250,000, of which amount \$150,030 has been

subscribed and paid in, \$30 in cash and \$150,000 in property.

Detroit—The Chausse Oil Burner Co., 622 Moffat building, has been incorporated with an authorized capital stock of \$100,000 preferred and 20,000 shares at \$2.50 per share, of which amount \$800 and 80 shares has subscribed and \$1,000 paid in in cash.

Detroit—The Enamelight Corporation, 546 Book building, has been incorporated to manufacture and sell lighting units, with an authorized capital stock of \$100,000 preferred and 10,000 shares at \$1 per share of which amount \$20,000 and 6,000 shares has been subscribed and paid in in property.

Detroit—The Plastic Products Co., 956 Macomb street, has been incorporated to manufacture and sell putties, plastic cements, paint specialties, etc., with an authorized capital stock of \$7,000 common and \$18,000 preferred, of which amount \$8,000 has been subscribed and paid in, \$1,000 in cash and \$7,000 in property.

Do Not Allow Stocks To Run Too Low.

Written for the Tradesman.

Wheat markets have held practically even during the past week and there is nothing in the immediate future to indicate definitely a material change in either direction.

Demand for any product is always the big factor influencing price, not only demand for the particular article—wheat, for instance—but general demand for the products of the farm and factory in general; in other words, no business is master of the situation in itself, but is dependent upon the general prosperity or financial condition of the country.

Reports from all sections indicate practically no unemployment at the present time. Factories are running nearly full time. As a matter of fact, the steel mills of the country are running nearly as full time as they did in 1918 and general optimism prevails for the entire year of 1923. Prospects are considerably better than they were for 1922.

This means, of course, the public will have greater purchasing power and when the public has purchasing power, it is always used. This means a good demand for practically all lines which, in turn, spells firm markets, so, as a general proposition, both wheat and flour are good property; whether they will be higher is a question; certainly they should not be lower.

It appears advisable to cover trade requirements, but, as stated heretofore, there does not appear to be any particular reason why big advances should be scored; consequently, it appears to us it is better to purchase for not over two or three weeks ahead at the most; in other words, in sufficient quantity and far enough ahead to assure ample supplies to meet the normal demand.

Railroad conditions are such it is inadvisable to allow stocks to run too low, as considerable difficulty is being experienced in moving goods promptly; in fact, some railroads have been obliged to embargo shipments in certain directions due to congestion.

Lloyd E. Smith.



Essential Features of the Grocery Staples.

Sugar—The market still is high and excited. Eastern refiners are holding granulated at $8\frac{3}{4}$ @8.30c, but most of them refuse to accept orders on that basis. Local jobbers are quoting 9c for cane granulated, which is on a lower basis, proportionate to cost, than most other markets in the West.

Tea—The demand during the week has been fair only, as is usual during a holiday week. Prices show no change anywhere and the general situation is well maintained, though not materially different from a week ago. Holders are entirely confident of the future in spite of the slight lull and are not pushing anything for sale.

Coffee—The market has shown a decided advance during the week, being influenced no doubt by the boom in sugar. All grades of Rio and Santos show a substantial fractional advance, ranging from $\frac{1}{2}$ @ $\frac{3}{4}$ c, these quotations applying to green coffee sold in a large way. Milds are also firmer and show a small fractional advance for the week. The jobbing market for roasted coffee is looking up without any particular change for the week.

Canned Fruit—The improvement in the jobbing demand for canned foods has extended to California fruits and a distinctly better tone has consequently developed. While stocks of sub-standards, seconds and pie peaches remaining on the Coast are abundant there is said to be a pronounced shortage of choice and fancy grades and a scarcity even of the best packs of standards. Pineapple remains the most active article on the list, and brokers report increasing difficulty in locating stock with which to fill even small orders.

Canned Vegetables—Except for the announcement of opening prices for the 1923 pack of Maine corn, there is no outstanding developments this week, unless it is the indication of a broadening interest in spot offerings manifested by country buyers. Local jobbers for the most part seem to have what they consider to be adequate supplies for the present and although they report that retailers are ordering freely, indicating a healthy condition with reference to consumption, do not feel the urge to make replacements. The orders coming are of the same character so far as their size individually is concerned as those that buyers have been placing all along, and, as a rule, are for the general assortment; none of the chief staples, or for that matter anything else on the list, being in more demand than another. The difference to be observed, however, is that the num-

ber of such orders has been showing a notable increase and encourages the hope that it presages an earlier opening of the spring season than usual. That hope is the more warranted by the exceptionally small volume of business during the winter months that have passed, which would mean that with normal consumption jobbers in the interior are working very close to bare floors. Since the preliminary buying for delivery out of 1923 packs, jobbers have hesitated to make further commitments, their policy being evidently to wait until the canning season is nearer at hand, with the expectation or hope that canners will find reason in the interim to modify their views as to prices. At present, however, there is little, if any, indication of a disposition in packing quarters to reduce quotations. As yet little progress has been made toward placing the coming season's pack of Maine corn. The opening prices of \$1.10 for fancy white and \$1.65 for Golden Bantam, although 5c above those for 1922, are held to be reasonable under existing conditions, and as soon as jobbers have figured out their probable requirements brokers have no doubts that confirmations will be freely made.

Canned Fish—With an increasing consumption, due to the Lenten season, holders are looking for an early improvement in the jobbing demand for salmon. There is more call for Maine sardines and the market has a steadier tone. Factories are reporting some carload orders from the West and South and demand for lots of 100 or 200 cases is increasing.

Dried Fruits—Possibly the extreme cold weather last week may have had a stimulating effect upon the movement of dried fruits into actual consumption, but in any event there is no doubt that small orders, particularly from out of town, show a material increase in numbers. The general tone also is better and while a quotable improvement in prices can not be recorded the inclination to make concessions from quoted rates seem to have been displaced by greater insistence on the payment of what was asked. The steadier feeling among holders of prunes especially is a reflection of the firm attitude of the interests holding what remains unsold on the Coast, a quantity of which, according to what are considered authoritative reports, is not in excess of 25,000 tons. Such a tonnage, in view of the fact that the heaviest season of consumption is yet to come is considered negligible, and necessity for pressing it to sale therefore does not exist. In fact, with the Eastern markets in far better shape than for a

long time past, owing to the virtual elimination of distressed lots through their absorption by stronger factors, the indications are held by some to point to a higher market with the advent of spring. Apricots have been doing better in the way of jobbing sales, but peaches still attract comparatively little attention. Raisins are firm, especially Thompsons. An increasing demand for dates is reported.

Syrup and Molasses—Molasses is in good demand, especially for fancy grades, and prices are well maintained, but show no change for the week. Lower grades of molasses unchanged and quiet. Sugar syrup is steady at unchanged prices and so is compound syrup.

Cheese—The market is very quiet at prices ranging about the same as a week ago. The consumptive demand is extremely light and stocks in storage are considerably in excess of what they were last year. If we do have any change in price it is likely to be a decline.

Provisions—Everything in the smoked meats line is very quiet, with some cuts about 1c per pound lower than a week ago. The consumptive trade is only fair. Pure lard and lard substitutes are quiet, with a light demand at prices ranging about the same as last week. Dried beef, canned meats and barreled pork are all unchanged.

Nuts—There is no particular activity in any line and features of special interest are lacking in the spot market. Shelled almonds are reported firmer abroad but are without quotable change here.

Beans and Peas—The demand for beans and peas is very light, but prices are well maintained. Pea beans, in fact, are a little firmer than they were. Marrows steady; red kidneys somewhat easy. California limas about unchanged and in slow sale. Green and Scotch peas are draggy and in buyer's favor.

Salt Fish—The demand for mackerel is improved on account of the advent of Lent. Prices show no change for the week, but are a little harder than they have been.

Review of the Produce Market.

Apples—Jonathans, Spys and Baldwins fetch \$1.75@2.25 per bu. Western box apples are now sold as follows: Roman Beauties, Winesaps and Black Twigs, \$3.25; Delicious, \$4.25.

Bananas—8@8 $\frac{1}{2}$ c per lb.

Butter—The market has advanced 3c per lb. during the past week. The quality of butter arriving continues to be of fine quality. The consumptive demand, owing to the high prices, is not as good as it was a year ago. While stocks of butter in storage are considerably less than they were last year, the make at the moment is larger than usual for this season of the year. We do not look for much change in price during the coming week. Local jobbers hold extra at 50c in 63 lb. tubs; fancy in 30 lb. tubs, 52c; prints, 53c. They pay 25c for packing stock.

Cabbage—\$3.50 per 100 lbs. Scarce.

Carrots—\$1 per bu.

Cauliflower—\$2.50 per dozen heads.

Celery—California is selling at 85c

for Jumbo and \$1 for Extra Jumbo; Florida, \$5 per crate of 4 to 6 doz.

Cucumbers—Illinois hot house, \$3 per doz.

Cocoanuts—\$6.50 per sack of 100.

Eggs—The market is steady at prices ranging about the same as a week ago, with a consumptive demand that is absorbing the receipts on arrival. Storage eggs are practically exhausted and being sold at about 10c per dozen lower than the price of fresh eggs. The price of the next week depends considerably on weather conditions. We, however, look for the trend to be downward. Local jobbers pay 36c for fresh.

Egg Plant—\$3 per doz.

Grapes—Calif. Emperors, \$7 per 30 lb. keg; Spanish Malagas, \$9.50 for 40 lb. keg.

Green Onions—Chalots, \$1.10 per doz. bunches.

Honey—32c for comb; 25c for strained.

Lettuce—Hot house leaf, 24c per lb.; Iceberg from California \$4.50 per case.

Onions—Home grown, \$3 per 100 lb. sack.

Lemons—The market is now as follows:

300 size, per box	-----	\$7.50
360 size, per box	-----	7.50
270 size, per box	-----	7.50
240 size, per box	-----	7.00

Oranges—Fancy Sunkist Navals are now sold on the following basis:

100	-----	\$4.75
126	-----	5.25
150, 176 and 200	-----	5.50
216	-----	5.50
252	-----	5.50
288	-----	5.50
324	-----	5.50

Choice, 50c per box less.

Floridas are now sold as follows:

126	-----	\$5.25
150	-----	5.25
176	-----	4.25
200	-----	4.25
216	-----	4.25

Parsley—50c per doz. bunches.

Parsnips—\$1.75 per bu.

Peppers—Florida, 75c for small

basket containing about 18.

Potatoes—Home grown, 50c per bu.

Poultry—Local buyers now pay as follows for live:

Light fowls	-----	16c
Heavy fowls	-----	24c
Heavy springs	-----	24c
Cox and Stags	-----	14c

Radishes—90c per doz. bunches.

Spinach—\$2 per bu.

Squash—Hubbard commands \$5.50 per 100 lbs.

Strawberries—Floridas bring 60c per qt.

Sweet Potatoes—Delaware kiln dried command \$1.50 per hamper.

Tomatoes—6 lb. basket of California, \$1.35.

Turnips—\$1 per bu.

Since the Grand Rapids Dry Goods Co. has taken the position of selling agent for the Lowell Manufacturing Co., the latter has been compelled to increase its forces of employes in order to keep up with the demand for goods. The same high standard which has been maintained in the past will be continued.

RETAIL GROCERS AT LANSING.

Twenty-Fifth Annual Convention Now in Session.

The annual convention of the Retail Grocers and General Merchants Association of Michigan convened in Lansing to-day. The convention was called to order by M. C. Goossen, President of the Lansing Association. After an address of welcome by Mayor McComb and a response by E. W. Jones, of Cass City, President Affeldt read his annual address, as follows:

One of the painful duties of your presiding officer at these annual conventions is to give a report of the work done by himself and the State Association.

Owing to the fact that your past, present and future presidents are all men who are actually engaged in the distribution of food products, whereby they make their living, it is impossible for them to get out among you retailers in your respective localities and in your stores, to talk to you of your troubles and advise with you as much as I should like to have done and I am sure all past presidents would also like to have done. Therefore your presidents must act in an advisory capacity to your Association and their work must naturally be done through the Board of Directors, such as presenting to them new ideas, seeing that these same ideas are carried out and watching its expenditures. Therefore, I say, it is a painful duty to give a report of the activities of the President.

I do not want you to judge your presidents, past and future by their reports. Having acted as your President for two terms I am in a position to know whereof I speak.

You may ask, What has the Association done in the way of legislation? How many bills were we successful in having thrown into the discard? Let me answer this question by asking one. Is the ability of an officer of the law judged by the number of arrests he has made on his beat or is it judged by the peace he has been able to bring about by his presence in his community? The mere presence of an officer in uniform always has and always will have a tendency to lessen crime and bring about a respect for the law. That is why I compare the duties and the functioning of your State Association and its officers with those of an officer of the law. I stand here to tell you, gentlemen of the convention, that if we had no Association there would be laws proposed and put into effect that would make the path of the retailer much harder to tread than it is at present and you all know that is hard enough. I do honestly believe, wherever a bill is proposed that pertains to our respective business, one of the first thoughts that comes to its sponsors is: How will the Association of Retail Grocers and Meat Dealers feel toward this proposed Legislation? Will they be for or against it? Then is it not a fact that the existence of an Association has its effect on your community?

I have been asked, time and again, why is it that we do not have the strong local associations we used to have in the past, and why is the membership of the State Association composed of more individual members than bodies of local associations? I have given this most careful thought and consideration, after talking to members of the local associations, and this is what I find: Nearly every town and city of any size or importance has a mercantile organization or its board of commerce, and where such exists the majority of grocers and meat dealers are members of this same association. The functions of these bodies are much broader and cover practically the same ground

that local Association did in the past. Every matter that is brought to the attention of these boards of commerce directly affects us, as well as vendors of products other than food products; matters that pertain to transportation, taxes and legislation. I believe that it is the duty of every grocer and meat dealer to become a member of a mercantile organization or board of commerce, because meeting with men in other lines of business broadens our minds by listening to their problems and their solutions of the same. Their method of doing business cannot but help us to make ours better and bigger, and when we have accomplished this, we have accomplished that which we are striving for, to make our business as good if not better than any other in the community.

As your President I have had the pleasure of meeting with and addressing the Grand Rapids Association of Grocers, the Michigan Retail Dry Goods Association in a convention at Flint, and the wholesalers of Detroit at a meeting in Lansing a few days ago on one of their trade extension tours. I was also invited to address the Michigan Cannery Association at one of its meetings at Grand Rapids, which I accepted to do, but later was forced to decline, owing to illness among our clerks which prevented me from making the trip to Grand Rapids.

We have had two meetings of the Board of Directors in Lansing at which time two matters of vital importance affecting the State Association were discussed and disposed of, one of which was making our convention a two day convention in place of the usual three, an explanation of which was published in the Michigan Tradesman of last week; also the discussion of several resolutions which will be discussed at this convention.

In closing, I again want to impress upon your mind that to be a successful business man you must join your local association or your board of commerce. You can not completely isolate yourselves from the remainder of the world by staying at home or back of your counter and completely ignoring your fellow business man. I believe in that slogan of the Grange, "Become acquainted with your neighbor, for you might like him."

I would like before we adjourn to see this convention adopt Mrs. Dora Stockman's slogan, as she gave it to the Michigan farmer and Michigan consumer: "Michigan food for Michigan folks."

Secretary Bothwell was unable to be present, because of illness. His annual report was read by James Johnson, as follows:

In the year that has elapsed since we met in Bay City, the work of the Secretary's office has been devoted to practically the same class of problems that have occupied its attention during the entire seven years that you have patiently put up with the efforts that have been made to bring to a successful issue some of the problems that needed attention, that would have added some benefit to the few that are now enjoyed by those who so innocently engage in the retail distribution of foods. I say innocently, for the reason that Tom, Dick or Harry, while on the outside looking in, seem to see only the ease with which his grocer or meat dealer passes out the articles asked for and the ease that is apparent in getting the price set on the article. This man, without the gates seems to see a chance to reap a golden gain that is not presented in any other line, so after getting together a few hundred dollars decides that he is well prepared to embark in the retail grocery business and when he succeeds in locating a wholesale house that will trade their merchandise for his cash, he goes about his work with all the zest and pleas-

ure that a baby enjoys when it gets its first nicely colored rattle.

This inexperienced grocer in a very short time finds that the fine friends who some times enjoyed his hospitality when he was a common, ordinary citizen, are ready and willing to accept his merchandise on exactly the same terms as they accepted his hospitality—the only difference being on a credit account with a promise to pay, thrown in. You know the story. We who have had experience meet the usual slaughtering of prices in an effort to hold our trade and sometimes we criticize the wholesalers who have sold the goods to this inexperienced man with a few hundred. Is it quite fair to criticize the wholesaler when we in turn extend credit to fellows we feel sure are not able to pay? But the problem remains to be corrected if possible, but how to do it is the question.

Can legislation be passed requiring applicants for a license to pass a certain examination before being permitted to open a store or is it as well to leave the adjustment of matters of this kind to chance, time and competition? Just a few days ago a member of this Association and a grocer of experience advertised that he gave trading stamps for accounts paid in full twice each month, and it is a real certainty that this man must surely have a desire to make a good fellow of himself rather than make a decent living for himself and family, and it is a fact that men who either innocently or ignorantly use some plan of a competitive nature that causes the other man to take a loss, either of actual cost of goods or customers should be placed under restriction of some sort, because he is just as surely depleting the resources of the man who is honest in business as though he took the shorter but punishable method of stealing.

You men of experience who are contending with conditions of this nature should make use of this convention to swap ideas in an effort to bring out one that will give the officers a real tangible basis from which to work in the hope that some constructive measure may be worked out.

Fundamentally, the business of dealing and distributing foods is the most necessary of any business, not alone because it enables the individual to have on his table just the kind of fruit, vegetable or meat that he likes, but is responsible for the successful operation of almost all business that find it convenient to pay their employees according to the legally established method and in order that the employer of labor may get the service before paying for it; the dealer in foods steps in and feeds the employed during the time that he is rendering the service to the employer; but you say, the manufacturer, for example, can put in a store for the convenience of his employees, and this is true, but is it not true that stores of this class are gradually giving way to the independent store that functions in an efficient and experienced manner? Their operators being qualified to supply the employee with food while he waits for his pay from his employer? This, then, is a business that is linked arm in arm with the manufacturing industry, and in order that the stability of manufacturing plants may be continued, we have a real work to do in continuing to stand back of the manufacturer whose revenue must be derived on a credit basis and whose employees must of necessity be taken care of in a credit way, pending the returns the employer expects from his product when he can pay his men and they, in turn, can pay their grocer or meat dealer. Let me impress on you dealers here the real need of your keeping in mind at all times that you do a credit business are the real factor and back bone of the prosperity that come to your community and this feature of the food

distribution business should be very earnestly considered in your deliberations in order that the institution in your midst that is operating solely as a profit maker be properly understood and regarded in the same way in which this class of store regards the community from which it plucks its profits. We find what is commonly known as chain stores and mail order houses coming under this head and notwithstanding the fact that the Joint Commission of Agricultural Enquiry in their investigation did not find these stores to be giving any better prices to the consumer, yet it is surprising the number of people who have given no thought as to what would happen to a town if every store in it became over night chain stores doing a strictly cash business.

What would this mean to the manufacturer, farmer, mechanic or workman who of necessity does a credit business? What would this mean to a community if the profits derived from retail business were sent to some other city and there used as a means of creating a greater tax revenue for that city? Development is dependent on profit; if the profit is taken away there can be no development.

When the convention was over at Bay City there was every reason to expect greater progress than ever before, but it is hardly possible to get the most intensive work done when those who should be interested are too busy to give some time to doing the little each one might do to get the other member in. We have repeatedly asked for a list of all grocers in a town or for the name of others who should be members and in the year from present members we have been favored with thirty names, while from other sources we have the names of some 1500 that should be solicited if a Secretary was well enough paid in order that he could give his whole time to the work, but with more than one-half the membership delinquent, it is hardly possible to accomplish as much work as would be the case if dues were paid promptly when statements are sent out. It is not possible to get service unless it is paid for and the small amount of annual dues, if paid promptly, is sufficient to do the necessary work at the present time. There are 411 delinquent members and each of them have had from three to four letters and while these delinquent chaps are neglecting to send in their \$2.50 some other fellow is making use of his time in an effort to pass legislation which will compel the payment of annual license of considerable proportions, and yet some of these fellows will sob, "Oh, it can't be done." Whereas, if they would tell the truth, it would more probably be. No, I am so indifferent I won't pay \$2.50 to try and protect myself from paying a \$15 license, but we consider that the movement for a better world was started by one man and has been worked intensively for 2000 years. There may be some chance of winning the support of those who from indifference, inattention or neglect allow their names to be on the delinquent list. Had these delinquents paid as they should the finance would have stood at a very satisfactory mark, the receipts and expenses being as follows:

Cash receipts	\$3,182.00
Total expenses	4,084.75
Expenses greater than receipts	902.67
Delinquent dues	1,027.50

When paid these will leave a balance on hand of \$124.83.

From the foregoing statement you will readily see that considerable work must have been done when receipts of \$3,182 are shown, but because of the many little things of a personal nature we have done, it is hardly a proper time or place to refer to many of them, and yet an illustration or two will serve to give you some idea of the problems that can be handled by associations that are not possible to be handled by an individual.

During the past summer this office was solicited for help by some of our members living in Mecosta county where the P. M. Railway were attempting to pull up their tracks. We framed resolutions to the Interstate Commerce Commission and other of our Government agencies who had charge of the railway plea, with the result that the railway is still operating and these members of our Association are still receiving the benefits from the railway service.

One of our members in a town of 2,500 inhabitants explained in some degree some of the difficulties that assailed his line of business and after meeting with the retailers of the town they have succeeded in passing an ordinance under which they can correct the difficulties that were assailing them as loyal citizens and good merchants.

As I write this report I have a letter from one of our members who was persuaded to sign a contract with the Creasey Corporation and he afterwards found that the contract meant giving something for nothing. As a result he has delayed paying his notes. Now the attorney for Mr. Creasey writes him threatening suit and he has appealed to this office, and we have advised that we are ready to do anything possible in proving from various sources that he has received no value for the money already paid and until Creasey is prepared to give value for value received he is not entitled to any more money.

These are matters of a personal nature which cannot very well be made public, but it serves to show the value of the Association; and while there are a great many circumstances of a similar nature that can be handled profitably and satisfactorily by an Association, yet if they are not submitted the individual must of necessity carry the responsibility himself.

Just a day or so ago—in fact, the first day of the new year but too late to be carried in last year's report—we received the membership fee for six new members as the result of the effort put forth by one gentleman who has been a member of the Association for a number of years and who has taken sufficient interest in the welfare of those with whom he associates in his own town to interest others in joining with the State Association in order that greater good may come to the business in which he is engaged.

As a little sample, at the last session of the Legislature a bill was introduced to license retail dealers for selling eggs—the proposed license being \$15 per year—but through the efforts of the Association, coupled with the wisdom of some of our wise men in the Legislature the bill was consigned to the waste paper basket and, in addition to this, the member of the Legislature who was so unwise as to introduce the bill of this nature was left at home in the last election when it was his ambition to become a Congressman.

The work of the Secretary's office is exceedingly important and it is hoped that the delegates will select the best man available to fill the office and that they will provide ways and means of keeping him employed full time, as there is plenty of work to do that will take intensive thought and prompt action of any man who is qualified to fill the office in an acceptable manner.

Permit me to extend to the entire membership my thanks at this time for the splendid way in which they have supported my efforts and if it should be your pleasure to have some one else for Secretary another year, I trust you will feel free to call on me for any help I may be able to give in the solution of any problems that may present themselves.

John A. Green, of Cleveland, then read a paper on the "Essentials Nec-

essary to Success in the Grocery Business," as follows:

The hour has arrived when the dial has registered, the passing of another year and we meet here to-day to swap our experiences, to talk over our successes, disappointments, to foster the spirit of fraternity and to take active part in all the discussions of problems that vitally concern the commercial welfare of all our people. This is a convention of busy men who are willing to absent themselves from their places of business for a short time in the hope of finding, in a condensed form the information they so greatly need to meet the changed and changing conditions of modern merchandising.

You will profit and appreciate these meetings only, as you enter into the spirit of them. Your convention will be dead unless you by your untiring efforts, quicken into life the program arranged for your consideration. During the last two years courage, ability and resourcefulness of the business men have been severely tested. Some of our anticipations have been realized, while others have met with disappointments. The future will demand a great deal from us. The public is demanding more and more, and it places the merchant in a position where he must substitute thrift for extravagance; industry for indifference, and a service to meet all demands and at the same time given in the most intelligent manner, and in the least costly form. Waiting for business to come is a thing of the past. Intense endeavor and ingenuity make for prosperity. Who would ever have thought that the banks would be advertising for business, yet you see them in the most intensive manner bidding for the privilege of having your savings account. We should tell the public that we want their business and why. Let us get the true facts before the public in our way, rather than sit idly by and let some politician influence the public mind against us.

All that such people can see is that the manufacturer gets so much and the customer pays so much.

What is the outlook for the single store grocer who purchases his supplies from the wholesale grocer, distributes by delivery and extends credit?

The prosperous grocer of thirty or forty years ago had his principles of business laid down on the following plan: "Buy liberally for your immediate needs. Don't buy more no matter what the price. Take advantage of every discount. Extend credit on a pay day basis. In order to retain the good will of your customers, see that all bills are paid in full."

Living up to the above rules, he put nearly all his energy into the selling end of his business. He was forced to collect promptly in order to discount his bills. His turnover was rapid, his overhead was light, and unless the pay day of his customers was exceptionally long he did most of his business on very limited capital.

To any one in need of advice the above is the most constructive advice that could possibly be given. When a grocer pays for all the goods he buys within the discount period, he usually buys at the closest price that any one can buy for.

The time for pessimism in the grocery business is past. He must have absolute confidence in his own method of distribution and forget all others. Any system that comes into existence will win or fail, just as it appeals to the consuming public. The grocer must centralize his own business. He cannot patronize every salesman that comes along. The grocer centralizing his own buying power makes his business an asset to the wholesaler, and he, in turn, naturally takes care of him just as the retailer takes special care of his best patrons.

A. E. Smith of, Kenton, Ohio, wholesale grocer, has solved the po-

sition of wholesaler and retailer in his territory. He invited all the retailers in his territory into Kenton. Furnished banquet and speakers. Organized and run a food show, which all his guests attended. So far as I could judge from what I saw, the only man in their mind was their host, A. E. Smith. They are all doing a good business.

There are certain people in every village, town and city who are willing to do certain things when influenced by certain psychological impressions. In this instance it is the cash or chain store. If you will stop to consider the small percentage of cash stores to the number of service stores in every city, you will soon determine for yourselves which system is the most likely to survive. What gives the cash store its prestige? Advertising. Take up any paper and you will find prices quoted every day, bombarding the public with the idea that the prices quoted there are less than the goods can be bought for elsewhere. If a comparison were made by the consumer, she would find that some of the goods could be bought at the service store for less than that quoted. The difference is this: One tells his story, the other does not. Recently I saw in a department store advertisement, "Ivory soap regularly 14 cents, reduced to 12 cents." The same day I bought a bar for 12 cents in a service store. A few years ago we were sending our anathemas after the mail order house. To-day it is the chain store phantom that seems to be disturbing the peace. If we could stop talking about chain store for one year and keep hammering out constructive methods and such practical advice as would help in the successful and satisfactory marketing of the goods we have to sell, it might be the best possible thing to do. Perhaps it is necessary to everlastingly keep holding up the chain store scare crow in order to frighten the ordinary grocer into more careful and better business methods. Anyone moving about from city to city cannot help seeing that changes are taking place. The single shop retailer has awakened to the fact that he must change his plans of operation and his store begins to reflect his new ideas. Cleanliness, store arrangement and window display. Intensive selling, careful and yet liberal buying. Delivery to a service basis and credit intelligently extended. If this has come about very largely through the advent of the chain store, then they have been a godsend instead of a menace.

Co-operative advertising, when it is loyally supported by the retailer, has been one of the best moves the retailer has made. The organization in each city where this is done has adopted a monogram which the retailer has placed on the window or door of his store. He has regular bargain days and wholesaler and retailer are working together on a common basis. On a recent Saturday the Cleveland grocers sold 2700 hams. The increased sales more than made up for the decreased profit, besides leaving the impression that all goods are sold on a like profit.

The sentiment prevailing at the Ohio convention of retailers last October during their three day meeting was that, so far as being a harmful competitor, the chain store had outlived its punch and that the up-to-date retailer could beat it to a frazzle.

That the methods of business have been undergoing a gradual change is well impressed on all our minds and there can be no doubt that it is a part of that process of advancement which is manifest in every department of human history; hence it is no exaggeration to say that the grocer of to-day who maintains his position in the teeth of the relentless competition which surrounds him is more efficient and capable than many of his predecessors.

Pessimists speak only of the failure and of the decay of the ordinary gro-

cer. Optimists speak of his successes, and it is to the brighter side of things that the association men are trying to direct the thoughts of the members.

If there is one thing, more than another, that I would like to emphasize now, it is the nobility of the retail trade. The retailer's chief weakness has been his small opinion of himself. Just as soon as the retailer concludes to cease receding towards self elimination, the question of too many retail stores will find prompt solution. I don't think the grocer needs so much education as he needs to get right down darn mad to a fighting basis. We have laid back too long and by our easy way of doing business allowed others to come in and absorb the trade that rightfully belonged to us.

The necessity for retail grocery organization was never more apparent than it is now. They need more locals and these locals should be hitched up with the state and the National. The National has never done more efficient work than it is doing now. Francis E. Kamper has devoted his time, money, and strength, and his ability to the welfare of the grocers of the United States. If the retail grocers do not fittingly rally to his supreme effort, they will miss a privilege that will not present itself again in many, many days.

Every indication points to a very prosperous year. In the industrial section any man who wants work can find it. The retailer who takes advantage of his opportunities will get his share of the business.

The store of Know and Go has nothing to fear, but the retail grocer who hopes to win with discarded service, long credits, labels instead of quality implanted traditions is facing a repeating rifle with a pop gun.

When we learn that one of the chain units is coming in our ring we talk fight, but when we see it and feel its punch we scare into a peepless defense. This is not the course of all grocers. We have seen many instances of revived business activity on the part of retailers who were spurred on by this competition. All found their incentive to battle for the public patronage by the coming new store, the new system, the new brands and the new selling price. All these lines of defense have outstanding successful engagements. But fighting for business under the old-time copy book maxims is hazardous in the extreme. For instance, "Goods well bought are half sold." "Honesty is the best policy." "A smile wins a multitude of friends," etc. The retail grocer who is not cognizant of his competition is already among the vanquished. When you hear or read that a quality grocer or a credit giving grocer has nothing to fear, look out for the curve. Take it from experience, the knowing and going grocer can win and usually does win because he is willing to fight for the business.

It is well to get a good perspective of the business situation, which can only be had by mixing your experiences with that of your fellow tradesman. However, a lot of learning has no value as talk, but it is mighty powerful in activity. And after all the modern competition has poked the old merchant in the ribs, made shiny trousers seats go out of style, and brought a grocery conviction that the retail grocer would find more business and more profits in catering to the food consuming public than in any other trade or profession. The stages to the new grocery business are: Concern, Confer, Concur. No retail grocer has all the right views. No retail grocer is always wrong. But from all the retail grocers the whole right may be gathered. The winner is he who can guess the public right.

The store of the future will be a tidy store, with a reasonable selection of character goods, priced as if the consumer and dealer had conferred as to the price to be paid. A little

(Continued on page 39.)

GREAT DISTURBING FACTOR.

Prospects in Europe continue to be the great disturbing factor in trade. Aside from Great Britain, which shows the nearest approach to stability, most of the countries on that continent are slowly emerging from the political and financial deluge in which they were engulfed. Poland and Czechoslovakia are in the van in industrial progress. The key to the situation, however, still remains in Germany, which has been allowing matters to drift along. Up to the Ruhr invasion the aim was to coddle the industrial magnates and trusts so as to keep down unemployment. Profits from the industries were sent abroad so as to escape home taxation. The government felt itself too weak to lock horns with the great capitalists and substituted large issues of irredeemable paper currency in the place of taxes to meet its obligations. This inflation has aided in the production of manufactured goods at relatively low prices, but it is already showing signs of coming to an end. It seems a matter of only a short time before a proper and adequate system of taxation must be put into effect. This will bring with it higher prices and make it more difficult for the Germans to compete with those of other countries in foreign trade, but the competition, in that event, will be healthier and more like normal. A scaling down, meaning a greater or less repudiation, of the currency will leave Germany with a comparatively small amount of fixed charges to meet in the way of interest on bonded debt and will make it easier for her to discharge her treaty obligations. But all of this will have to be done before trade with and to that country can be done in the customary manner. Until that happens the commerce of Europe and of a great deal of the remainder of the world will be fitful. This country will, furthermore, continue to be one of those especially affected.

FIRMER TONE IN MONEY.

Industrial news of the past week was of a most encouraging nature, and stocks and bonds made further gains in response thereto. A moving force back of the optimism in trade circles is undoubtedly the continuation of large building permits. Activity in building reacts favorably on a large number of other industries, such as steel, machinery, electrical, and transportation. The steel industry, meanwhile, reports further increase in its rate of operations and prices are hardening. Labor shortage at the mills, however, is becoming more acute and renewed talk of wage increases is heard. Coal production has slackened somewhat as a result of lessened demand in the West and transportation difficulties in the East. The railroads continue to move a record tonnage for this season of the year and are doing their utmost to bring their equipment facilities up to requirements, orders for the year to date amounting to 562 locomotives, 17,035 freight cars, and 523 passenger cars. Non-ferrous metals have firmed up noticeably and another advance in Eastern crude oil was announced. In

the commodity markets cotton, wheat and sugar continue to meet with good buying. The cotton report of the Census Bureau for January shows a larger increase in mill consumption. An increase of over \$84,000,000 in bill holdings of the Federal Reserve system indicates expanding business and a firmer tone rules in the money market. Foreign exchange has moved irregularly. A sharp upturn in marks and a new high for sterling contrasted with renewed weakness in the French franc.

The tightening of money rates during the past week aroused special interest, as it was not due to the approach of a tax date or of end of the month settlements, nor is there any special demand for funds at this time from the agricultural districts. The firmness in the money market was interpreted in financial quarters as due in part to the substantial gain in the volume of business since the beginning of the year. It is a fact that the volume of business activity continues to exceed expectations of six weeks ago. The consumption of raw cotton last month was, with the exception of two months of the war period, the largest on record, and the iron and steel industry is now busier than at any time in about three years. Along with these developments there has been a stiffening of prices, which also tends to remove some of the slack in the money market, as it takes more dollars to finance a given transaction now than it did when prices were lower. The cumulative effect of the large offerings of new securities should also appear in money rates, and it may be doing so. In spite of a somewhat firmer tone, money continues relatively easy and the banks are able to meet all demands for credit without any important rediscounting operations with the Federal Reserve Banks. Just at present the latter have little or no influence on the money market.

COTTON AND COTTON GOODS.

No very decided movement in cotton has been in evidence during the past week. As a rule, the changes have been within a limited range. There are many who incline to the belief that prevailing prices reflect the worst that may happen. The carry-over of American cotton this year, it is estimated, will be about 2,750,000 bales, which is a low figure. What another short crop would mean is evident, but prices for futures do not bear out the assumption of such a happening. Still, much attention is paid to weather and other conditions in the growing districts. The recent frosts are looked upon as auguring well for the next crop. The effect of them will be to decimate the boll weevil over a great portion of the South. An increased acreage planted to cotton is also looked upon as probable in view of all the circumstances. The Census Bureau figures, issued during the week, showed an increased consumption of cotton in domestic mills during January. In that month 610,875 bales of lint and 49,804 bales of linters were used, as against 527,945 bales of lint and 49,078 of linters in December. The quantity consumed last month was exceeded only in

March, 1916, and May, 1917, in each of which the amount was something over 613,000 bales. The number of cotton spindles operating in January was 35,240,853, which made a new record. It exceeded, by about half a million, the number operating in 1913, most of the excess being in the cotton growing States. A fair amount of activity prevailed during the week in the goods market. Printcloths and sheetings were sold at advancing prices, and finished goods shared in the rise. Certain lines of Southern gingham have been withdrawn as sold up. Underwear for Fall is declared pretty well cleaned up, and hosiery sales have also been quite marked.

OIL AS A TROUBLE MAKER.

There must be a good many plain citizens who have occasionally paused to ask themselves what is their inherently wicked in oil or in the quest of it. In common practice it has been enough to refer to the smell of oil at the Genoa conference or to the reek of oil at the Lausanne conference, instantly to stamp such conferences with moral obloquy.

Sometimes, too, the question occurs wherein consists the evil of "exploiting" oil wells situated in backward countries. It may be that the Mexican people ought to get a larger profit on its oil deposits than it gets from the foreign companies, but it would be pretty hard to show that the Mexican people has suffered by the foreigners coming in and drilling the oil that the Mexicans themselves are in no position to get out of the soil. Rather fantastic is the picture of grave wrongs visited upon the Kurds of the Mosul region if this foreign company or that succeeds in getting hold of the oil concessions. There may be a notable percentage of difference in royalties; but about exploiting the oil in Kurdistan there can be on the whole as little question as about exploiting the wheat and pork resources of the United States or exploiting the butter and cheese resources of Denmark. If oil is an international trouble maker, so are coal, iron, rubber, jute, sugar and other commodities that the world needs very much and wants very much.

William Hard, in the Nation, despite his traditional headline, "Oil-Burning Politics," and despite a long list of international problems tied up with oil, seems to be fairly cheerful—and more than normally intelligent—about the villainy of oil. "Motor cars have necessitated the struggle for more and more oil," he says, "and Mr. Ford, who pretends to be a great lover of peace, is one of the chief causes, unconscious but compelling, of the world's present belligerent oil diplomacy." To which the answer might be that the effort to obtain oil for the commendable purpose of running automobiles ought not to be regarded as belligerent.

A business, like an individual, cannot stand still; the only alternative to progressiveness is retrogression.

Build your dam like the beaver in the middle of the stream and your fishing will be good.

THE WOOLEN GOODS MARKET

While there are occasional evidences of softening in the prices at the Australian wool sales during the past week, the general tone still remains strong. Arthur Goldfinch, London Chairman of the British Australian Wool Realization Association, is quoted as saying that the world's production of wool is short, that the surplus of pooled wool will be exhausted this year and that matters are getting back to the pre-war status, when not enough wool was grown in a year to meet the world demand. No prospects are offered, he added, for any large increase in the supply. As against this, there is an intimation from the West Riding of Yorkshire, the core of the British woolen industry, that wool stocks are piling up and that some of the price advance is due to speculation. Americans have been among the bidders at the recent foreign auction sales. Imports of wool continue large, while the prices for domestic sorts stay high. Mills are busy on initial orders. A number of openings took place during the past week, the prices showing advances somewhat larger than those of the principal factor. There is evident a little more disposition to take worsteds. Novelty fabrics are especially sought, sometimes to the neglect of the staples. A notable opening was that, on Thursday, of dress goods by the Pacific Mills at prices showing comparatively small advances. Other openings of similar goods will be had from now to the end of the month. Fabrics of camel's hair, alone or in combination, are selling well. Manufacturers of clothing and garments are encouraged by the outlook in their respective fields.

PERFIDY OF HENRY FORD.

Obtaining goods under false pretenses has always been considered one of the basest crimes in the calendar.

Such being the case, what conclusion must any honest man be compelled to form from the promise of Henry Ford to pay the creditors and stockholders of the Lincoln Motor Co. in full, providing Judge Tuttle legalized Ford's bid of \$8,000,000 for \$30,000,000 worth of property?

But one conclusion can be formed—that Henry Ford is the biggest con artist who ever lived.

Some cautious souls may say that Judge Tuttle was "easy"—that he should have insisted on having the Ford proposition in writing. Knowing what he now knows about Henry Ford as an "artful dodger," that is probably true; but few people would have refused to take at par the word of the richest man in the world under the circumstances. Judge Tuttle probably would never again accept the word of Henry Ford for 5 cents. Judging by Ford's action in this case, that is more than it is evidently worth in the markets of the world at the present time.

And yet Henry Ford aspires to be President of the United States—to occupy the shoes of such men as Washington, Lincoln and Roosevelt—in the face of the basest perfidy ever concocted by a man who poses as a public character and a public benefactor!

WINDOW ADVERTISING.

Psychological Factors Involved in the Art.*

I wonder how many of you are prejudiced on account of the title of my address? If you are skeptical or dubious or belong to that class of folk known as "doubting Thomases," will you just grant me an open mind for the next few minutes? I shall challenge you, in the end, to weigh my assertions in the balance of actual practice and test for yourself the conclusions I would draw from premises based on the psychological factors involved in window advertising. I shall not, by any means, exhaust the subject on which I am to speak. The few ideas I shall propose, furthermore, will be merely suggestive. They must be modified, it is obvious, by your available window space, available funds for advertising, inclination, and appreciation of effective window advertising as contrasted with mere passive show window designing.

When Secretary Scott wrote me for the title of my address, I confess I hesitated what title to give. I appreciate most poignantly to what extent so-called psychological stuff has been foisted on a more or less credulous public; to what extent there has been purveyed, with the true psychological matter now available, questionable and misleading literature in the guise of psychology. I deprecate most emphatically this mistreatment of a splendid science, but inasmuch as chicanery and deceit have found their way into every other science and art, little else, I presume, could be expected of psychology.

Despite the vast amount of spurious stuff, however, that has been peddled within the past few years, psychology has found effective application in numerous phases of our lives. The economic market has felt its worth in numerous ways. The selection of executives is not made altogether regardless of the applications of psychology and, in turn, in the selection of subordinates and employees. It seems to me psychology contributed immeasurable value during the kaiser's war in the selection of working people in war manufacturing concerns. Employees were needed and needed quickly. Employment psychology made possible the selection of the most efficient workers in a minimum of time, and with a minimum loss in material. Psychological procedure was the means by which prospective officers were selected from the ranks and enlisted men placed in their most effective branch of warfare. The universities in their departments of psychology have organized courses in salesmanship and in business procedure. Psychology is finding effective application in law, medicine and very much so in education.

Psychology is the science of the mind. As a science it has certain basic laws and principles, as well as mere theories. Too many people, I fear, are prone to consider it all theory and nothing else—much to their loss. The average mind functions in accordance with the established psychological

laws and principles. Isn't it incumbent on our part, therefore, that we ascertain precisely what these laws are, how they function and how they are applicable to hardware advertising? I am convinced, from the character of much of the hardware window stuff I have seen, that too much attention is paid to the articles to be sold and too little attention is paid to methods by which they can be sold. Let us forget, a little about our hardware and try to find out how the mind functions. Remember, it is the mind that evaluates, responds, reasons, judges and finally decides. If we know, therefore, just how the mind does ultimately decide, we undoubtedly can sell more effectively by adapting our window advertising to conform to its functioning.

In selecting the location of your store you were desirous of locating on a well traveled street, and with ample window space. You wanted to be at or near the locality where many people passed your store window, so that you could show your wares, through the medium of your window to the greatest number of passersby. For the privilege of that location; for the privilege of a show window at that particular place you pay an enormous rental price. Is that window paying you returns at all commensurate with the price of its rental? Is your window a liability or is it a valuable asset? Are you paying for a white elephant? You know exactly how much each of your salesmen is worth to you. You can't afford to retain a salesman who is "not worthy of his hire." It is a matter of business, in fact, a matter of dollars and cents, a matter of success or failure, for you to see that your salesmen are worth more than their hire. It is a matter on which you keep yourself intimately informed; but what concern do you exercise in the matter of your window? Do you know whether it is yielding returns at all commensurate with its rental? No tradesman can afford to keep a show window nowadays. His window must be an effective salesman—a potent unit in his selling force earning returns as effectively, in its limited way, as the salesmen in the store.

It is necessary in this address that I have your undivided attention if I am to get any ideas across to you. When you attend to what I am saying, then your mental attitude is receptive; without your attention, my talking is futile. In identically a similar manner it is necessary that the passerby attend to the window salesman, otherwise it is impossible for the window to talk an idea across to the passerby. Attention is necessary—concentrated attention. The officer calls "attention" and every man in the ranks is alert, concentrating all attention on the focal point—the officer. His commands are understood and immediately obeyed. I am reminded of a line in Milton's *Paradise Lost*, "Attention held them mute." The sunlight streams in the open window, spreading a glow of warmth, but nothing else. As a boy, you have taken a burning glass, collected these diffused and random rays, concentrated all these rays on a given spot,

scorched a piece of wood, burned the back of your hand or burned a hole in a piece of paper. As the pedestrian passes your window, gather in and concentrate on the wares you have in your window his fullest attention by all the forces of suasion and argument you can marshal into that window. Drive home the image or the picture of the wares you want to sell. Burn them in! And when you have gotten across the idea you want to sell, he may pass on, and you have the knowledge that ultimately there may be consummated a sale that had its inception in that window.

People are not inattentive, by the way. If you are not listening to what I am saying this morning, you are not inattentive. You are simply not attentive to my addresses, but you are, on the other hand, attending to something else. Attention of some sort is present at all times and I might add here that what is meant by attention is that consciousness has a focal point—all thought is centered on an object or idea. It is the function, it seems to me, of the window to gather in this otherwise random attention and focus it on the object in the window. From the standpoint of psychological nomenclature, also, it is immaterial to us whether attention is voluntary, involuntary or non voluntary. From our standpoint there are really no different kinds of attention. Whatever difference we may choose to consider is in the way we secure attention.

Attention is demanded by an insistent idea or a sudden or intense stimulus. An idea involves the subjective which lies wholly within the mind, and for the time being we may disregard it. We will recur to it later. An intense or sudden stimulus involves the objective; i. e., the thing stimulating the mind lies wholly without the mind—for a sense of clarity, lies wholly without the brain—as the wares in a show window. Objects can stimulate the mind by the following avenues—taste, smell, touch, hearing and sight. By the very nature of the objective position of the wares in the window we may arbitrarily eliminate taste, smell and touch. We have left only hearing and sight and hearing can serve only a very limited sphere in attracting attention. Sight serves as our main medium for securing attention, although it is true that attention with other senses is usually followed by visual attention. Remove the gong of an ordinary door bell, attach the bell to the inside window frame so that the hammer strikes the window pane, and the noise made will attract attention. Chimes suspended in the doorway or above the window will attract attention. Each of these schemes, however, savors much of the cheap spectacular and probably will find no use, although they may be suggestive to you. An intermittent light placed in a conspicuous position illustrates a sudden stimulus, but the avenue is visual. A spotlight secreted at the bottom of the front part of the window, and focused on a single object in the window illustrates the use of an intense stimulus.

I would intersperse here a thought which I deem of paramount import-

ance to our discussion, and that is attention follows interest. To say that is to say that thinking follows interest and follows it just as surely as a needle follows a magnet. And the point you are apt to neglect is to realize that thinking is the dynamic factor which contains so much potential worth to you as tradesmen in the effectiveness with which you attract the thinking of the passersby to your window.

What, then, will cause the passerby to attend to your window? In the first place, we attend to everything which elicits emotion. The arrangement of your exhibit in such a manner as to arouse an emotional response will arrest the attention of the passerby. The nature of this emotional response, whether pleasurable or not pleasurable, will determine the continuance or discontinuance of the initial attention. It follows that the response should be pleasurable. I would suggest here the value of curiosity. Close your entire window with curtains or paper leaving an aperture of a foot or so in diameter. Print a caption above the aperture, as, "For men." Curiosity will impel the men to look and they will see an exhibit of cutlery, for instance. The image of cutlery will have been thoroughly impinged on the mind because of the singleness of the exhibit, and associated as it was with the little trick used to attract. Friend wife, perhaps, will have also observed the window—at a distance. Her curiosity, likewise, will be aroused. Later on she will ask husband what is in Jones Bros.' window. If he has not seen for himself, her insistence will compel him to make it a point to see what is in the window. "Knives," he will inform her. "That reminds me, John, we need a new bread knife," and then the train of action is started.

In the second place, we attend to moving things. Stationary things, per se, are not apt to attract attention. I would suggest the use of pendular motion and attach it to a manikin for advertising razors, as I have observed or the like. By using pendular motion or, better still, by changing rotary motion into reciprocal motion with a crank shaft attachment, the arms of the manikin may be made to move to and fro advertising a saw, plane, electric iron and so on bolted to the hand. A nib on a disk attached to a slow moving motor might engage the end of the manikin's arm, in the hand of which arm is attached a hammer, slowly raising the hammer arm to a desired height, then releasing it; the weight of the hammer will cause the hammer to drop on a nail, for instance. Radiometers frequently seen in jeweler shops, although rather small, may provide sufficient attraction. A rotating circular disk of a foot or more in diameter is worth while. The colors suitable on such a disk are preferably alternating stripes of black and white for color clash. The stripes should taper in order to ensure necessary change in size and intensity of stimulating colors. An electric fan with streamers blowing out or a fan blowing up against a single balloon attached to the floor of the window or a fan blowing several

*Paper read at annual meeting Michigan Retail Hardware Association by Wm. L. Fuehrer, of Boyne City.

balloons around produces effective motion. Flowing water of some scheme, with probably ducks, affords desired motion as well as an element of interest in itself. A toy train suitably arranged may be used effectively. A motor washer in action or any other article of sale which is motor driven will afford movement. A four sided placard attached to the reciprocating bar will aid in enhancing the effect of the motion. A turn table driven by a small motor well mounted on ball bearings affords an excellent scheme for giving motion and to emphasize salient features on parts of the article not otherwise visible from the front.

In the third place, we attend to persons or animals. This thought suggests an occasional window demonstrator. One can use ducks, as suggested a minute ago, or pigs in advertising some sort of hog-tight wire in miniature or chicks in advertising chicken materials. A scene can be arranged in a broad window showing on one-half of the window a negro mammy washing clothes the tub-way and on the other half the ease and comfort in washing clothes the motor-driven way. The contrast will be an effective stimulus. A similar scheme may be worked out in advertising kitchen cabinets.

In the fourth place, we attend to objects which produce pleasure. Your windows can be decorated in appropriate winter scenes as media for advertising skates, skis, toboggans, sleds, etc. In a few months fishing and golfing time, for example, will be here. Appropriate scenes of fishing and golfing will certainly appeal, as well as a camping scene later on. In its turn the hunting season will be apace. Appropriate scenes depicting rooms in a home, also, possess an elemental appeal worthy of the time and effort spent in their arrangement. A stove, as another illustration, can be mounted in the window. From certain parts of the stove to which you desire to call especial attention narrow ribbons lead out to a few placards mounted in part on easels and attached in part to the window, each placard bearing a few words regarding the particular attachment. To read a placard, follow the string and examine an attachment reminds one of the parlor game of disengaging an enmeshed string from numerous other string to find a prize at the end. This last suggestion, furthermore, enables one to make the observer think hard on the one object. Frequently we think about the right thing, but not hard enough.

In the fifth place, we attend to strange things. The thing, however, must not be too strange or else no attention is elicited. It is not the absolutely strange thing we find interesting, but the thing familiar enough to be vitally connected without past experiences, and still novel enough to be felt as a definite enlargement of our experience. I recall, as an illustration, of having seen in a window a square glass container of about one and one-half liquid quarts with screw cap and crank attachment, from which projected into the container a curious shaped paddle con-

trivance. It reminded me of both an egg beater and an ice-cream freezer; but it was neither, I felt assured. To that extent it was connected with my past experience. On enquiry I was told it was a churn to make butter out of a pound of butter and a quart of milk. "Oh! a new stunt," I remarked, and in that remark the knowledge of what this new thing was was added to the enlargement of my experience.

Color plays a very prominent part in attracting attention. Several weeks ago I was attracted to a window which had this color scheme. Draped in the rear center of the window was a two yard width of yellow-orange drapery, flanked on each side by a three-quarter yard width of light blue drapery, flanked on each side, in turn, by a two yard width black drapery. I had not gone a square farther down the street when I recall that my attention was suddenly attracted to a jeweler's window. It was a reddish-orange triple sign that attracted my attention, and as I passed along I caught the name Eversharp. Coincidentally, I had lost my Eversharp pencil a while previous. The idea was driven into me and a sale was made. Precisely why were these four colors used? Red, orange, yellow, green, blue and violet constitute the spectral colors from which we get all available shades and hues. We find, for instance, that a color may be red when viewed from the front; when, however, it is viewed from the periphery of the eye or outer edge it is not seen as red, but as yellow. By means of a campimeter the psychologist ascertains the mutations each color passes through from periphery to front on a quadrant, with the eye fixated to the front. Red appears yellowish from the periphery of the eye, but as it swings in the quadrant to the front it changes to yellow, from yellow to orange, to orange red, finally to red. Orange appears as yellow from the periphery, but becomes more and more orange in front. Yellow appears yellowish on the periphery and becomes more saturated as it approaches the front. Green appears yellowish on the periphery, gradually increases in saturation, assuming a greenish and finally a green tint. Blue becomes more and more saturated as it passes to the front. Violet appears bluish, then blue and, finally, violet.

Yellow and blue, then, appear to be the two colors which will be seen by the eye when the color impinges itself on the periphery of the eye. As a person passes along the street, engrossed in thought or gazing ahead or chatting with another, the chances are that the edge of the eye only will be available to receive sense impressions. Such being the case and knowing that light blue and yellow are the two colors that will be visible under the circumstances, these two colors should constitute the main color schemes of all decorations. Red, however, is the most active color of the aforementioned spectral colors, and exerts the greatest nervous activity in the person. It is desirable for that reason to use red in window decorations. But, inasmuch as we must attract the eye of the passerby and as-

sume, consequently, that he is not looking directly at the window until his attention is secured, we use an orange or rather orange red, rather than pure red. It is orange or orange red he will see at the angle at which the color will impinge itself on the eye.

A limited color clash, also, is available for window decorations. Two antagonistic colors will excite nervous activity desirable for window decorations. Hence, in the aforementioned window where black flanked light blue, the color clash—black and white being called colors here for simplicity—in addition to blue and yellow was utilized as an attracting medium. Black and white are frequently desirable for the color antagonism. Polished aluminum against a black drape is an effective scheme. The polished nickel of a stove against the black iron frequently affords ample clash. A spot light on an article with a dark background is suggestive.

These schemes are suggested means by which the window salesman can secure the attention of the passerby. A salesman, however, never sold an article to a customer by regaling the customer with stories. He may use a few stories to secure good feeling and atmosphere; but he must have a selling talk about his article in order to sell. Be careful, then, that your window doesn't become a mere source of pleasure and entertainment to the passerby. Your window salesman isn't paid to entertain alone; he is paid to effect sales. The decorations are means to an end, not an end in themselves. Be sure, then, by placards, labels and other devices to direct the attention of the observer to the articles for sale; and the article for sale should, if possible, be the last impression he has when he leaves.

If I were to speak to you in my limited time on four or five different subjects I know you would feel mentally harassed. If I were to speak to you on four or five different subjects in the space of five minutes you would be seriously concerned and not very attentive at the most. If I were to speak to you on four or five different subjects within a minute's time, the question of my sanity would be pertinent. There certainly would not be an iota of attention paid to my jargon. That's precisely what you can expect to create when you clutter your window with four or five differ-

ent things. Speed is desirable, but haste will defeat the very aim you are endeavoring to accomplish. Bear in mind that the passerby has but a limited time to give to your window and frequently does not tarry at all in reading what your window has to say. To expect the passerby to absorb several different objects in a very limited time is sheer folly. Sell one thing, but sell it well. Burn into the mind of the observer one thing exceedingly well. We can attend to one thing at a time, and no more. To diffuse attention among several different articles in a limited time is to leave no one clear cut image of any one thing, but an unpleasant jumble.

The scintillating diamond, on the other hand, is a beautiful gem to behold. We gaze on it, fascinated by its various colors and by its sparkle. We turn it slightly here, then there, and at each turn a different facet reflects a new and beautiful color. But each facet is of the same diamond. Each facet presents a new and different side of the same diamond; consequently, we don't readily grow tired of gazing on it. The interest in it is kept alive; but always in the same diamond. Put one article in your window, but show its different phases. After all, what we call attending to a thing for any length of time consists in attending to changing phases of the thing, to ideas associated with it. My previous illustration of a stove with the placards and ribbons is illustrative of this point. Each different placard presents a new phase of the same stove, and so the interest isn't permitted to flag. The stove on a turn table with appropriate labels or placards will also illustrate this changing phase of the one thing. Or the stove may be the central figure in the window and several allied things suitably placed around it, such as a stove shovel, coal bucket, lid lifter or a cooking utensil, with or without a ribbon leading from each accessory thing to its particular place of use on the stove. This, also, well illustrates the psychological principle that submitting objects to successive, instead of simultaneous, inspection produces the maximum of nervous difference. So long as we maintain this nervous difference at its greatest span, so long we obtain the maximum of interest. Avoid cluttering your window as you would avoid the jargon of an insane person.

HEKMAN'S

At
Every Meal
Eat
HEKMAN'S
Crackers and
Cookie-Cakes

GROCERS—quality trade insists on
quality goods. Hekman's crackers and
cookie cakes meet this requirement.



Hekman Biscuit Co.
Grand Rapids, Mich.

In the fore part of my address I remarked about an insistent idea, which idea is purely a subjective situation. The thought I had in mind then was the creation of an insistent idea something like this and arising out of a well handled window: "Jones Bros. Hardware Co. certainly does some fine decorating;" "That was an interesting window at Jones Bros. Hardware Co.;" "I think Jones Bros. Hardware is a live concern by the decorating it does." That insistent idea of "Jones Bros. Hardware Co." with images of various windows viewed at times to supplement it is the idea you are interested in keeping alive. It follows that whenever any hardware merchandise is needed in the home, and the impression has been made, the felt need will be associated immediately with "Jones Bros. Hardware Co.," and the chances are Jones Bros. will get the trade. I would, also, suggest a caution here. Don't fail to change your window decorations frequently. Just as we tire of the repeated story or tale by the same person, so the passerby readily tires of the sameness of the unchanged window, no matter how interesting it might have been in the beginning. When we see the same thing again and again we acquire a habit of seeing that same thing, and habit is the most inimical element to interest. Keep interest alive by frequent changes.

In the background of all window advertising should be this thought: Suggest to the observer, by every device you can muster, the desirability or necessity on the part of the observer of the article advertised. Make him feel that he should purchase this thing because he needs it or desires it. Suggestibility varies with sex; women are more suggestible than men. Take advantage of this factor and capitalize it to your advantage. I would relate a personal instance in the sale of a Pyrene fire extinguisher. It was suggested to my wife by a window device that the home should be provided with a hand extinguisher. An unprotected home with children in it might mean the serious injury or death of loved ones. A Pyrene extinguisher was purchased for our home. Less than five months ago my wife had to use it to extinguish a fire my little girl had ignited in the kitchen; to this day two large scorched spots on the linoleum mark the place of a near tragedy. The suggestion worked admirably. Suggest that aluminum ware is more desirable than iron wear because it is lighter in weight, looks neater and cleaner, is a better conductor of heat, hence saves fuel and money. Suggest that a motor washer does cleaner work, saves time and eliminates drudgery and backaches. Suggest that an oil stove is quicker in results, saves fuel, is far more preferable than a coal stove in the hot summer months, requires less space and causes less dirt. In this manner suggest as many effective points for each article you advertise as you possibly can think of.

The ideas and suggestions I have offered will, perforce, be modified or altered to suit your local conditions. My address is merely suggestive,

Probably I have proposed a scheme that involves the expenditure of much time and thought, and a little initial outlay for devices for the window. Your response, if not previously made, will depend on whether you are vitally concerned as to whether your window is a liability or an asset, whether you expect the trade to come to you or whether you appreciate the

states that they were \$29,000,000 and his biographers all agree in the statement that this latter sum was turned back to the Federal Treasury at the close of the war. Mr. Ford himself stated, when the war started, that he would make such disposition of his war profits at the close of the war. He has never rebuked his numerous biographers who stated a manifest

THE AEROPLANE.

From Beaver Island, off the main,
Three hundred miles by aeroplane,
As the crow flies from Selfridge Field,
An injured boy for aid appealed.
A doctor lived at Charlevoix
But could not reach the injured boy,
Because of ice floes in the lake;
No boat, however staunch, could make
The crossing from the Michigan shore
To Beaver, thirty miles or more.
To cross that perilous expanse
An airship held the only chance.
And so to Selfridge Field they came,
Imploring help in Heaven's name.
To make that flight meant risk of life
Along a route with dangers rife.
Over a country wrapt in snow,
Where adverse winds are apt to blow.
Over wide tracts the forest stands
Mid desolate cut-over lands.
Courage to face the dangers there
And skill to navigate the air
Were indispensable, to make
That flight to Beaver in the lake.
But Selfridge Field has men to spare
Always prepared to do and dare.
So the Osprey hopped off forthwith,
Steered by Lieutenant Meridith,
Into the wintry North he steered;
No danger in his path he feared.
Swift as an eagle on he flew,
No matter if the cold winds blew,
Or snow storms threatened him with wreck;
Among the clouds the merest speck.
In due time Charlevoix was sighted
And the Lieutenant there alighted.
There taking Doctor Armstrong on
Over the lake he soon was gone.
Toward Beaver Island straight he flew;
At times all land was lost to view.
The clouds above, below the deep:
His course was difficult to keep,
But in due time all dangers o'er
He landed on that Island shore.
The doctor, often full of fun,
'Tis said, was solemn as a nun
All the way over on the plane
'Till he was safely home again.
But he abundant praise deserves;
To ride in that thing took strong nerves,
When flying o'er the icy wave
That might perchance become his grave.
Thus timely to the injured boy
The doctor came from Charlevoix.
Lieutenant Meridith that night
Lay to, after his plucky flight;
Next day he came with signs of joy
To Selfridge Field from Charlevoix.

The aeroplane has come to stay.
It's needed in this age and day.
At last man, through inventive skill,
Can navigate the air at will,
A great advance since, on the sly,
Darius Green assayed to fly.

Reuben Hatch.

necessity of going after the trade. "It pays to advertise," for advertising is the power behind the throne.

In conclusion, I would leave this thought with you: "Everything the hustler doesn't want comes to him who waits."

Henry Ford As a Dissembler.

People who are familiar with the situation insist that Henry Ford's profits on the war work he did for the Government during the war amounted to at least \$100,000,000. He himself

untruth regarding the return of the \$29,000,000 but has permitted that statement to be perused by millions of readers in this and other countries.

The Tradesman has understood all along that Mr. Ford was masquerading under a falsehood—and assisting in its circulation—but in order to make sure that he is a knave, a letter of enquiry was recently dispatched to Hon. Carl Mapes, Congressman from this district. Mr. Mapes' reply to this enquiry is as follows:

Washington, Feb. 10—Your letter of the 7th is duly received and I took the matter up at the office of S. P. Gilbert, Jr., the Undersecretary of the Treasury.

I was informed that the same enquiry had been made often before at the Treasury, that the officials of the Department had made a thorough investigation of the records of the Department and that no record has been found of the payment by Mr. Ford to the United States of the \$29,000,000 to which you refer or any part thereof.

Carl L. Mapes.

The First of the Season.

This is the season of the year for dismal reports to begin coming from the farming regions about the prospects for next year's crops. Heads of some farm organizations believe that it would never do to let the impression get abroad that the coming crops, most of which are not yet in the ground, will be anywhere near normal. Hence one is not surprised to read a statement from the head of the American Cotton Association that a preliminary survey of the cotton prospects points to a reduction of 4 per cent. in acreage, and that there is a prospective shortage of farm labor amounting to 21 per cent. This jeremiad formally opens the season. This spokesman for the cotton growers then draws the pleasant conclusion that the farmers must receive forty-two cents for their cotton next season if they are to make both ends meet. The eagerness with which the growers have marketed their cotton at the prices prevailing during the past autumn and winter hardly indicates that they are discontented with what they have been offered for the staple. Moreover, statistics of trade in the cotton belt, the high reserve ratios of the Federal Reserve banks in that region and the liquidation of frozen credits at the country banks, all run counter to the assumption that farmers are being impoverished by twenty-eight cent cotton. Of a piece with this agitation is the proposal of a Western Senator to have the Government "stabilize" the price of wheat around \$1.75 by the embargo of wheat imports whenever the price is below that figure.

Rush Fancy-Back Buying.

Earlier reports that retailers might be expected to "plunge" on fancy-back overcoats for next fall have been more than substantiated by the enquiries that have been received in the last few days by wholesalers here. The effort is apparently being made to place a considerable business in these coats, although clothiers have not made up their fall lines and are without even a sample piece from the mills. In fact, many of them do not yet know the amount of goods they will receive from the leading producer, although this is not true of the more representative manufacturers. This early demand has been such, however, as to indicate clearly that the manufacturers were far from wrong in placing heavy orders for these coatings. Retailers have been spurred probably by two factors, the fear that prices may be higher later and that they may not be able to get their full requirements. The latter happened this fall in a good many instances.



Steel Industry Moving Forward at Rapid Pace.

It has now been apparent for some time that the only restraining influence on the rate of activity in the steel industry has been the manufacturers' ability to secure adequate supplies of labor, fuel and transportation. Defying to a considerable extent the normal seasonal tendencies, the production of pig iron and steel has gone on slowly but steadily creeping up to higher and higher levels. The industry as a whole now is operating at approximately 85 per cent. of capacity; and it must be realized that this capacity is one built up during the war and only attainable under peculiarly favorable conditions. The present rate of output exceeds pre-war capacity, in fact, by something like 25 per cent. Mills of the United States Steel Corporation are now reported to be working at better than 90 per cent. of their capacity. Nevertheless, the corporations' unfilled orders increased by the 165,000 tons during January and stood at the end of that month at 6,911,000 tons as compared with 4,242,000 tons a year ago.

Such a high rate of activity in steel making is the more significant for the testimony it bears with regard to the position in certain other basic industries. In the main, the demand for steel has been coming from the manufacturers of railroad equipment, oil country goods, automobiles, and building materials. News from all these quarters continues encouraging. The railroads are carrying a volume of traffic which exceeds any previous records for the season of the year. Their earnings furthermore, are improving, the December figures indicating that the per cent. earned on valuation will exceed 5 per cent. Under these conditions the railroads naturally will remain good buyers of equipment and supplies, and the steel and equipment industries naturally profit. Automobile makers meanwhile are sparing no efforts to bring their production up to maximum and the oil industry which has not ceased expanding its facilities, now anticipates a good year. Nor does the build-

ing boom show signs of slackening. Consequently it is apparent that the outlook is bright not only for the steel industry but for the industrial districts in general. All of which serves to throw attention back on to conditions in the agricultural regions, since the country cannot indefinitely go on having an industrial boom which coincides with low purchasing power among the farmers. Fortunately there are signs that the farmers' position gradually is improving.

American Rubber Production.

American manufacturers of tires and other rubber products are showing signs of dissatisfaction with the present situation with regard to raw material. They are beginning to chafe under the export restrictions embodied in the so-called Stevenson plan of the British government put into effect a few months ago at the behest of British planters in the Far East who found themselves in rather desperate straits as a result of the collapse of the market for raw rubber. Domestic manufacturers profess to fear that, under the practical workings of the plan they may be unable to obtain sufficient supplies to fill the growing demand. Within the last few months the price of raw rubber has more than doubled partly as a result of increased production of automobiles, revival in general business, restricted exports and considerable speculative buying. Meanwhile representatives of British growers have made a personal investigation of conditions in this country and, it is understood, have assured our manufacturers that exports would be increased sufficiently to take care of needs. Apparently, however, these assurances have not satisfied American interests. Consequently talk of development of American owned rubber plantations in American territory has revived.

Whether our needs for rubber will eventually be supplied from our own territories is a question which the future alone can answer. That the attempt will meet with difficulties is, however, certain. In the first place no real world shortage of rubber exists.



Conservative
Investments

TAX EXEMPTION

An important item to consider
for the man of fair income

We have a list of tax exempt securities which we shall be pleased to send you upon request.

CORRIGAN, HILLIKER & CORRIGAN
Investment Bankers and Brokers

CITY. 4480-4653 GROUND FLOOR MICHIGAN TRUST BLDG. BELL
GRAND RAPIDS, MICHIGAN M-4900-M-653

INSURANCE IN FORCE \$85,000,000.00

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

MERCHANTS LIFE INSURANCE COMPANY

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

Grand Rapids National Bank

The convenient bank for out of town people. Located at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institution must be the ultimate choice of out of town bankers and individuals.

Combined Capital, Surplus and Undivided Profits over

\$1,450,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

COMPETENT HANDS

THE DIFFERENCE between putting your estate in the charge of a trust company or in the keeping of an individual, is often the difference between competent hands and incompetent hands.

A trust company is trained in the handling of estates—in the requirements, the duties, in all the necessities of the work.

Its continuity of service is not dependent on the life of any individual. Friends and relatives may pass away, but the trust company—faithful, competent, trustworthy—lives on.

Our officers can be consulted at
any time on this important subject.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

Ottawa at Fountain

Both Phones 4391

The bulk of the rubber is produced in British controlled territories, although the Dutch East Indies and South America also produce large amounts. Plantations now under cultivation in these regions will undoubtedly be able to supply the world for some time to come. It is now proposed, however, to develop the industry in the Philippines. Once the output there could be brought up to the point of filling American needs presumably foreign rubber would be excluded by a protective tariff. On the face of things this would be of doubtful benefit to our consumers. It is hardly likely that rubber could be produced as cheaply in our insular possessions as in some other parts of the world, owing to higher wages and shortage of labor. Rubber production requires a large amount of labor, and while the Philippines are populous, only a comparatively small percentage of the population is inclined to work. As proof of this we have the rice situation. The islands have every advantage for growing of rice, yet they are unable to produce sufficient for their own needs. Moreover, it is a matter of five or six years between the planting of the trees and production of crude rubber. By the time production on any considerable scale could be attained the world situation might have an entirely different aspect.

The Men the World Listens To.

What a shock it would be to Sir Walter Scott, if he lived in these times, Sir Walter who fed on Pageantry, or "Tom" Moore, of whom Byron said, "Little Tommy dearly loves a Lord." Kings and princes disappear from the scene to-day and we think little of it. Nicholas, Czar of the Russias, with all his family, massacred and the incident almost forgotten. The Sultan of Turkey, the head of the Mohammedan world, exiled one day and scarcely a ripple on the tide of events made by it. Princes and potentates flocking to America and receiving not a hundredth part of the attention given to Georges Carpentier when he came here for his bout with Jack Dempsey.

The former Kaiser, whose every expression was a matter of world importance ten years or less ago, writes his memoirs and the public doesn't show even ordinary curiosity about them.

What a change from the time when much of the literature, even the fairy tale, was made up of kings and queens and princes.

The views of Mr. Gary of the United States Steel Corporation command more attention to-day than those of any king or potentate.

Mussolini bobs up almost over night in Italy with more power than the king.

Mustapha Pasha, a soldier of Jewish blood, is ruler of Turkey in Europe and Asia.

A little Welshman, the most powerful figure in the British Empire in the World War, and succeeded as prime minister by a Scotch Ironmonger.

Clemenceau, a doctor who turned statesman, savior of France in the hour of her greatest peril.

There's no material in this for those

who would weave their tales about the king and princes and the silken court.

The glamour has gone. The world is concerned to-day with the doings of men, real men—not with princes. A thing some ancient Greeks dreamt has come to pass, Democracy rules. If the voice of the people is the voice of God now it should have expression.

Europe Behind U. S. in Canning of Foods.

It is remarkable that the conservation of foods by canning never has progressed or developed in European countries as in the United States. The canning process was discovered in France and there are canning factories in France, Belgium, England, Spain and Italy, but they have confined their output largely to peas, sardines and a few other articles and in a limited way.

Fruits and vegetables as canned in the quantities produced in the United States are unknown to the canners of Europe. Italy cans some tomatoes, for which she finds a market chiefly in England, but her canning operations are conducted on a small scale.

Labor is cheap in those countries and their climate is adapted to fruit and vegetable raising, but the population is so large that all the output of fruits and vegetables is required to feed the people, in an unpreserved state, and canners are unable to obtain them in sufficient quantities or at prices low enough to justify their conservation in cans.

It used to be the case that canned peas were not regarded as suitable for the table unless they were produced in France or Belgium, but the canners of the United States began to produce them in just as fine grades and qualities as the factories of France and Belgium and it was found that the imported peas were colored green with unwholesome methods, and they were excluded from this country when so colored, by our pure food laws, and then consumers found that the peas canned in the United States were more wholesome and the importation of canned peas from Europe almost stopped. A few canned peas from the United States now are exported to Europe where a limited demand has been established for them.

John A. Lee.

All In One Word.

"What kind of people are those who have just moved in next door to you?" asked Mrs. Gadder.

"Oh, I never talk about my neighbors," replied Mrs. Herdso. "All I know about them is that their stuff came in one load; that only one of the bedsteads has any brass on it; most of the furniture looks old; there's six in the family; the children are all boys; they have dogs; the man is about twenty years older than the woman; they had a squabble with the driver of the van when they settled with him, and their name is Smith."

BANK FIXTURES FOR SALE

Will sell our old fixtures at a bargain.

STATE SAVINGS BANK,
Ovid, Mich.

Fenton Davis & Boyle

BONDS EXCLUSIVELY

G. R. NAT. BANK BLDG.

GRAND RAPIDS

Chicago

First National Bank Bldg.

Telephones
Citizens 4212
Main 656

Detroit

Congress Building

PERKINS, EVERETT & GEISTERT

CITZ. 4334.

BELL. M. 290.

BONDS

STOCKS

205-219 MICHIGAN TRUST BLDG. GRAND RAPIDS, MICH.

Direct wires to every important market east of the Mississippi.
A statistical service unsurpassed.

Fourth National Bank GRAND RAPIDS MICHIGAN

United States Depository

Capital \$300,000

Surplus \$300,000

3% interest paid on Savings Deposits, payable semi-annually.

3½% interest paid on Certificates of Deposit if left one year.



OFFICERS

Wm. H. Anderson, President;
Lavant Z. Caukin, Vice-President;
J. Clinton Bishop, Cashier.
Alva T. Edison, Ass't Cashier;
Harry C. Lundberg, Ass't Cashier.

DIRECTORS

Wm. H. Anderson Lavant Z. Caukin
Christian Bertsch Sidney F. Stevens
David H. Brown Robert D. Graham
Marshall M. Uhl Samuel G. Braudy
J. Clinton Bishop Samuel D. Young
James L. Hamilton

RESOURCES OVER \$18,000,000

"THE BANK WHERE YOU FEEL AT HOME" has made another great stride toward the betterment of the people of this community.

The Red and Blue Army, composed of Employees of this institution, have opened 5337 new savings accounts.

What better proof does one want of the confidence and satisfaction of our host of customers.

54,000 SATISFIED CUSTOMERS



GRAND RAPIDS SAVINGS BANK

Value of Courtesy Behind the Hotel Counter.

Hartford, Feb. 20—Mine Host Ed. Swett, of the Occidental Hotel, Muskegon, who has been enjoying a hunting trip of several weeks in the Florida Everglades, with wonderful success, has provided the writer with a sample razor back ham, cured in true Smithfield style, which will be the piece de resistance at the luncheon to be given here to the executive committee of the State Hotel Association on March 24. This offering is accompanied by numerous photographs and affidavits, assuring skeptical friends of the authenticity of the offering, and these will be on exhibition on that occasion. From reports received from other undeniably authentic sources, Brother Swett made some record as a successful sportsman while in Florida, and no doubt will display his various medals at the next meeting of the fraternity.

In mentioning the promotion of John Anderson to the management of the Hotel Harrington, at Port Huron, I forgot to mention the fact that he was no stranger in his new environment, having been room clerk at that institution a dozen years ago, where he was as usual popular with the traveling fraternity.

Representative Ferris has introduced in the Michigan Legislature a bill similar to the Ohio enactment and known as the "True Name Law," which is being sponsored by the Michigan State Hotel Association, the Detroit Hotel Association and the Greeters.

The Ferris measure provides as penalties fines ranging from \$25 to \$200 for registering at any hotel under a false name, and the same penalties are applicable to hotel managers and employees who knowingly allow the provisions of the bill to be violated or who are neglectful in regard to its observance.

Of importance to traveling men and the hotels as well is the announcement from Washington, by the Interstate Commerce Commission, ordering railroads to resume the practice of selling interchangeable mileage books good for 2,500 miles of travel at a reduction of 20 per cent. from the regular passenger rates, or a fraction less than three cents per mile.

The sale of these books is mandatory, beginning March 15, and while a few of the smaller roads are excluded from these requirements on account of their financial inability to meet the reduction, the stronger lines must establish the rate.

The daily press at the same time announces the fact that the Railroad Executive Association has determined to combat this ruling even to the extent of appealing to the higher courts, so that after all it may be months or even years before the commercial men will enjoy the benefits of this reduction.

It is by these methods that rail transportation lines find themselves in competition with autobusses and individually operated flivvers. They die hard, but their ultimate fate is certain.

In conversation with a well known physician, Dr. Krebs, of New York, at a recent Greeters' meeting, of which he is a life member, the subject of the ideal hotel was brought up and he expressed himself quite emphatically on what should be incorporated in the service rendered by such an institution.

"The landlord or clerk, as the case

might be, should smile when he says "How'd you do?" in greeting guests and not stand there like an incarnate frown or grouch. He should show his welcome in face and voice. I happen to be a member of the Greeters of America and the subject of how to meet guests and make them feel happy and at home is one of their main features. It is a very worth while study and art.

"I would want him to hand me my room key with a smile and act as if such a service was a pleasure to him. In being shown to my room I would want the bellboy to ascertain whether the room equipment was complete and if the temperature was low, to ask me in a civil manner if I had sufficient covering on my bed instead of my responding to my request for the article, with a grunt, "Here's your cover," and shove it at me; but with the cordial remark, "If you need more, just phone us, please." That remark makes you feel that your patronage of the hotel is appreciated and how easy it is to say it, too. Why do they say the other things in the other way?

"I would want the waitresses in the dining room to bring me an extra or second block of butter without a scowl and minus the feeling that you have to fee her for it, or you are a cuss or cad.

"I would want the hotel to have on hand the current issue of a leading daily newspaper for the use of guests and not act as though they expected compensation for the use of it. If I wanted a copy of said paper for my individual use, expecting to pay for it it would please me if they would offer to procure it for me without intimating that it was a great hardship to send some one after it.

"I would provide a neat writing room for my guests and supply it with neat stationery, which would of itself advertise the hotel, and not hand it out gingerly as if a wasted sheet would throw the hotel into the bankruptcy court."

Asked what he would do if the hotel was undignified enough to place paper napkins on their tables and expect cultured guests to use them, his answer was that "except necessity compelled me to remain, my first visit at such a hotel would also be my last."

Many complaints made against country hotels in Michigan are absolutely unreasonable and uncalled for. Some time ago I had occasion to spend a couple of days at a certain prosperous hotel in a Southern Michigan city, where I made the discovery that the institution was doing a capacity business in a locality where, all things in adjacent towns being equal, they could not have commanded one-half the patronage they were enjoying. It was literally a home of happy, contented traveling men. On one evening, by actual count, nearly forty of this profession were enjoying themselves in the lobby, while as many more had been disposed of in comfortable rooms. I interviewed several at the time and found the general consensus of opinion was to the effect that it was the "one best bet" in that part of the State. I made mention of this hotel and its surroundings in the Tradesman.

Only the other day a commercial man took me to task because, as he claimed, I had misrepresented the facts, uttering an emphatic tirade against the hotel and its management. On a cross examination he admitted that the hotel possessed good beds,

clean rooms, and provided excellent meals, but that some time ago he had left an early morning call, which, because the call-boy was just an ordinary human being, had been overlooked and he had missed a train, which had put him behind two or three hours, and, for this reason he resented the fact that I had favorably commented on the institution.

A further investigation developed the fact that the hotel management had done everything within reason except to bring back the train, but there could never be any forgiveness for the unpardonable oversight. Consequently, the hotel was "rotten." This disgruntled individual will continue to call it so without explaining why he thinks so.

Sometimes I have almost felt that perhaps some hotels might have a legitimate grievance against some of their patrons, but I would think considerably less of them if they generalized by calling the offenders "black-legs," unless they could substantiate a complaint against them which the public ought to be cognizant of. I am not taking issue with every one who criticises a hotel, but I do not think there is any justification for doing so, except that the complaint has first been submitted to the alleged offender and he has refused to take cognizance of it. Even then one should have a reasonable grievance and not a fancied one. The hotel man is not necessarily a criminal just because an employe has been derelict in his duties, unless he fails to make an effort to correct the abuse, after his attention has been called to it.

Even then I think the sufferer will more often command respect if he will quietly transfer his affections to some other establishment, unostentatiously. If the landlord is "hard-boiled" his tranquility will be undisturbed, and the general run of traveling men will prefer to have you relate your tale of woe to a policeman.

AUDITS, SYSTEMS
FEDERAL INCOME TAX
PETER DWARSHUIS
ACCOUNTANT, TAX CONSULTANT
CITIZENS 33172
843 WATKINS ST. GRAND RAPIDS

BUY SAFE BONDS



ESTABLISHED 1853

Through our Bond Department we offer only such bonds as are suitable for the funds of this bank.

Buy Safe Bonds
from

The Old National

Claim this Privilege:

EVERYONE possessing property has the privilege of disposing of it by Will. A Will is an act of justice. Two things have heretofore prevented many persons from making Wills; first, an exaggerated idea of its difficulty, and second, the embarrassment of choosing an Executor.

These two matters are now easily taken care of by our advisory service. We are pleased to assist in planning your trust estate. Our accumulated experience is a great help.

The manifold service of a great Trust Company costs no more than that of one man. Consult our trust officers today.

Get our new booklets and read them.

"What you should Know About Wills, and the Conservation of Estates."
"What Happened to His Wife?"

OFFICERS

Lewis H. Withey — President
Henry Idema — Vice Pres.
F. A. Gorham — Vice Pres.
Claude Hamilton — Vice Pres.
John H. Schouten — Vice Pres.
Noyes L. Avery — Vice Pres.
Emerson W. Bliss — Secretary
Arthur C. Sharpe — Asst. Secy.
Guy C. Lillie — Asst. Secy.
C. Sophus Johnson — Asst. Secy.
Arend V. Dubee — Trust Officer

DIRECTORS

Delos A. Blodgett II.
John Duffy.
Frederick A. Gorham.
Claude Hamilton.
Thomas H. Hume.
Henry Idema.
William Judson.
Miner S. Keeler.
James D. Lacey.
Edward Lowe.
Ransom E. Olds.
J. Boyd Pantlind.
William Alden Smith.
Godfrey von Platen.
Oudley E. Waters.
Lewis H. Withey.

"Oldest Trust Company in Michigan"

**THE
MICHIGAN TRUST
COMPANY**

GRAND RAPIDS, MICH.

WE OFFER FOR SALE

United States and Foreign Government Bonds

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

HOWE, SNOW & BERTLES, INC.

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

When I speak of this instance I want it understood that the commercial men, in the large majority, are disposed to be fair and I have sometimes wondered at their tranquility under conditions which would aggravate the ordinary mortal greatly. Courtesy is their long suit and there are numerous instances I have noticed where they have submitted to indignities which would justify harsh resentment.

Apocryphal of courtesy, I am reminded of a recent campaign conducted by a leading Chicago paper in trying to discover the most courteous men and women in the business section of that city. The young lady who won the first prize was in charge of an information booth in a large office building. To the reporter who approached her to locate a fictitious individual in her building she extended the utmost courtesy in answering his many and unnecessary questions.

When the mysterious person could not be located she was sincere in her regret. When presented with the first prize of \$100 she broke down and cried. It was discovered that her mother, of whom she was the sole support, was seriously ill, and the \$100 looked like a million to her at that moment. Although carrying the load of her trouble at home, she still reflected in her busy day, the delightful quality which appeals to us all—courtesy.

Landlords and their guests may well develop this wonderful qualification, to their mutual satisfaction, and while they may not win any first prizes, they will be much happier for its practice.

Frank S. Verbeck.

Third Party Sentiment.

Toledo, Feb. 20—As a keen observer who has traveled all through the Middle West for several weeks, and has been in touch with hundreds and hundreds of people down East, I am absolutely convinced that neither the Republicans nor the Democratic Party will elect a President next year. Those who direct our political life have not awakened yet to the fact that there is a great unrest among the people, that the masses are very much dissatisfied with our present Administration, just as they were with the former Wilson's and that people are absolutely tired of being taxed to the limit, and not alone have to pay profiteering prices for food, clothes, rent, coal and everything you call the necessities of life; these millions and millions who deplore the weakness of our present Administration with reference to Europe, which could have been saved from utter destruction if Messrs. Harding and Hughes had stepped in a year, or still better a year and a half ago, then the millions of people in our country who loathe the prohibition law because it teaches the nation to drink poisoned whisky and drives millions to taking drugs, these millions who want light wines and beer are also to be counted on in the next election, when they will raise their voices loudly. E. R. Warnec.

Gold Holdings and Inflation.

Business men have learned much from their trying experiences of 1920 and 1921. They have come to realize that overextension of credit and over-expansion in business are followed sooner or later by reaction which exacts heavy tribute from those who

have overindulged. Since our present abnormally large stocks of goods furnish a basis for inflation, the words of caution from such an authority as W. P. G. Harding, now governor of the Boston Federal Reserve Bank, are not amiss. Governor Harding points out that the gold which this country possesses is not here to stay. Readjustment and redistribution will come in time, and inflation based on the heavy gold stocks of the Federal Reserve Banks would be unwise. An inflated credit position may be avoided Governor Harding believes, if credit men adjust their ideas as to a normal Federal Reserve-system reserve ratio. A ratio of 65 to 70 per cent, he states, should under present conditions be regarded as normal, instead of the usual 40 per cent. of former years.

United Front Against the Turks.

Detroit, Feb. 20—The Allies, and particularly Great Britain, have stood firm and determined in their wise policy of opposing any further aggression on the part of Turkey in Europe; and in so doing they have made the Turks realize that they are deadly in earnest, and are not to be baffled by Turkish treachery and deceit. On this fact alone, indeed, rests the only substantial hope of a peaceable agreement between the belligerent nations. It is hoped that when Turkey comes fully to realize that she has no longer to deal with the weak and disrupted Greece, but with some of the wealthiest and most powerful nations in the world, that she will reconsider her policy and give the Allies more reasonable and satisfactory terms of peace.

E. Dexter Brown.

Coolidge For President.

Ft. Wayne, Feb. 20—In reading the articles that appear in the newspapers from time to time, in regard to the next candidate likely to receive the nomination for the Presidency, it has often occurred to me just why consideration never seems to be given, at least seriously, to men who have demonstrated their ability to successfully administer the duties attending that high office. In nowise desiring to indicate or emphasize my personal political leaning, but rather from the standpoint of fair play, and the deserving acknowledgment of work well done, it has occurred to me that the present incumbent of the Vice-Presidency might prove to be a most potential candidate. Chas. F. Gould.

Purchases Store He Wanted as News-boy.

Newark, N. J., Feb. 20—It can be done.

Barney Taylor, who sold newspapers 30 years ago on the sidewalk in front of the big Stoutenburgh & company clothing store, has bought the store paying more than \$1,000,000 for it.

When Taylor sold papers he was a poor lad and had a hard time making ends meet. He used to gaze through the windows at the fine clothing and wonder how people could afford to wear it.

But he saved the pennies he made from the sale of papers, and finally went in and bought the entire stock in one transaction. He will assume charge in a few days.

Nothing Better Than Modern Store Fixtures

—SEE—

GRAND RAPIDS STORE FIXTURE CO.

For Both New and Rebuilt

7 Ionia Ave., N. W.

Grand Rapids, Mich.

RELIABLE

30% Dividend to Policy Holders

Low Operating Expense (16.7%) and Conservative Underwriting enable us to maintain assets of \$12.75 per \$1000 insurance carried NET. This is more than double the amount of the Re-insuring Reserve required by the State and is equalled by few companies, either Stock or Mutual.

Grand Rapids Merchants Mutual Fire Insurance Company

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

HOME OFFICE 319-20 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

SAFETY

SAVING

SERVICE

CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

C. N. BRISTOL, A. T. MONSON, H. G. BUNDY.
FREMONT, MICHIGAN

THE HARDWARE AND IMPLEMENT MUTUALS

DIVIDE THEIR RISKS INTO THREE CLASSES

CLASS A—HARDWARE AND IMPLEMENT STORES, DIVIDEND 50% to 55%
CLASS B—GARAGES, FURNITURE AND DRUG STORES, DIVIDEND 40%
CLASS C—GENERAL STORES AND OTHER MERCANTILE RISKS, 30%

These Companies are recognized as the strongest and most reliable Mutuals in the United States, with Twenty Years of successful Underwriting Experience. No Hardware Mutual has ever failed, No Hardware Mutual has ever levied an assessment. Ask the Hardware Dealer of your town.

If interested, write for further particulars.

OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies that you are buying.

The Net Cost is **30% Less**

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

WM. N. SENF, Secretary-Treas.

Michigan Shoe Dealers Mutual Fire Insurance Co. Lansing, Michigan

LEGAL RESERVE COMPANY

Write

L. H. BAKER, Secy-Treas.

P. O. Box 549

LANSING, MICH.

SON OF GREAT OUT DOORS.

Friendly Tribute To Memory of D. W. Tower.

The old phrase, "a man unafraid," may well be applied to Daniel W. Tower in everything that he did, in every day that he lived. With an eye to the true thing and a heart for the right thing, he was by nature a son of the great out of doors.

As a young man he was a skillful, inventive mechanic, an originator and perpetrator of ideas, always busy with machine or book, creating something useful towards the development of his factory or for the help of his fellow-men.

Of late years, the third floor of his home has been devoted to a perfectly equipped machine shop, run with electric power. Here he had on exhibition a miniature stationary engine and boiler—his boyhood work. Here he ground corn and wheat for his own use, made his own kodak and camera outfits and developed his lantern slides.

In early years he worked with the energy of a dynamo. Then, to get relief from the whirl of wheels, he sought the fields, forests and streams and played with the vim of a boy. His travels led him far and wide and by the time he had reached middle age he could have written volumes about the cliff dwellers of the Southwest, of the wonders of the Yellowstone and Glacier Park. He visited old Mexico, studied the Spaniard of to-day in Cuba and the Isle of Pines and his life in the days of the old missions on the Pacific Coast.

With a pack saddle outfit and a young Mormon boy for guide he was almost the first white man to cross the arid desert of Utah and photograph the great bridges hidden from both white men and Indians until the lure of gold led prospectors to penetrate these regions. He loved adventure and one of the wonderful events of his life was the experience of descending the Bright Angel Trail and spending the night alone rolled up in a blanket with only the stars for company.

Patriotism was with Daniel Tower a passion. He was proud he was an American and did not forget the New England country of his ancestors, nor their historical homes along the line of march of the armies of Revolutionary days.

The first outing the writer ever had with Mr. Tower was in the summer of 1884. We explored the shores of Gun Lake, fished for bass and gathered pond lilies. In after years we camped together and sailed and paddled the shore lines of Lake Superior, spent weeks at the Pictured Rocks and trailed the wild brooks for trout and the sheer joy of trailing.

Two years ago, with his cousin and my grandson, we spent the month of September on the Manistee, paddling by day through miles of autumn painted cut-over lands, sleeping nights in an open face tent, with hemlock sprays for bedding. The patter of rain drops on the tent, the sighing of the wind in the tree tops, the call of the owl or chirping of night birds were all music to Dan's sensitive ears. Resting in

the evening, he read to us by the glow of the drift wood fire, "Evangeline" and other interesting stories.

One night a group of children attracted by the fire came through the woods with their lanterns and were made welcome. For two hours he entertained the party with stories of the painted canyons, the petrified forests, the savage Indians, the elk and bear of the Yellowstone. No lantern slides or canvas ever held the attention of the school children of the city as did his stories, told by the light of the burning stumps, to these little shut-ins on the cut-over lands.

Two years ago this winter we had the pleasure of days together in the sunshine of the Los Angeles Valley and, strange to say, the marvelous time of all on the frozen top of Mount

men he left unfinished work and let us trust that some one will come forward to carry his plans to completion.

Charles E. Belknap.

Pickle Standards Are Agreed Upon.

One of the interesting and effective actions taken at the recent canners' convention at Atlantic City was to reach a basis for officially grading pickles, something which has long been needed and will go to standardize qualities. It was largely the result of a strong appeal by C. J. Sutphen, the well-known Chicago pickle specialist. In the course of his address he said:

"Surely we are in our province in making a set of standards applicable to our business. We have agreed to 40 pounds to the bushel for salt stock

photographed from life, illustrating straight, crooked and nubbin pickles.

2. Number one vatrun pickles shall consist of well shaped pickles, properly cured, natural color, three and a half or four inches and under as the case may be, and contain not over 8 per cent. nubbins and crooked pickles, good and sound.

3. Number two large vatrun pickles in salt shall consist of well shaped pickles, properly cured, natural color, good and sound, three and a half to four, or four to five and a half inches in length, as the case may be, not over 5 per cent. nubbins.

4. Number three vat run nubbin pickles in salt shall consist of crooked pickles and nubbins taken from number one vat run, counted not less than 3,000 to 300 pounds.

5. Number four extra large pickles in salt shall consist of pickles five inches and larger good and sound, free from nubbins and yellow stock. Not over 5 per cent. nubbins.

6. Machine assorted pickles shall consist of pickles that have been run through a machine and graded into sizes. Midgets, gherkins, smalls, mediums and large, fairly uniform in sizes, not over 8 per cent. nubbins.

7. Hand assorted pickles shall consist of pickles that have been graded by hand into uniform sizes and counts, free from nubbins, crooked pickles and broken stock.

8. Fifty pounds of drained pickles is the weight established for a bushel of thoroughly cured salt stock. Pickles shipped inside of three months after salting 47½ pounds to the bushel.

9. A bushel of pickles shall be considered drained after it has been scooped from a tank or barrel with a coarse net into a wicker basket or box, barrel or barrow perforated with holes, so that the brine can run off freely. A barrel of pickles shall be considered drained as soon as the liquor stops running in a continuous stream after the bung has been removed and barrel placed on side so that the liquid has an unobstructed flow.

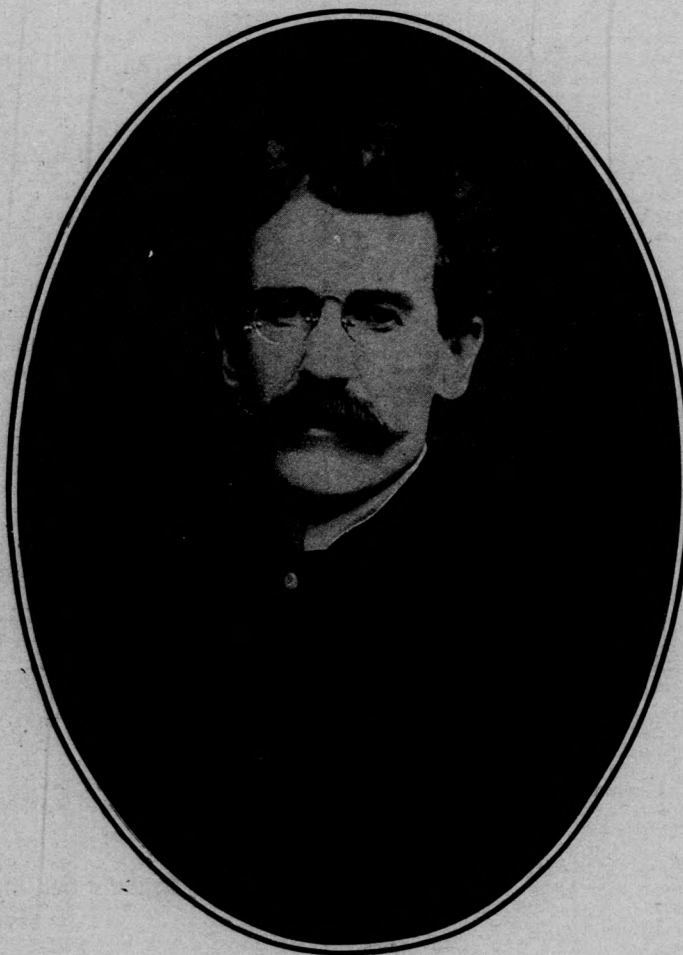
10. Salt pickles sold by the barrel: package should be well filled and contain 300 pounds of drained pickles to 45 gallons. Three per cent. tolerance in weight allowed. On shipments in tank cars a tolerance of 3 per cent. in weight is allowed.

11. Dill pickles of standard grade should be evenly assorted, full count, good sound stock, free from hollow and slippery pickles. Packages well filled, properly graded and stencilled as to sizes. Good sound cooperage, free from nubbins.

12. Sweet and sour pickles of standard grade, should be evenly assorted as to size, full count, well filled packages, good and sound stock, free from nubbins. Good sound cooperage properly marked.

13. In buying and selling pickles in salt, samples should be submitted on small lots, single cars or less. Lots of two or more cars should be inspected at point of shipment unless too far distant; then samples will govern.

14. Finished product, sweet pickles, sour pickles, dill pickles, in glass and bulk should be sold on samples.



The Late Daniel W. Tower.

Wilson, where in the Observatory we spent the early part of a night with our eyes, by turn, on the great star, Betelgeuse. The one hundred inch lens brought this stranger to our vision so vividly that all the great things of this globe were but ripples in the sea of life. The wind was blowing a sixty mile gale and in the little cabin under the cliffs where we were supposed to sleep, the water in the pail was frozen solid. Sleep was out of the question, so we were on hand for the sunrise, but for once Dan found a scene beyond his power to photograph.

I am grateful for the nearly forty years companionship with this man whose life was a success, who leaves a legacy of good deeds and an untarnished reputation. Like all busy

after it is cured, and 47½ pounds early fall shipments, prior to Nov. 1.

"We know that we have vatrun, field run, machine assorted, hand assorted salt stock of various counts and gradings. We know that misshapen pickles are termed nubbins and crooked pickles. We have large pickles, smalls, gherkins, Russian, Dutch, English, Czecho-Slovakia, hot house, snake cucumbers and 57 varieties of the American pickle from long green to early cluster. Why not say so and set standards as a basis for buying and selling?"

Mr. Sutphen's appeal resulted in the uniform unanimous adoption of the following pickle standards which will hereafter prevail in the trade:

1. The use of a chart showing the various shapes and sizes of cucumbers

HENRY FORD AS CON ARTIST.**How He Flim Flammed Federal Judge Tuttle.**

It now transpires that Henry Ford obtained possession of the Lincoln plant under false pretenses. In other words, he secured \$30,000,000 worth of property for \$8,000,000 by making promises to Judge Tuttle which he has not kept.

As it stood then and as it stands now the creditors are to lose half and the stockholders all, unless Mr. Ford comes through with fulfillment of a solemn promise, made not only by himself through the public press, but officially by his son and his attorney to the Judge before whom the proceedings were held.

Read Judge Tuttle's statement when he confirmed the Government's claim of \$1,550,000 against the insolvent estate and see what small value Ford places on his own word:

This settlement is between the Receiver, appointed by the Court to represent all parties interested in this estate on the one hand, and the Department of Justice, representing the United States of America, on the other hand. The claim, as originally filed by the representatives of the Government is in the sum of \$9,188,561. The settlement which I am now asked to approve provides for the payment by the Receiver to the Government of the sum of \$1,550,000. This amount is such a large sum that I ought not to permit the Receiver to deplete the estate to such an extent unless it is justly due to the Government. On the other hand, the claim filed by the Government was so much greater than the amount proposed to be accepted in settlement that I ought to feel satisfied that the claimant, the common country, of all the interested parties, their counsel, and the Judge of the Court, is being fairly treated before adding my approval. This claim is so complicated that of necessity my conclusion as to the fairness of the settlement to both parties must be measured by my confidence in the ability, integrity and thoroughness of the parties making the investigation and signing the agreement, rather than from a knowledge of the details. My confidence is such that I feel no hesitancy about adding my approval, providing the parties to the agreement are fully advised as to the situation.

There is one thing which came to my attention about a year ago which I now feel it is my duty to state before giving my approval to this settlement in order that any of you who would not have signed this agreement if you had known of this thing, can have opportunity to withdraw your approval if you desire to do so. I do not mean by this statement to suggest that this thing should have any weight in this matter. In fact, I do not now discover why it should. Yet, inasmuch as I am forced to rely almost entirely upon you gentlemen for my information, and conclusions, I will feel better after I have told you fully all I know about it.

On or about December 28, 1921, my secretary told me that Mr. Harold Emmons had telephoned and was very anxious to have an interview with me. That was one of my usually busy days and my secretary had no opportunity to make an appointment for me. My telephone number at the house is suppressed; however, that evening, Mr. Henry M. Leland called me on the telephone at the house, told me that he was anxious to see me for a few minutes; that he was sick at his home on West Grand Boulevard. He wanted to know if I would not stop

and see him when I went on my way to court the following morning and I told him I would do so. I had not the remotest idea as to the reason why Mr. Leland wanted to see me. He asked me what time I would call, and my memory is, I told him at 9 o'clock.

In any event, on the following morning, which I think, was December 29, 1921, on my way down to court and at the appointed hour I stopped at Mr. Leland's home. I was met at the door by Mr. Wilfred C. Leland and taken into the living room, where I found Mr. Henry M. Leland, Mr. Harold H. Emmons and Mr. Edsel Ford. I was already acquainted with all four of these gentlemen. Mr. Henry M. Leland began the conversation by a brief statement about as follows: "I haven't been feeling very well and wasn't able to get down to see you. That is why I wanted you to stop in this morning. I appreciate it very much and we want to talk to you confidentially."

I at once recalled what my secretary had said about Mr. Emmons having tried to make an appointment with me on the previous day and this, coupled with the presence of these particular four gentlemen, led me at once to the conclusion that they wanted to talk to me about the Lincoln Motor Company Receivership, but as to what phase of it, I still had no idea. I at once replied in substantially the same language which I have probably used a hundred times during the past ten years, when people have asked to talk to me confidentially about matters pending before me or which might be brought before me. My good opinion of each of these four gentlemen was such that I did not think they would say anything improper to me, but I have made it a standing rule to give every one to understand before they talk to me about my court work that I am not agreeing to keep secret what they say. If they want to tell me something after I have warned them in that manner, I listen to it if it is proper; then having heard it, I use my own judgment as to what I do with the information, whom I tell and what I tell. My reply to Mr. Leland's request for a confidential interview was substantially as follows: "I don't want to convey the idea that I think it is necessary for a judge to be a gossip and be continually talking about everything he has heard; on the other hand, I want to make it very plain that I always use any information which I receive in any way, that I think it is my duty to use it, and if you gentlemen tell me anything this morning, I shall expect to use it in any way I see fit."

I may have said a little something more in the way of explaining how necessary it was for me to keep myself in position that I could at all times do what seemed to me at the particular time, right and just. One of the things I usually say on such occasions is that there is no reason for a judge making any promise to any one at any time; that the thing for a judge to do is to keep free from promises and act in the light of all the circumstances and conditions when the time comes. In any event, without being certain of the exact words I used, I carried out my uniform policy and refused to be pledged to secrecy.

After my brief explanation of my position, Mr. Henry M. Leland expressed himself as being entirely satisfied with my attitude in that regard, and Mr. Harold H. Emmons at once launched into what was apparently the purpose of the interview. I made no memoranda of anything that was said, and of course my memory is of the substance of what was said, rather than the exact words. Perhaps under these circumstances it is hardly fair to attempt to place it in the first per-

Quoting Prices Sells Merchandise

a fact that is recognized by all merchants who advertise.

Their customers want to know the **price** before buying.

They advertise the selling price in **plain figures**.

K C Baking Powder shows the **price on the package**.

Many sales are lost because the customer does not care to ask the price.

It will pay you to sell

K C BAKING POWDER

(price on the package)

Same price for over **30 years**

25 ounces for 25¢

The price is established and shown on the package, assuring you of your full profit.

None better at any price.

Millions of pounds bought by the government.

Reduction in freight rates July 1, passed on to the trade in reduced list prices on K C

Let us show you how to increase your baking powder profits by selling K C.
Jaques Manufacturing Co.,
Chicago

son and within quotation marks, but with this explanation I will do so. Mr. Emmons said, in substance: "After efforts in various directions to raise the necessary money to reorganize and re-finance the Lincoln Motor Company, Mr. Henry M. Leland went to his old friend Henry Ford for the purpose of getting financial assistance and he has finally interested Mr. Ford and Mr. Ford is willing to help him and furnish the necessary money, provided it can be done in such a manner as will meet with Mr. Ford's approval. One of the things which Mr. Ford insists upon is that although his name is not to be known or appear in the matter at the present time, he does insist that you be fully advised relative to his part in the transaction. That is the first and real reason why we were so anxious to see you and why we felt it necessary to get this interview and tell you all about it. Now, while Mr. Ford's entry into the matter is through friendship for Mr. Henry M. Leland and because he wants to save him from financial ruin, after his long, successful and honorable career in the automobile industry, Mr. Ford wants it to be handled in a lawful and businesslike way which will not encourage any one to trump up unjust and unfair claims. Now, this is the plan for bringing Mr. Ford into the enterprise. If the property can be sold now at a judicial sale, free and clear from all incumbrances, Mr. Ford will pay \$5,000,000 in cash for it. He wants you to know, however, that ultimately he is going to pay every just claim against the Lincoln Motor Company, a hundred cents on the dollar. He is hoping that some way can be worked out to even do a little something for those stockholders like school teachers and people of that kind who put their money into the stock of this company as investments and have lost it. Of course, he would not expect to do anything for the speculators who have bought this stock at a cheap price or as a gamble, and at this time he does not know what will be the outcome relative to the stockholders, and the definite plans at the present time do not involve the stockholders, although Mr. Ford and Mr. Leland both hope that something can be done which will help those who have been stockholders from the beginning. We want you to know that if you fix the upset price in the decree for sale at \$5,000,000 and Mr. Ford is the purchaser at that price, he is going to pay all of the honest creditors in full. Mr. Ford's motives are to help Mr. Leland to save his financial situation and to save the industry for Detroit, and the automobile world and Mr. Leland has urged Mr. Ford to do it and Mrs. Ford has urged him to do it, and it is not a money making scheme on Mr. Ford's part.

"Another thing which Mr. Ford and all of us are very anxious and want you to have in mind, is that one of the very important and valuable assets of this concern is the sales organization. This is not only of value to whoever buys it, but it is a matter of great concern to the individual sales agents themselves. They have been hanging on for months, trying to sell an orphan car. Some of them have long-time leases and with some of them their leases are just running out and if they are going to continue in business it is necessary for them to renew their leases. The time is now right here at hand when the automobile shows begin and if the Lincoln car is to succeed in the future and if these individual sales agents are to succeed as such agents, they must know right now that they have a future. Even a few weeks' delay means not only a loss of this sales organization to the Lincoln Motor Company, but it means great individual loss for these men who have been loyal to the Lincoln Motor Company and to the Lincoln car. The Lelands feel a per-

sonal interest and responsibility in this matter; they have induced these men to take these agencies and to continue on as agents during the receivership; they have held out hopes and promises to them.

"Surely if Mr. Ford is to put money into this enterprise and go ahead with it, it is very important, and fairness demands that these sales agents should have some assurance for the future and know that the company is going to be reorganized and placed on a firm, sound financial basis. Now, these are the reasons which have induced Mr. Ford to agree to enter into this matter and purchase the property, provided he could do it in this way and handle it in this way. It would be necessary to have the sale take place next month.

"We think the upset price ought to be \$5,000,000 so that Mr. Ford can buy the property at that price and then later on, in his own way and at the proper time, he can pay the balance due to these different creditors.

"The plan is that I am to buy this property in my own name for the \$5,000,000, Mr. Ford furnishing me the money with which to purchase it, but no one knowing for whom I purchase. I am, later on, to turn the property over to Mr. Ford or to a new company to be organized by him. Mr. Ford and the Lelands will arrange the details of the new organization between themselves and also arrange for paying the old creditors of the Lincoln Company.

"I will at once make an offer for the purchase of this property at \$5,000,000 in cash and will make a deposit of \$250,000 in cash with the receiver, to guarantee the good faith of the bid. We know, of course, that as soon as the receiver receives an offer of \$5,000,000 in cash with a quarter of a million deposited to guarantee the good faith of the bid, he will consult with you relative thereto and the details of the decree for sale. Mr. Ford wanted you to know fully his part in the matter and the fact that the bid which I make is really being made for him and this is the reason why we have submitted all of these details to you, and why Mr. Ford wanted us to do so."

Now, this is the substance of what Mr. Emmons said. I presume he mentioned some other things which would occur to me if my memory were refreshed; but in a general way that is a fair outline of it. I know that as soon as he had finished I turned to Mr. Edsel Ford and said in substance, the following: "Whenever there is a judicial sale and I have property to be sold for the benefit of creditors, I am always glad to find good, substantial bidders. From my standpoint, the only thing which now occurs to me is the price. So long as your father is planning to pay these creditors in full and so long as the total amount of claims now known is more than \$8,000,000 and somewhere near \$9,000,000, I hardly see why the upset price in the decree and the purchase price by your father should not be more than \$5,000,000. I say this, not based on my knowledge of the value of the property, but based on the statement that your father expects to pay these claims in full."

Mr. Ford replied very briefly and my memory of what he said is about this: "I shouldn't think it would make so very much difference." Mr. Emmons immediately took up that subject and gave further answer to my suggestion, saying: "You see, Mr. Henry Ford doesn't want to encourage a lot of trumped up claims. He is willing to pay the honest debts of this company, but he doesn't want to pay any bogus claims." To this, I at once replied, "I understand that there is no question that this company owes at least \$8,000,000 in honest debts, and more than that, no one

WHITE HOUSE COFFEE



"White House" is Purchased by Folks Who Know a GOOD Thing When They Taste It. It Never Disappoints.

1-3-5 lb. Cartons

The Security of the Package:

It is the wonder and despair of competitors—this Package shown. There couldn't possibly be a better one. It thoroughly and completely protects the coffee—in every way.

LEE & CADY—Detroit

Wholesale Distributors of

Dwinell-Wright Co.'s Products

When You Sell Shredded Wheat

you are supplying a demand we have created for you through advertising. We don't ask you to make new customers for

Shredded Wheat Biscuit

Just keep a fresh stock in a nice, clean, dry place in your store and hand it out to those who ask for it. Shredded Wheat has survived all the ups and downs of public fancy and remains to-day the one great staple breakfast cereal, with a steady sale all the year 'round, at a good profit.

MADE ONLY BY

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



has to pay an bogus claims in my court. I don't allow that kind of claims."

isn't so much the thought that the To this, Mr. Emmons replied, "It claims would be allowed when they ought not to be allowed, but Mr. Ford doesn't want to encourage litigation."

To this I again replied, "Well, if the property is sold at \$5,000,000 creditors will get something and I see little additional inducement for trumping up claims, whether they are to be paid a hundred cents on the dollar or fifty cents on the dollar."

To this, again, Mr. Emmons replied, "Mr. Ford thinks it would make a good deal of difference with the attitude of some of the claimants whether they thought they were presenting their claim against an insolvent receivership or whether he was going to pay them in full."

Now, this is in substance the entire conversation as nearly as I can give it, except that I have omitted entirely anything said by Mr. Wilfred C. Leland. I don't seem to now recall very distinctly what he had to say, and I think the reason for this is because it did not affect in any way these things which have always stood out in my memory for the reason that they were unusual and of peculiar interest. My best memory is that Mr. Wilfred C. Leland at some time during the conversation talked about some of the financial details of the Lincoln Motor Car Company and some of the other things which had happened outside of this particular thing which I have here been talking about. Those were all things which I had heard from other sources prior thereto and there was nothing about them to stand out in my memory. I know, too, that after this conversation to which I have referred Mr. Wilfred C. Leland was the one who helped me get my hat and coat, and he and I exchanged a few friendly remarks about his father and the father's physical condition. I immediately went out, got into my car and started for court, and almost immediately after I left the house Mr. Edsel Ford came out, got into his automobile, which was parked in front of mine. He started east on the Boulevard. We left the two Lelands and Mr. Emmons there at the house. I have never since that time had any talk with either of the Lelands or with Edsel Ford on the subject.

On Dec. 30, 1921, Mr. Emmons made his written offer of \$5,000,000 to the Receiver on condition that the sale take place on or before Jan. 24, 1922. This offer was accompanied by a deposit of \$250,000. In fact, the offer was in keeping with the statement made to me by the four gentlemen at Mr. Leland's home. On Dec. 31, 1921, the Receiver filed a petition advising the court of the offer made by Mr. Emmons and asking the advice of the Court relative thereto. I set the matter down for hearing on Jan. 3, 1922. On the morning of that day and prior to the hearing, Mr. Emmons came to me in the courtroom again and urged me to fix the up-set price at \$5,000,000, saying, in substance, the following:

"In addition to the reasons urged the other morning, for fixing the up-set price at \$5,000,000, I wanted to say that it is a fair price, and I think fairness to Mr. Ford, who is going to do such a generous thing in this matter, would justify you in fixing it so he would be given the credit of paying these creditors voluntarily so far as the amount paid is in excess of the value."

I replied: "My feeling about that argument makes me think of what a maid said to me several years ago. She had been with us a long time and had often protested her appreciation and friendship. One day she was demanding an increased wage which I

thought was unjust and I said, 'Why, Frances, I thought you always said you liked us.' She replied, 'I like you, all right, but I like myself better.' Now, I like Mr. Ford, and have no objection to his receiving any credit to which he is entitled, but when it comes to protecting the creditors I feel that the duty rests with the judge to do it by the form of decree rather than by relying on statements made to him privately by any one, and I am going to perform that duty."

This covers every word I can remember which was said to me by any one on this subject, prior to the hearing. What occurred at the hearing was in open court and is well known to you all. I did not enter into any bargain with any one or rely upon any promise. In fact, I did not follow the request of any of these gentlemen. After hearing the arguments of every one and using the information obtained in the manner already stated, I fixed the upset price at \$8,000,000, which was a higher price than any one had suggested as being possible to obtain for the property and I fixed February 4, 1922, as the date of sale, which was a later date than the one suggested.

I reasoned that if Mr. Ford was planning to pay the debts in full he would bid as much as \$8,000,000 at the sale. It was this information which I had received and this line of reasoning which led me to make the upset price higher than had been suggested by any one and at the particular amount of \$8,000,000.

Many of the things here stated might seem personal, petty and perhaps egotistical, except that I feel it my duty to relate the circumstances and if I were to do it at all, fairness seemed to require that I do it fully, and as near word for word as possible.

I might add that I never talked to Mr. Henry Ford or any one else on this subject, except these four gentlemen. It will be seen that while I made use of what had been said to me for the benefit of the estate and creditors, I did not treat it as a promise or accept it as such. This statement by me is undoubtedly entirely useless, but it cannot possibly wrong any one. There is nothing about it which should reflect on any one, and I have not stated it with such a thought in mind. I know nothing about the arrangement between the Lelands and the Fords and their plans relative to the creditors, except as I have just disclosed. Is there anything resulting from what I have said to cause any of you to change your attitude towards this settlement?

Making the Most of Your Advertising.

An increase in rental rendered it imperative that a Coast merchant swell his volume of business or seek a new location. Accordingly, he turned to advertising, and after preparing appropriate copy, selecting media, and inserting the advertisements, sat back and waited for the crowd to come. To his surprise and dismay the new business was hardly noticeable and not enough to pay for his advertising. He confided his troubles to a salesman who offered to investigate. The latter found that the storekeeper had devoted most of his advertising to certain articles but had neglected to arrange a window display featuring them. Consequently, his competitor down the street had taken advantage of his omission, and filling his windows with the articles advertised, had reaped the profits. Advertising, to be effective must be backed up by window display and other sales effort.

TO MICHIGAN MERCHANTS PUTNAM'S "DOUBLE A" CANDIES

Are Made in Michigan,
With Sugar Manufactured in Michigan,
From Beets grown in Michigan,
By people who live in Michigan,
And who help pay taxes in Michigan.
In fact, they are strictly a Product of Michigan.

And whenever you buy them you encourage HOME INDUSTRIES and help build up your own State, your own town and YOUR OWN BUSINESS.

We guarantee them absolutely pure and to conform with the National Pure Food Law.

We have no doubt you can buy cheaper candy, but QUALITY TALKS AND QUALITY WINS EVERY TIME.

PUTNAM FACTORY, Grand Rapids.



Walker
MUSKEGON
MICHIGAN

**Makes
Good
Chocolates**

Maximum protection for the money, and adjustments are always made promptly

Mary J. Field Company
Grand Rapids Representative

Auto Owners Insurance Company

Bell Main 1155

514-515 Widdicomb Bldg.

Citz. 65440

Beginning January 16th

a powerful advertising campaign opens on Domino Package Sugars in the newspapers throughout America. This campaign will include forceful advertising on Domino Package Sugars, Domino Syrup, Domino Sugar-Honey and Domino Cinnamon and Sugar.

These advertisements will appear regularly every week throughout the winter and spring in a selected list of over four hundred newspapers.

Look over your stock of Domino Products. Co-operate with the advertising and thereby secure the greatest benefit from it.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown;
Golden Syrup; Cinnamon and Sugar;
Sugar-Honey; Molasses

TRIBUTES TO GREATNESS.

Two Life-Long Friends Write of J. Boyd Pantlind.

It is God's way of doing things, that men shall die. Thus, when good men and good friends are taken from us in obedience to the Divine law, which none can understand, we sometimes seem to become calloused and indifferent and accept the loss as something natural and inevitable.

In the passing of J. Boyd Pantlind, however, there lingers a feeling that is not so easily reconciled. It is doubtful if the local community was ever more wholly shocked than when the report of Mr. Pantlind's death was spread over the city. The sorrow it caused was general and sincere, not confined to any circle, business or social, but reaching to all walks of life, as "Boyd" Pantlind was known to every one; he was "everybody's friend" and all mourned when the sad message was conveyed to them. The grief of the community mingled with that of the family, and the community bowed its collective head and shed a silent tear over the loss of one of its best members.

Having been associated with Mr. Pantlind intimately in a business and social way for more than a quarter of a century, having learned his many virtues and fine qualities through personal contact almost daily during this long period, I became devotedly fond of him, so when I attempt to pay tribute, I find it most difficult to command words to suitably express what the heart feels. I am deeply saddened by the thought that I shall never again enjoy the warm and cordial greeting, such as he had for all; that the smile and good nature that were his will be lost to me in the future. A deep niche in our community life has been created I am made to reflect sorrowfully as I contemplate it. Good citizenship received a telling blow. Grand Rapids was hurt when the niche was carved.

Nothing need be attempted in praise of his honor, uprightness, business integrity, or of his loyalty as a citizen and friend, for these have never been questioned. To the commercial life of the city, Mr. Pantlind was an asset of commanding value. It is not probable that any one factor has done more to advertise the city and make friends for it, than the enterprise, which he conducted. His hotel has a Nation wide acquaintance and enjoyed a Nation wide popularity. His name and his hotels were so intimately interlocked with Grand Rapids that the city profited by the intimacy in an advertising way. His guests were largely people whose good opinion is worth while—statesmen, professional people and commercial men. They enjoyed the hospitality they received; they liked the owner and they could not mention this fact without the city receiving a benefit from the good opinion. In this way Mr. Pantlind was one of the most influential in building the city, a work in which an unusually delightful personality was a valuable contributor.

Mr. Pantlind's kindness and charities were proverbial. To what extent he gave, none will ever know, but it is known that no appeal in behalf of

a worthy cause, was ever turned away empty handed. Whether aid was sought for some laudable undertaking or for the relief of some unfortunate, the response came cheerful and generous. The individual cases assisted by Mr. Pantlind were many, and these beneficiaries of his sympathy and helpfulness, will keenly feel the loss of one whose heart and hand were ever open.

A foremost citizen, a kind and generous man, a faithful friend and a lovable companion is gone. The only consolation to be had in the loss is found in the fact that he is worthy of any tribute that can be written.

William H. Anderson.

There has recently passed out of our tangible lives, out of our daily

sands living in all parts of the United States, that wherever the name of Grand Rapids in mentioned the name Pantlind is sure to follow, and always in expressions of either approbation, friendliness or affection. Why is this?

Not because of high position, due to wealth or learning, but simply because out of the fullness of his heart he had unconsciously sown seeds of trust, confidence and love among those with whom he was brought into daily contact.

His helpfulness to others was marked. He was full of innate goodness and generosity, his help being dispensed in the quiet way that would prevent any possible embarrassment to the recipient.

He disliked any reference to what should be rightly termed his virtues.



The Late J. Boyd Pantlind.

companionship, but not out of the inner or spiritual lives of those who knew him best, one who by reason of his high business and social standards, by reason of his love for his wife, and children, his home, his affection for his friends and his helpful word and hand to the oppressed and unfortunate, has left an indelible mark for good upon the community in which he lived and which he loved, and a true guide to those of us who are left, as to what constitutes a noble character.

Quietly, forcefully, but persistently, by virtue of his unfailing and keen, but inconspicuous consideration for others' comfort, he built up around himself a coterie of loyal friends who deemed it an honor to be known as a friend in the full meaning of the word.

He and Grand Rapids are so closely interwoven in the minds of thou-

With faith in his fellowman and with modesty and humility, he pursued his daily work. He was consistent and honest with himself. He made no attempt—in fact, never had any inclination—to appear in any role but that of doing his duty to his fellow man.

He was continually sacrificing his own comfort to ensure the comfort of others, but at no time did it appear to him as a sacrifice, for with him a sacrifice for a friend was a pleasure.

His deep affection for his family was the bright star which guided his footsteps in times of doubt and peril.

His loyalty to the business interests entrusted to his management was an ever outstanding characteristic of his daily life, even to denials of personal comfort.

He was not actually aware of what a force his example set for others,

as thought of self was ever absent from the dictates of his heart.

The good name Grand Rapids enjoys throughout this country is due, in a very large degree, to the honest, undisguised loyalty and exceptional geniality he diffused broadcast through his contact with the world, always leaving with the recipient a strong desire to return to Grand Rapids to enjoy the companionship of one whose personality left a lasting impression of the best qualities possible to manhood.

In the passing on of J. Boyd Pantlind, a deep void has been left in the hearts of his family and his friends, and Grand Rapids has lost a citizen whose loyalty to his city and his friends has never been excelled.

I know of no more fitting words than those of James Russell Lowell to fitly express his nature:

"The longer on this earth we live
And weigh the various qualities of
man,
The more we feel the high stern fea-
tured beauty,
Of plain devotedness to duty.
Steadfast and still, nor paid with mor-
tal praise,
But finding amplest recompense for
life's ungarlanded expense,
In work done squarely and unwasted
days."

Charles M. Heald.

Burial of Harroun Motors.

A few weeks ago receivers were appointed for the Harroun Motors Co. This action is the last chapter of a get-rich-quick flotation that had an interesting career. Originally the enterprise was organized by a band of pirates of promotion, almost at the same time that the notorious Emerson Motors Co. was conceived. Between the two companies there was a close family relation. Brokers who sold Harroun Motors in turn sold Emerson Motors. If they succeeded in getting a victim on their books to buy Emerson stock, his name was turned over to another broker who would then in turn work him to buy stock in Harroun.

Eventually financial troubles overtook the company, which was an inevitable sequel, for it was started to swindle the public and for nothing else. But so many investors became involved in the wreck that the Michigan Blue Sky Commission, not wishing to take drastic action, attempted to support a protective committee that had the reorganization of the company in hand; granted the company a license to do business in the State only so far as raising sufficient capital to complete a factory, and see if the business could be saved. But it had become so diseased with the microbe of get-rich-quickism it could not shake it off so it finally collapsed and will now pass into memory.

Attractiveness, beauty of interior decoration and arrangement need not be eliminated from a store just because business is business.

The way to make customers believe that you consider their best interests your own best interest is to feel and act that way.

WHEN WINTER COMES



GUARD YOUR HAULING COSTS

COLD weather imposes new operating conditions on your trucks and automobiles. These must be met if your machines are to deliver maximum service. Nearly all makes and types of engines require a lighter grade of Polarine Oil in winter than in summer.

Heavy oil congeals in cold weather and does not flow easily through the lubricating system. Unless the correct winter grade of oil is used, some parts of your engine may operate without oil until the heat from the engine causes it to flow readily. Scored cylinders, burned bearings and a host of other damages result when this condition occurs.

Not only do you pay for these repairs, but while they are being made you lose the time of the machine and the driver as well.

If you would guard your hauling costs, use Polarine. It is made in four grades—Medium Light, Medium Heavy, Heavy and Extra Heavy, one of which lubricates correctly your machine during cold weather.

Do not rely on hearsay or the judgment of those not qualified to select this correct grade. Remember there is only the right grade and the wrong grade of lubricating oil—there is no such thing as a second best grade.

Consult the latest Polarine Chart of Recommendations, which our lubricating engineers have compiled in co-operation with manufacturers of automobile engines.

This chart is displayed by all Standard Oil Company (Indiana) agents and most Polarine dealers. It will be sent you free on request.



STANDARD OIL COMPANY

(INDIANA)

937 S. Michigan Ave.

Michigan Branches at Detroit, Saginaw, Grand Rapids

Chicago, Illinois



Michigan Retail Hardware Association.
 President—J. Charles Ross, Kalamazoo.
 Vice-President—A. J. Rankin, Shelby.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.
 Executive Committee—L. J. Cortenhof, Grand Rapids; Scott Kendrick, Ortonville; George W. McCabe, Petoskey; L. D. Puff, Fremont; Charles A. Sturmer, Port Huron; Herman Digman, Owosso.

Spring Brings Opportunities in Builders Hardware Trade.

Written for the Tradesman.

With the approach of spring, there comes an increased activity in builders' hardware. The fall may in some localities be a better time for selling this line; yet much of the goods then delivered and installed are ordered in the early spring months. It is, indeed, the early order-seeker who gets the lion's share of the business.

At this time, therefore, the hardware dealer, in planning his spring campaign, should give some thought to the builders' hardware trade.

Local conditions vary; but whatever the local conditions, there are always opportunities for doing some business. Some dealers get good results where there is little if any actual new building. One dealer did a fairly thriving trade in a small place where not a single new house went up in the entire season. He did not plan on the basis of a prospective building boom; but he did not allow the fact, that new building was at a standstill to daunt his efforts to develop trade. Most of the houses in his community were old; he saw that they needed new equipment; and he went after the business energetically, and sold a lot of builders' hardware.

But of course the builders' hardware trade is of greater importance to the man doing business in a center where much new building is going on. Here, large orders are to be had; and the great question facing the dealer is how best to get the orders.

As on many points of salesmanship, so in this connection individual opinions differ. Some dealers prefer one course, some another. Quite often what would be sound policy in one community would be a mistake in another community. Local conditions and local likes and dislikes must be considered.

In many instances, however, the most successful dealers declare that it is desirable to go right out after the business. They claim the extra expense involved by this course of procedure is more than made up by the extra business secured, and by the certainty which advance knowledge of these sales gives the dealer.

One city dealer who has worked up an extensive business in builders hardware gives me the benefit of his personal experience:

"I find," he says, "that it not only

pays to have a man outside looking up prospective buyers and taking orders, but that it also pays to have this man an expert in builders' hardware—a man who can give suggestions and who is capable enough to look over an architect's plans and give a good idea of what will be wanted.

"Many architects who have this building work in hand have only a general knowledge of builders' hardware. They have not considered this phase of the work particularly. They are leaving it until the main part of the job is finished. But if a man goes to them and is able to say, 'You will need this and that; for that room you will need a certain kind of lock and door-knob; you will need this style of hinge and that variety of window clasp,' such a man will get large orders. Many architects are only too willing to have an expert go over their plans, room by room, and while they may not agree with all he suggests, they will yet have confidence in him, and working with him, will make out an order for all they require.

"What is true of architects applies somewhat similarly to contractors. These men perhaps understand builders' hardware better than does the architect, but they are busy men. They have a number of jobs on hand at a time, and are only too willing to be saved work. If an expert comes to them to discuss what they will need for their various houses, they will be glad, as a rule, to consider his suggestions. They will in turn suggest certain things, and listen to what the salesman has to say about their suggestions. They will object to some of his proposals. They may say, 'too expensive.' Then the salesman will either have to show that the cost of this high class fixture would really not be great, or he will have to suggest some other line, cheaper in price, yet of a grade to give satisfaction. The great thing is, for the builders' hardware salesman and the contractor to get together and work together.

"I have found cases where the contractor preferred to come to the store and make his selection there. But quite often he is perfectly willing to give his order in advance.

"I think, too, it is a good plan to have the outside salesman carry samples. Talk to a man about a certain lock or hinge, and he will listen. Show him the lock or hinge, and he will pick it up and examine it closely. Samples undoubtedly bring orders. That is another advantage of having an expert on this kind of work. When he first sees a building, he can estimate approximately what it will cost. He will know, therefore, about what class of fixture will be needed. He

can pack up samples of this class of goods, and can show the builders the exact articles which he can supply for the job."

In every community where building is extensively carried on, there are private individuals who are having homes erected for themselves. They have engaged the services of some builder; but it is they who are deciding what is to be put into the house. The man may be building a comparatively small house, and yet may want everything in it of the very best. It is with such men that the outside salesmen of builders' hardware find a particularly good business.

"My salesman," pursued the dealer I have quoted, "finds out from the builder who is the owner of the house in course of construction. Then the

salesman goes to the owner, and quickly finds out what class of goods he wants. He offers to bring some of the lines he has in stock. In practically every case the amateur builder is only too glad to look at these. He asks about the various makes and styles. Perhaps he confers with the builder. He decides what he will want and places an order. The goods may not need to be delivered for months, but the order is secured and then all we have to do is to prepare to fill it."

An early spring campaign of this sort helps both buyer and seller. It guards against delay. If goods are ordered in May or June, there should, for instance, be no trouble about delivering them in August. The inside finishing, therefore, will not be held up, nor will the dealer have to

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
Sporting Goods and
FISHING TACKLE



VIKING TIRES do make good

VIKING TIRES give the user the service that brings him back to buy more.

Cured on airbags in cord tire molds, giving a large oversize tire.

We have an excellent money-making proposition for the dealer. Write us for further information.

BROWN & SEHLER CO.

State Distributors

Grand Rapids, Mich.

lay in a great stock of these lines without having some idea as to the quantities he is likely to need.

There is another class of goods for which orders may be taken early—a class not always considered as belonging to builders' hardware. This is cement. Cement is usually needed early in the building operations. Dealers who handle this line, therefore have almost to anticipate the work of the contractor. They have to get after his business before excavations for the foundation are being made. Some men make this bid for business by personal canvass among the contractors. Many send out letters. All should remind those who bought this class of material from them the year previous that they are able to supply them again.

There is business to be done with the farmers in this line, also, and the question of how to secure their trade is worth considering. One small town dealer has done much to promote his sales of cement by putting his clerks in a position to explain its use. On one occasion he moved his safe from the ground floor of his store to the basement. He wanted it placed on a concrete bottom, wanted the walls to be made of concrete, and wanted a concrete runway made from the hoist to the safe, so that the books might easily be wheeled into the strong box every evening. The clerks did the work, and turned out a job which would have done credit to experts.

"How do you mix this cement?" a farmer will ask.

Every one of the young men who helped build that safe chamber is in a position to explain fully. A good many sales are directly traceable, in that store, to this ability of the salespeople to tell the customer how to do it. For there is nothing so encouraging to the cement prospect as the fact that other men, with no greater experience than himself, have been able to do things with it.

Victor Lauriston.

A President's Second Term.

Toledo, Feb. 20.—We have heard much about Harding's candidacy for re-election, and the central idea of all that we have heard on this subject for thirty months has been this, that routine political policy required his renomination.

There is an obviously unpopular fact which ought to be reiterated until it has become part of the routine thought of the voters and political policy has to pay attention to it. Since the time of Andrew Jackson no President has served through a second term that was as successful as his first. Not only has the public never had as much confidence in the President at the end of the second term but the second term's record has never been such as to earn as much confidence as the first had won.

The reason is not mysterious. A worn out man cannot handle the Presidency successfully. The Presidency is now much too big a job for any man, and the consequence is that after a first term and a campaign for re-election nobody is in fit condition to start a second term. We have lately seen Presidents taking great care of their health, but we have not seen one succeeding in escaping this fate.

Whether a President might profitably serve more than four years if he did not have to campaign for re-election nobody can say. And it is not impossible that one man may do better with the weakened remnant of his

powers than his rival would have done with fresh powers. But it ought to be understood as a matter of routine that when you put a man up for a second term you must expect his second term to be a comparative failure.

Harding's Administration has had its glories and its shames, and has still a fair chance to have more of both. Its glories have been such as were peculiarly its own; its shames have been such as it shared with other administrations; therefore, in spite of Mark Anthony's words history will remember it more for its good than for its evil. Mr. Harding will do much more wisely to rest on this record than to adulterate it with such a record as precedent bids us to expect from his second administration. And if he listens to the routine politicians and asks for a second term the voters ought to understand that in giving it to him they can have no expectation of a term as good as his first.

Steven T. Byington.

"Store to Blame If Clerks are Frivolous."

If salespeople of the younger generation do not show the interest in work that they should, there is something wrong with the relations the management of the store establishes with them. Prof. Paul W. Ivey, of the University of Nebraska, told one of the sessions at the recent conference of the Interstate Merchants' Councils at Chicago.

If they think more of card parties and dancing than they do of the serious side of their work, it is up to the management to see that they are taught how to use their energies to the best advantage.

The keynote of good salesmanship, he asserted, is knowledge of the goods which the salesman is handling. Only through knowledge of the merchandise, he said, can their interest in the goods themselves and through that in the methods of selling them, be genuinely stimulated. It is on this point, he added, that so many salesmen make their mistake in training their sales forces.

He related his experience in asking salesclerks in 100 different stores for information regarding a certain type of hammer. The most information he could get from them in the majority of cases was the vague statement that it was a "good hammer," the "best on the market," and other vague and meaningless descriptions. Then he read from a mail order catalogue, by way of contrast, a description of the same hammer, in which all its good points were properly listed and emphasized.

Selected Seed.

A farmer who, mainly out of curiosity, had grown a crop of flax had a tablecloth made of the linen. Some time later he remarked to a city woman visitor at dinner, "I grew this tablecloth myself."

"Did you really?" she said, much astonished. "How did you manage it?"

It was plain that she had no idea how tablecloths came into existence, so the farmer lowered his voice mysteriously as he replied, "If you promise not to give the secret away I'll tell you."

The guest promised.

"Well," proceeded the farmer, still in the same mysterious tone, "I planted a napkin!"

Pull more sales with Better Window Displays

Free Information
through our service department.

We had the most attractive booth at the Hardware Show. We'll tell you how to attract more trade, through your window displays.

WINDOW TRIMMING MATERIALS.

WINDOW DISPLAY ADVERTISING SERVICE CO.
McMullen Bldg. Grand Rapids, Mich.

We carry a
full line of
Arcady Baby Chick Feed
Arcady Chick Feed
Arcady Developing Feed
Arcady Growing Mash
Arcady Egg Mash

JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

MCCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

No. 95 for Residences
No. 53 for Hotels, Clubs,
Hospitals, Etc.
No. 72 for Grocery Stores
No. 54 for Meat Markets
No. 75 for Florist Shops

MCCRAY REFRIGERATOR CO.
2344 Lake St., Kendallville, Ind.

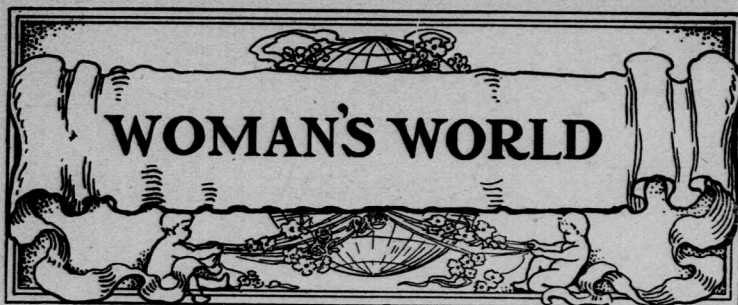
Fiegle's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

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

Bell Phone 596 City Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN



Two Little Girls Who Wanted to Write.

Written for the Tradesman.

This little scrap of paper, covered with pencil marks, always brings tears to my eyes. It contains exactly thirty-one words:

Dear Aunt Prudence:

I love you and miss you very much. I am home with mother now. She is better. My doll is sending her love and so do I. Margie.

It was written many years ago by a very little child who is now a grown woman, and it sent me her whole heart. It was, I think, the first real letter that she ever wrote, and it consumed a great amount of labor and time. She has told me that nobody helped her to write it, or criticize its form or spelling; only her mother did address the envelope. Nobody compelled or urged her to write it—it was the spontaneous and complete expression of her love for me; ever so much more in it than any outsider could get from the mere words.

I have received innumerable letters since; some very long ones from wise and witty and notable people; but never one that has meant more to me than that little letter on a tiny sheet of letter-paper with Margie's monogram at the top.

Whenever I think of that letter I see it beside another letter from another child of about the same age, and written at about the same time. I cannot quote it here; it is too long, and would disclose the identity of the writer. It is more "correctly" written as to handwriting and spelling; full of small details of the life of the child who wrote it. There is even an expression in it in French. I happen to know, because the writer told me so afterward, that it was written in the first place in tears of protest and anger, consumed an inordinate amount of time—extending over several days—and several times rewritten and copied. It purported to bring me a message of love and remembrance; but I always get from it a painful reaction. It is a forgery. It is not a letter from the child whose unwilling hand formed the words—it is a letter from her governess, largely dictated—especially including the expression in French. It is altogether an affair of compulsion—a duty letter. The woman who, as a little girl, wrote that letter to me told me not long ago that she remembered the occasion perfectly. The impulse to write to me was her own. Indeed, she wrote a letter to me; but her governess took command, made her throw away the little spontaneous letter, and compelled her to "write a nice one." She never wrote to me again.

And no wonder. All her associa-

tions with the idea of writing to me were embittered in her mind by the memory of that conflict. The psychologists would call that memory, I suppose, a "complex." If at any time she thought of writing to me, all the associations of compulsion and acrimony connected with that long-ago occasion would spring into vividness and make the task unpleasant. So no other letter to me ever got written.

I wonder if many among my readers cannot recall things—or perhaps some very particular thing—of this kind out of their memories of childhood, creating associations of bitterness in connection with perhaps very simple things; paralyzing what might have become a marked aptitude. I suspect that many a talent—not quite marked enough to maintain itself, as it did in the cases of great geniuses who become great in spite of all opposition—is smothered in just this way.

I know it is so in the matter of conversation and other forms of expression. Children who are continually checked and criticised as to their speech have no defense but silence, and so they do not get practice in conversation. In this very matter of letter writing, if some one insists upon "correcting" every letter, they lose all pleasure in the writing, all sense of privacy, all exuberance of expression; and so one who might go far in the direction of delightful correspondence—even of great power and fame in literature—simply doesn't write any letters that are not absolutely necessary.

We are always smothering the enthusiasms of children. Mothers complain to me that their children do not confide in them. Almost always these are mothers who have acquired the habit of receiving every confidence with some sort of depressing or even reprimanding comment. So we have innumerable instances of children who enthusiastically confide in—somebody else who receives the confidences sympathetically, and, perhaps smuggles in the criticism or the reprimand more tactfully at some other time.

It seems to me that we cannot remind ourselves too often that children should be encouraged in free expression, and that the business of correcting should be indulged in with the utmost care and tact. These two letters form a perfect illustration of the results of two ways. Which do you prefer? Prudence Bradish.

(Copyrighted, 1923.)

How does the man with bigger expenses than you sell at lower prices and get away with it? He turns his stock oftener.

SUCCESSFUL SERVICE.

Remarkable Career of Russell H. Conwell, of Philadelphia.

He who can give his city or town better streets and better sidewalks, better schools and more colleges, more happiness and more civilization, more of God, will be great anywhere. He who can give to his city any blessing, he who can be a good citizen while he lives here, he who can make better homes, he who can be a blessing, whether he works in the shop or sits behind the counter or keeps house, whatever be his life, who would be great anywhere, must first be great in his own town.

Russell H. Conwell, whose words from his lecture "Acres of Diamonds" are quoted above provides perhaps the most graphic illustration of the truth and forcefulness of these words. If we examine the factors which have made Russell H. Conwell a figure of National and international prominence we find that his insatiable desire to better the mental, moral and physical condition in his own community is fundamental.

A study of his life which will short-

ly reach its eightieth anniversary shows the development of a man who was unwilling to be satisfied with conditions as he found them, a man who had an ideal of public service always before him, a man who destroyed only when he had something better and finer with which to replace.

Russell H. Conwell was born in the farm country of Western Massachusetts, in 1843. His educational aspirations led him from the farm and he entered Yale the year Abraham Lincoln was elected President. The Civil War called him from his studies and in 1863 he became a Captain in the Union Army.

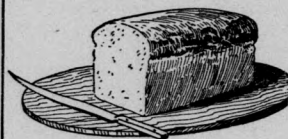
In camp he read law and after the war was ended he continued his study of the law and it was during this time he worked as a reporter, and as a correspondent made a trip around the world, at that time a great undertaking. After serving the newspaper world and successfully completing his studies he was admitted to the bar and for eight years practised that profession in Boston where he built up a successful practice.

The young lawyer had the gift of oratory and began to make speeches

THE SIGN OF QUALITY
For Your PROTECTION

Lily White

"The Flour the Best Cooks Use"



A GOOD RECIPE FOR MILK BREAD

3 quarts of Lily White Flour, 3 pints of lukewarm milk, 1 cake of Fleischmann's yeast. Set in morning in warm place and rise until light. 3 teaspoons of salt, 1 tablespoon of sugar, 1 tablespoon of melted butter or lard. Mix with Lily White Flour until stiff, or from 20 to 25 minutes. Set in warm place and let rise until light. Make in loaves and work each loaf from six to eight minutes. Set in warm place until light. When light take warm milk and sugar and put over top. Keep good fire and bake slow one hour and when baked wash over again to make nice smooth brown crust.

Our Guarantee

We Guarantee you will like Lily White Flour, "the flour the best cooks use" better than any flour you ever used for every requirement of home baking.

If for any reason whatever you do not, your dealer will refund the purchase price. He's so instructed.

Is Guaranteed

For years every sack of Lily White flour has been covered by our broad, ironclad guarantee. Read the guarantee. If Lily White did not meet all the claims we make for it thousands of sacks would be returned to our dealers every week. In order to stay in business we would be forced to make the flour as good as the guarantee, or not guarantee it. Lily White flour is as good as its guarantee. You can depend on it for the most delicious rolls, biscuits and breads you ever baked—or ate.

Why You Should Use Lily White

REASON No. 26

Unsurpassed for Baking in General

Call up your grocer now. Get a sack of Lily White in your home. Have it there when you are ready to bake again. Learn why the best cooks for three generations have used and endorsed Lily White. All good grocers sell Lily White flour.

VALLEY CITY MILLING COMPANY

GRAND RAPIDS, MICHIGAN

"Millers for Sixty Years"

Ads like these are being run regularly and continuously in the principal papers throughout Michigan. You will profit by carrying Lily White Flour in stock at all times, thereby being placed in position to supply the demand we are helping to create for Lily White Flour.

and deliver lectures. He studied theology and on Sundays preached in old historic Lexington in a little wooden church. The church grew so fast under his guidance that the little church was torn down and a finer one built. There the feeling grew that he must go out into the world as a preacher and a teacher.

His fame as a preacher spread rapidly and he was asked to preach a trial sermon in Philadelphia. On Thanksgiving Day, 1882, Russell H. Conwell began his work in Philadelphia. In all our large cities outstanding figures arise who seem to be inspired with the constant desire to improve every phase of human life. His Temple grew rapidly as did his service to the community, and although his Temple seats over 3,000, it is said he seldom preaches to an empty pew.

In his church there were some young people who realized they needed more education; they appealed to Dr. Conwell and in response he formed a class in 1884 and taught the class himself. By 1888 he realized the need was so great in Philadelphia and his classes so numerous that it was wise to obtain a charter so these students might have official recognition for the work they were doing. The charter read, "Primarily for working men." Starting as he has said with one student and a fifty-cent piece, Temple University now enrolls 10,000 students and owns a magnificent property on Broad street. Statistics are meaningless in describing the growth of such an institution as Temple and the beneficial results it has accomplished.

Among the greatest achievements of living men, Temple University with ten thousand students, which is one of the twelve largest institutions in the world, ranks among the foremost.

But apart from this monumental work he personally paid for the education of a great number of young men in colleges other than Temple University. Dr. Conwell will never tell how many young men he has helped in this way, but he has been doing it for fifty years.

An intensely practical man Dr. Conwell long ago decided that caring for the sick and the many unfortunates was part of his work and set out to accomplish good on these lines. The Samaritan Hospital, well equipped, admirably located and well administered was the result.

The striking feature of this man's work has been the utter absence of self. No such programme as he laid out could have been carried to a successful conclusion without adequate financial support. Dr. Conwell made over a million dollars lecturing outside of his church. This has all been used in bettering the condition of his fellow men and does not take into account his other sources of revenue used for the same purpose.

Such men as Dr. Conwell look out and not in, look forward and not back and forty years of untiring effort, self-sacrifice and working toward an unselfish goal has given expression in the university, the hospital, the church and a life of public service.

"But what has this to do with me?" you say. "Russell H. Conwell is a

clergyman. It is only right his life should be one of service. I am a business man. I cannot found a university or preach inspiring sermons."

The answer is to be found in the fact that Dr. Conwell was never content to limit his interest to the particular job before him. As a newspaper reporter he felt the inspiration to find a larger sphere of usefulness in law, but as a lawyer he saw beyond the horizon of his daily work. When he entered the ministry he still felt the impulse to exert his influence beyond the limits of his occupation and went into the field of successful service. His work has been prodigious for his activities and services in civic betterment have been in addition to his role as pastor to one of the greatest church memberships in the country.

It is the man who can see farther than the walls of his office, the man who is content not only to do his own job and do it well but who strives for the betterment of the whole community who will surely gather the rewards of success. Such a man is Russell H. Conwell.

Records the Government Requires From Merchants.

The Government says that you shall adopt a standard accounting system which will enable you to find your true net income.

If you have no such record, the income tax inspector will estimate your income on a percentage of gross sales.

Either the single or double entry system of bookkeeping may be used. Where the single entry system is used, it is even more important to show original records than with the double entry method.

The bulk of your gross income is of course made up of gross sales. Gross sales should include both credit and cash sales regardless of the amount of money you have received.

Goods or money taken from the store for your own personal use or for the use of your family are treated by the Government in the same way as gross sales. You must therefore have a complete record of these withdrawals.

Customers' accounts usually form the basis for deductions for losses from bad debts. These accounts should, therefore, receive special attention and should be included in your permanent records.

The Government holds you responsible, within five years after the tax is due, for your records at any time the tax inspector may need them to check up on your income tax.

He Was Willing.

"A Western governor had lost one of the colonels of his staff and there was an unseemly scramble for the office, despite the fact that the colonel's body was awaiting burial. One of the most ambitious candidates went so far as to call upon the executive and ask:

"Governor, have you any objections to my taking Colonel Smith's place?"

"No," the governor replied complacently, "I have no objections if the undertaker is willing."

SUCCESSFUL SALESMEN.

E. P. Monroe, Representing the Sherwood Hall Co.

Eber P. Monroe was born on a farm near Wellsboro, Penn., Jan. 12, 1873. His antecedents were Scotch on his father's side and Welsh on his mother's side. He was the youngest



son of a family of eight children. When he was 13 years old his parents removed to Montmorency county, Mich., where Eber attended school summers and made railway ties and drove oxen with camp supplies during the winter months. He fitted himself for a teacher and acquired thirteen certificates entitling him to teach. He taught school three winters and then engaged in the general merchandise business at Big Rock, "with small capital and less success," as he expresses it. Two years later—the fall of 1901—he went on the road for the Wardner-Bushnell-Glesner Co., of Springfield, Ohio, selling reapers, mowers, binders and horse

rakes in Northeastern Michigan. Two years later he transferred himself to the McCormick Harvester Co., covering the same territory for a year for that corporation. His next connection was with the W. W. Kimball Co., working out of the Grand Rapids office. He also represented the Grand Rapids and Lansing branches of the International Harvester Co. for several years. He represented the Whitaker Manufacturing Co. in Michigan, Indiana and Illinois. July 1, 1916, he engaged to travel for the Sherwood Hall Co. His territory extends from Newberry on the North to Eaton Rapids on the South.

Mr. Monroe was married Oct. 24, 1901, to Miss Jennie Pettinger, of Grand Rapids. They have two daughters, 17 and 15 years of age, who are students in the high school of Muskegon Heights. The elder daughter will graduate next June. The family reside in their own home at 525 Sanford street.

Mr. Monroe is a mason up to the 14th degree. He is also an enthusiastic member of Muskegon Council, U. C. T., having served the Grand Lodge as chaplain and attended the Grand Lodge eight times, three times as a delegate. His fraters have started a campaign to land him on the Executive Committee at the next meeting of the Grand Lodge.

Mr. Monroe attributes his success to the fact that he has never used tobacco in any form; that he likes good apples, good fishing and clean stories. He is genial, courteous, level headed and generous to a fault. The world could have several million more fellows like E. P. without being crowded.

One does not like the fellow who criticises his business methods, but he is probably a better friend than the man who utters only compliments.

READY TO WEAR

CAPS. Men's and Boys' Caps for Spring, all New Styles and Patterns, Packed 1/2 doz. in box. Prices \$9.00 to \$16.50 per doz.

MUSLIN WEAR. A very complete line of Gowns, Slips, Step-ins, Etc. These are still marked at opening price, and are Splendid Bargains.

MEN'S FURNISHINGS.

No. 625. Wash Stripe Overalls, Jackets to Match, all sizes 32/42. Jackets 36/44 \$11.50.

No. 200. Diamond Pattern Full Cut, All Sizes, 32/42, Jackets 36/44. Doz. \$13.50.

Complete Line of Scrims, Marquisettes, Lace Nets, Window Shades, Curtain Rods.

We are Distributors for the well known "Gould Satino" Brass Rods. Single, doz. \$2.50; Double, doz. \$5.00; Extra Extensions \$2.00.

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



Polar Bear Flour

A MONEY MAKER

Can Always be sold at a profit.
Quality in the Bag Brings Repeat orders.

J. W. HARVEY & SON,
Central States Managers
Marion, Ind.



Michigan Retail Dry Goods Association.
 President—J. C. Toeller, Battle Creek.
 First Vice-President—F. E. Mills, Lansing.
 Second Vice-President—W. O. Jones, Kalamazoo.
 Secretary—Fred Cutler, Ionia.
 Manager—Jason E. Hammond, Lansing.

Lace and Embroidery Demand.

Business being done by lace and embroidery firms here continues to show substantial improvement. The impression generally given in conversations with sales executives of these concerns is that a healthy condition will continue throughout the Spring season, which is quite in contrast with the situation last year at this time. The main trend of the buying is toward novelty merchandise. Laces suitable for being made into entire dresses, especially paisley allover and flouncings, are in active request. Bertha and panel collars contribute their share to the demand for venise, Oriental and similar laces. Colored and white circular goods are moving well. Organdy trimmings appear to be headed for a good season, with eyelet allover also sought. One of the leading local concerns is now putting on the market tier ruffles and faggotings of organdy, to be used for trimming wash dresses.

Oriental Rugs Sell Well.

Conditions in the market for Oriental rugs continue very satisfactory. The buying done is described as good by importers. Stimulation of building and the current refurbishing of homes by many people are important factors. One of the things that are said to be rather noticeable in the demand is the increased interest in the smaller sized rugs, because of the smaller apartments that are being occupied. It is said that this has some effect in cutting down the number of larger sized rugs sold, although the latter have their main sales for office, club or similar purposes. The disturbances in the Near East have naturally affected the rug market there to some extent, although Persian rugs are still being shipped. The unfavorable aspects from an importing standpoint there have increased buying of rugs from India and China.

Quaint Figures For Favors.

Quaint little wired figures, dressed in paper, prints, gingham and lace, reproduce popular theatrical successes, such as Chauve Souris. The Gingham Girl, The Music Box and Spanish Dancers. The latter have bouffant skirts with large and gay figures upon them and drapes of black lace. The little figures are fastened to boxes of cigarettes or bonbons for favors. They wholesale for \$3.50 per dozen. Quite different in little favor figures, but

with a wonderful amount of charm and character, are the Shadowettes, all pure white. They are alluring little women, one with a handglass, one with a parasol one with a flower, one with a musical instrument, etc. They have cleverly made little faces, and, in the solid white, are extremely effective. They wholesale for \$2.25 a dozen.

Designs Are Modern.

Most modern things in design are to be found in new silks made by American manufacturers. One of these upon which the Metropolitan Museum of Art has set its seal of approval by purchasing it for exhibition in its new collection of modern art, has the design of the modern skyscraper upon it. In the Museum's piece this is in a crepe of a soft yellow tone, very charming, and the skyscraper is only seen upon careful examination. To reproduce the life of to-day in design, as the old masters did in their day, is now considered the thing. One textile design introduces the flapper, flapping in different ways entirely her own, and the designer has made something effective out of it.

Ostrich Feather Shades.

Not exactly new, but little known, are electric light shades of ostrich feathers. They are made by the people who do the feather fans. They may be of any color, but samples shown are of a warm orange. They come with both the solid and the open top, and the feathers in different arrangements. They would be attractive in certain rooms. A peacock feather used on a parchment shade is the real thing. It has a coarse net stretched over it, and with the light inside, it shows to advantage.

Bed Covers For New Uses.

East Indian cotton bed covers, which are hand blocked and done with vegetable dyes, are used for hats, parasols and gowns. One very large and beautiful cover in deep tones, with a soft tan foundation and an all-over palm leaf design, had made from it two hats, two parasols and one dress. The parasols and hats sell at \$15 each. The covers are handled by one English firm.

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.

Why Buy for Later Delivery?

Many merchants are hesitating in placing orders for later delivery because they think prices are high. There are two reasons why you should place your orders for later delivery NOW.

1. Cotton cost practically 75% of what it was in 1920, while finished goods are less than 50% of 1920 prices, showing that the Mills and Wholesalers are selling close in order to keep business going. Prices are likely to be as high or higher later on and we know that assortments will not be as good because the wise merchants are placing futures now and getting the best assortments. A tremendous cotton crop next fall is about the only thing that can stop high prices. Therefore, so far as prices are concerned the chances are in favor of higher prices instead of lower.
2. We find that City merchants are placing future orders very freely but the country trade hesitates to do so on account of the conditions on the farms and the slow trade and collections this winter. We believe that conditions on the farms will gradually get better. If you do not place your orders now the merchant who does, will have better assortments, patterns, etc. and will own his merchandise at lower prices than you, with the result that unknowingly you will be building up the other merchant's business and tearing down your own. You must have merchandise to do business with and by placing your futures with us NOW you will secure your business for the future.

Our salesmen are offering merchandise for immediate and later spring and fall delivery and we suggest that you at least give them the opportunity of showing you samples. You will be pleased with the new styles and quality staple merchandise we offer.

GRAND RAPIDS DRY GOODS CO. WHOLESALE ONLY

Number T506

MEN'S PERCALE SHIRT NECKBAND

\$8.75

We are giving you one more chance.
 14 to 17; 1/2 Doz. Each Size to a Box.

Daniel T. Patton & Company
 Grand Rapids, Michigan - 59-63 Market Ave. N.W.
 The Men's Furnishing Goods House of Michigan

Duro Belle

Human Hair Nets

A Product of Unsurpassed Quality—With Greater Profits For You.

Our Window Displays, Counter Cards, Wall Hangers and Display Cabinets are most attractive and impressive. They are creating sales for merchants everywhere. Your profit is \$1.20 per gross more in the sale of Duro Belle than in the sale of other advertised nets. Buy Duro Belle and secure these dealer helps from your jobber and display them prominently.

NATIONAL TRADING COMPANY
 630 SO. WABASH AVE. CHICAGO, ILL.

PRICES CURRENT ON STAPLE DRY GOODS.

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

Dress Goods.	
32 in. Wool Mixed Storm Serge	42 1/2
36 in. All Wool Storm Serge	77 1/2
44 in. All Wool Storm Serge	97 1/2
50 in. All Wool Storm Serge	1 20
French Serges proportionately,	
Danish Poplar Cloth	42 1/2
Juilliards Novelty Checks & Plaids	1 85
54 in. All Wool Coating	1 50@2 00

Linings.	
30 in. Black Satine	20
36 in. Satine, black & colors	30@37 1/2
36 in. Percaleine	16 1/2
Windsor Cambric	12
36 in. Radiant Charmeuse	48 1/2

White Goods.	
Indian Head.	
33 in. Soft Finish	22
36 in. Soft Finish	25
44 in. Soft Finish	31
54 in. Soft Finish	38
All Linen Finish 1/2 c yard more.	

Ginghams and Wash Goods.	
27 in. Plain Colors	15@17 1/2
27 in. Checks & Plaids	17 1/2
32 in. Checks & Plaids	19 1/2
32 in. Checks & Plaids, better quality from	23 1/2@32 1/2
32 in. Tissues	35 @45
32/40 in. Voiles	18 1/2@37 1/2
40 in. Organdies, all colors	42 1/2
32 in. Romper Cloth	22 1/2
27 in. Apron Ginghams	12 1/2@14 1/2
27 in. Cheviots	17 1/2
Plisse & Serp. Crepe	20 @27 1/2
36 in. Challies	15 1/2
32 in. Madras	22 1/2
32 in. Suitings, from	22 1/2@42 1/2
36 in. Chiffon, from	32 1/2
27 in. Poplins	27 1/2@42 1/2
36 in. Poplins, from	27 1/2@42 1/2

Percales.	
36 in. 64x60	Lights 16, Darks 17
36 in. 68x72	Lights 16 1/2, Darks 17 1/2
36 in. 80x80	Lights 21 1/2, Darks 22 1/2

Crashes.	
18 in. P. Bleached	22
18 in. P. Brown	21
Other grades accordingly and less	10%.
16 in. Irish Imp. Br. Linen Crash	16 1/2
15 in. Bleached Toweling	9 1/2
17 in. Glass Toweling, Red Stripe	12 1/2
18 in. Absorbent Toweling	15 1/2
16 in. Blea. Linen Crash, from 20 to 25	

Diaper Cloth.	
18 in. Red Star	1 35
20 in. Red Star	1 45
22 in. Red Star	1 55
24 in. Red Star	1 70
27 in. Red Star	1 85

Damask.	
64 in. Mercerized	62 1/2
72 in. Mercerized	72 1/2
58 in. Mercerized	45
58 in. Bates or Imp. Hol. Red Dmk.	75

Pattern Cloth.	
58x72 Mercerized	1 25
Larger sizes, good qual. from 2 50@3 00	

Towels & Wash Cloths.	
Turkish Towels from \$2.25@9.00 depending on size and quality, and whether plain or fancy.	
Huck Towels from 62 1/2 c@\$.60 per doz. depending on size and quality and whether part linen, hemstitched, etc.	
Wash Cloths from 45 c per doz. to \$1.50 depending on size and quality and whether plain or fancy.	
Bath Sets from 75 c@\$.1.30 each.	

Draperies.	
32 in. Cretonne	16 1/2
Harmony Art Cretonne	25
Normandy Silkline	19 1/2
36 in. Better Grades Cretonnes from 25c @62c, depending on quality.	
Scrims & Etamines, from	10 1/2@19 1/2
36 in. Plain & Fancy Marquissettes from 16 1/2 c@32 1/2 c, depending on quality.	
Curtain Nets from 25c@62 1/2 c, depending on width and quality.	

Blankets.	
45x72 Cotton Felted Blankets	1 07 1/2
50x72 Cotton Felted Blankets	1 20
54x74 Cotton Felted Blankets	1 55
60x76 Cotton Felted Blankets	1 75
64x76 Cotton Felted Blankets	1 85
68x80 Cotton Felted Blankets	2 30
72x80 Cotton Felted Blankets	2 50
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
64x76 Barian Heather Plaid	2 30
72x80 Barian Heather Plaid	2 90
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
60x76 Plain Woolnaps	2 30
64x76 Plain Woolnaps	2 55
66x80 Woolnap Plains	3 35
72x84 Woolnap Plains	3 70
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
60x76 Woolnap Plaids	2 50
66x80 Woolnap Plaids	3 70
72x84 Woolnap Plaids	4 15
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	

Comfortables, Indian Blankets & Bath Robe Blankets.	
64x78 Blanket Comfortables	2 50
66x80 Comfortables	3 10
72x80 Comfortables	3 25
64x78 Comfortables	3 00
66x80 Comfortables	3 50
68x84 Two in one	3 50@3 75
72x80 Bath Robe Blankets with Cords, Tassels & Frogs	4 00

Crib Blankets.	
30x40 Stitched	72 1/2
30x40 Scalloped	77 1/2
36x50 Stitched	1 00
36x50 Scalloped	1 10
36x50 Bound	1 40

Camp Blankets.	
Camp Blankets	2 50 up

Auto Robes.	
Auto Robes	2 50

Wool Blankets.	
66x80 Wool Mixed	5 75@6 25
66x 80 All Wool	7 50@8 50
70x80 Wool Mixed	6 50@7 50
70x80 All Wool	8 50@12 00

Comforts.	
Small sizes cheap Grades	22 50
Larger sizes, better grades from	24 00@48 00

Sheets.	
63x90 Pequot	15 95
63x90 Pequot	17 35
72x90 Pequot	17 35
72x90 Pequot	19 00
81x90 Pequot	18 85
81x90 Pequot	20 65
63x90 Pepperell	13 45
63x90 Pepperell	14 71
72x90 Pepperell	15 50
72x90 Pepperell	16 86
81x90 Pepperell	16 45
81x90 Pepperell	18 01
72x90 Lockwood	15 25
72x90 Lockwood	16 69
81x90 Lockwood	16 75
81x90 Lockwood	18 34
Cheap Seamless Sheets	13 50
Cheap Seamed Sheets	9 00

Pillow Cases.	
42x36 Pequot	4 32
45x36 Pequot	4 56
42x36 Pepperell	3 90
45x36 Pepperell	4 14
42x36 Lockwood	3 96
45x36 Lockwood	4 20
Cheap Pillow Cases	2 25

Bedsprads.	
72x84 Bedsprads	1 50
Better qualities and larger sizes up to	5 00

Carpet Warp.	
White Peerless	50
Colors Peerless	56

Oilecloth.	
5-4 White	3 20
5-4 Meritas White	3 70
5-4 Meritas Fancy	3 60
6-4 Meritas White	4 70
6-4 Meritas Fancy	4 60

Batts.	
3 lb. Quilted Cot Batts	83 per batt
3 lb. Plain Cotton Batt	75 per batt
8 oz. Small Cotton Batt	10 1/2 per batt
10 oz. Small Cotton Batt	12 per batt
12 oz. Small Cotton Batt	16 per batt
1 lb. Wool Batts	1 45 per batt
2 lb. Wool Batts	2 50 per batt

Wide Sheetings.	
7-4 Pequot Bleached	50
8-4 Pequot Bleached	55
9-4 Pequot Bleached	60
10-4 Pequot Bleached	65
7-4 Pequot Brown	44
8-4 Pequot Brown	50
9-4 Pequot Brown	55
10-4 Pequot Brown	60
7-4 Pepperell Bleached	42
8-4 Pepperell Bleached	47
9-4 Pepperell Bleached	52
10-4 Pepperell Bleached	56
7-4 Pepperell Brown	42
8-4 Pepperell Brown	47
9-4 Pepperell Brown	52
10-4 Pepperell Brown	56
7-4 Lockwood Bleached	43
8-4 Lockwood Bleached	48
9-4 Lockwood Bleached	53
10-4 Lockwood Bleached	58
7-4 Lockwood Brown	43
8-4 Lockwood Brown	48
9-4 Lockwood Brown	53
10-4 Lockwood Brown	58

Tubings.	
42 in. Pepperell	30
45 in. Pepperell	31 1/2
42 in. Pequot	36
45 in. Pequot	38
42 in. Cabot	30
45 in. Cabot	31 1/2

4-4 Bleached Cottons.	
Lonsdale	20
Hope	17 1/2
Cabot	17 1/2
Fruit of the Loom	21
Auto	17 1/2
Big Injun	15

4-4 Brown Cottons.	
Black Rock	16
Velvet	15
Giant	15
Cheaper Cottons	10 1/2@12

Cambrics & Nainsooks.	
Knights	21
Berkley, 60	21
Old Glory, 60	19 1/2
Diamond Hill	16

Ticking.	
Straw Ticking	17
Feather Tickings from	28 1/2@30
Fancy Satine Tickings from	29 1/2@35
36 in. Imp. Hol. Ticking	37 1/2

Denim.	
220	25
240	23
260	21 1/2

Prints.	
In Various colors	11 1/2

Cheese Cloth.	
36 in. Bleached Curly Gauze	07
Better Grades	07 1/2@08 1/2@10

Flags.	
Small Spearheads, doz.	1 90
Larger sizes from 4x6 ft. to 10x15 ft. ranging from, each	\$2.00@8.00

Napped Goods.	
25 in. White Shaker	12 1/2
27 in. White & Twill. Shaker	12 1/2@14 1/2
Cashmere Twill	16 1/2
27 in. Light Outings	13 1/2@14 1/2
27 in. Dark Outings	14 1/2@15 1/2
36 in. Light Outings	16 1/2@17 1/2
36 in. Dark Outings	17 1/2@18 1/2

Notions.	
Star Snaps, gro.	60
Kohlnoor Snaps, gro.	60
Wilsnaps, gro.	75
Satin Pad S G Garters, doz.	2 00
Sampson fly swatters, doz.	75
Roberts needles, per M.	2 50
Stork needles, per M.	1 00
Self Threading Needles, paper	06 1/2
Steel Pins S. C., 300, per box	43
Steel Pins M. C., 300, per box	45
Brass Pins S. S., 160, per box	43
Brass Pins S. C., 300, per box	75
Brass Pins M. C., 300, per box	80
Coats Thread, doz.	59
Clarks M. E. Thread, doz.	59
J. J. Clarks Thread, doz.	56
Belding Silk, 50 yd., doz.	90
Cobro Silk net with elastic, gro.	4 50
Gainsborough Hair Nets	80
Double Strand	1 00
Wolverine nets, gro.	9 00
Arrow Net, gross	9 00
Duro Belle, doz.	90
R. M. C. Crochet Cotton, per box	75
B-4 O. N. T. Cro. Cotton, per box	90
Silkene Crochet Cotton, per box	90
Sansilk Crochet Cotton, per box	55
M & K or Dexters Knit. Cot., white, per box	1 50
Black and colors	1 75
Allies Yarn, bundle	50
Fleishers Knitting Worsted Skeins 230	
Fleishers Spanish worsted balls	2 60
Fleishers German'n Zepher Balls 370	
Fleishers Saxony Balls	3 70
Fleishers Knitting Worsted Balls 260	
Fleishers Scotch & Heather Balls 290	
Excello Suspenders, doz.	4 50
President Suspenders, doz.	4 50
President Suspenders, Ex. Heavy	6 00

Infants' Hosiery.	
Cotton 1x1 Rib Hose	1 00
Combed Yarn 1x1 Rib Hose	1 85
Mercerized Lisle Hose, Cashmere	4 12 1/2
Silk Hl. & 60% Wool Hose	6 12 1/2

Children's Hosiery.	
BS No. 1 Cotton Hose	2 22 1/2
2 Thread 200 Needle, 3 lbs. on 9	R. & F. 07 1/2
Hose	R. 10 F. .05

Misses 300 Needle Combed Yarn.	
Hose	2 25 /7
Misses Cot. 28 oz. Dou. card. Hose	R. 10 F. .05
Misses Merc. 344 Needle Hose	R. 10 F. .05

Ladies' Cotton & Silk Hosiery.	
176 Needle Cotton Hose	1 35
220 Needle Cotton Hose	1 50
220 Nee. Co. Yarn, seam back Hose	2 50
232 "Burson" rib top	4 25
232 "Burson" rib top, out size Hose	4 50
520 "Burson" split sole Hose	4 25
220 Needle Mercerized	4 00
Pmt. 100, lisle, hem top	4 00
460 Needle Top full Mercerized	4 75
Fibre Silk Hose	4 62 1/2
12 Strand Pure Silk Hose	12 00
Pmt. 110 Silk & Fibre	8 50
260 N'die 18 in fibre boot mock sm.	6 75
10 Strand 18 in. Boot Silk	9 00
Ladies' Full Fash., 42 Gauge, all Silk Hose	19 50

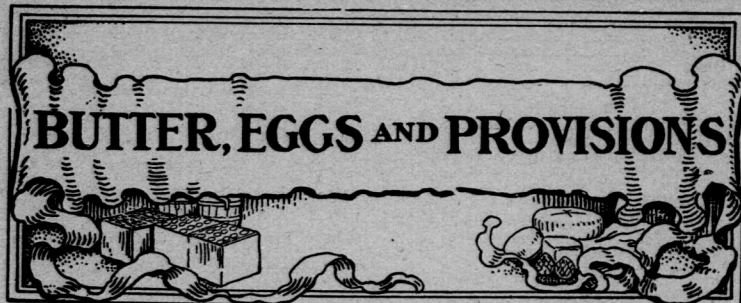
Ladies' Fleece & Wool.	
220 needle, 2 lb. combed yarn	2 25
200 needle, 2 1/2 lb. comb. yarn hose	3 00
200 n'die, 2 1/2 lb. O.S. comb. yn. hose	3 25
176 needle out size Hose	2 50

Men's Hose.	
E. & F. Hose Cotton	1 50
Record, med. weight Cotton	1 90
R. & D. Heavy Cotton Hose	1 60
176 Needle Cotton Hose	1 35
200 Needle Combed Yarn Hose	2 15
200 needle full mercerized Hose	3 00
240 needle fibre plated Hose	4 75
Pure Thread Silk Hose	6 00
Nelson's Rockford socks, bdl.	1 50
Nelson's Rockford socks, bdl.	1 70
Nelson's Rockford socks, bdl.	1 90
2 1/2 lb. Wool Sox	3 25
3 lb. Wool Sox	3 50@3 75

Childs Waists.	
"Cub" Knit Waist	2 50
"Bear" Knit Waist	2 75
Muslin Waist	2 25@3 50@4 50

Boys' Underwear.	
Fleece Union Suits, Heavy	7 00/2
Egypt Ribbed Union Suits	Rise .75
"Hanes" No. 958 Ribbed U. S.	4 25/20
Part Wool Union Suits, all sizes	Rise .62 1/2
50% Wool Union Suits	6 00/20
Heavy Fleece Vests & Pants	Rise .62 1/2
Part Wool Vests & Pants	13 00/20
Spring.	Rise .75
Boys' 72x80 pin check Ath. Stan. S. 4 75	Rise .37 1/2
"Hanes" 756 & 856 72x80 pin check Athletic Suit	5 50/16
	Rise of .50

Spring.	
Boys' 72x80 pin check Ath. Stan. S. 4 75	
"Hanes" 756 & 856 72x80 pin check	
Athletic Suit -----	6 12 1/2
Misses' Underwear.	
Vellastic Vests & Pants -----	3 00/16
	Rise .37 1/2
Heavy Fleece Union Suits -----	6 50/2
	Rise .52 1/2
Med. Weight Fleece Union Suits -----	5 50/2
	Rise .50 1/2
Part Wool Union Suits -----	13 50/2
	Rise 1 00
Vellastic Fleece Union Suits -----	7 00/2
	Rise .75



Perils and Profits of Packing Pickles.

Thirty to thirty-five years ago the consumption of pickles in the United States was probably no more than 10 to 15 per cent. of what it is to-day. The grade of the pickles taken from the farmers was about the same, but the methods of salting has greatly improved and the percentage of loss is considerably less and the finished articles have improved wonderfully.

In the old days—before the advent of the pure food laws—many added preserving and coloring agencies were employed. In addition to salt, vinegar, alum, sugar and spices, all of which are allowed, there was used such items as copperas, sulphurous acid, acetic acid, sugar, coloring, saccharine and other chemicals. In 1907 the use of such articles in the preparation of pickles was abruptly stopped. The United States now produces the finest pickles in the world.

In the 80's pickles were grown to some extent in Rhode Island, Massachusetts, Southern Ohio, Eastern Michigan, Northern Illinois, Eastern Minnesota and Western Iowa. The production in any of these sections at that time would not now be considered as very large. In those days there was probably not more than thirty to forty pickle-salting stations in the country, where there is now considerably over one thousand. Pickle raising has changed considerably. The most productive sections of those days have played out to a considerable extent and new sections have had to be developed to take care of the increased demand, and now we find most of our pickles coming from Michigan, Wisconsin and Indiana, with new sections opening up, such as New Jersey, Mississippi, Louisiana, Colorado and California.

Cucumber vines do not seem to produce the same quantity of pickles—either in the old or new sections—that they used to. It was not unusual to find a station that would take in 50,000 bushels of cucumber pickles a year. Now a station that can keep an average of 10,000 bushels is considered a valuable location.

The cause for this decrease is difficult to explain. It may be due to several reasons: Deterioration in the seed or the soil; or a disinclination on the part of the growers to give cucumber pickles the necessary care and attention they require. Cucumbers are necessarily a crop that must be planted by farmers who have small farms, with large families and plenty of help; the large grain or stock farmer cannot devote the time to them. The acreage must be in small patches of from one-half acre to two acres in

size, according to the help available for picking the cucumbers.

The increased demand and the increased cost of production have naturally raised the price of green cucumber pickles considerably. In 1890 40c a bushel of fifty pounds, or 80c per 100 pounds, was the average price paid to the growers for pickles not exceeding 3½ inches in length and there were sections where pickles could be procured at 30c per bushel. Fifteen cents per bushel, or 30c per 100 pounds, was the average price paid for a good run of large pickles and 10c per bushel, or 20c per 100 pounds, was the average price paid for "nubbins."

In those days pickles were usually raised close to the processing or finishing plants, and there was either no freight to pay or a very low rate, often not exceeding 5c per 100 pounds. Pickles gradually advanced in price from 40c to 50c, to 60c, to 75c and then to \$1, and they have been up as high as \$1.50 per bushel. Freight rates have doubled and trebled and sections have had to be developed where the freight is ten times what it was twenty-five to thirty years ago.

The cost of erecting and maintaining pickle-salting stations has increased proportionately. It is now necessary to have five salting stations to get as many pickles as we used to receive from one. The money invested and the help required to operate them have proportionately increased. The overhead of 10c per bushel has advanced to 50c; the cost of securing acreage has necessarily increased.

The farmers seldom come to you today and ask for permission to plant a certain batch of pickles, or are willing to pay you a dollar a pound for the seed as they used to. Instead it is necessary to employ men with automobiles to canvass the country and spend hours in talking and influencing the prospective grower to take the seed "free," and get him just to promise to plant it; regardless of whether he ever does plant it, or even if he does plant it to pick the crop when it is ready. Now a bushel of pickles can be considered as worth or costing around \$2 to \$2.50—delivered—at the processing plant that used to cost 50c to 60c.

The acreage in the United States for the ten years prior to 1921 gradually increased. The crop during that period was more or less uncertain, with hardly a year up to what would

Learn to Say—

MiLola

8 Select Sizes
10c to 20c

Distributed By

LEWELLYN & CO.

WHOLESALE GROCERS

GRAND RAPIDS

DETROIT

Blue Grass Milk



ONCE
USED

ALWAYS
USED

AT YOUR GROCER

KENT STORAGE COMPANY
GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors

NUCOA

"The Wholesome Spread for Bread"
I. VAN WESTENBRUGGE
Carload Distributor

GRAND RAPIDS

MUSKEGON

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.

THE TOLEDO PLATE & WINDOW GLASS COMPANY

Mirrors—Art Glass—Dresser Tops—Automobile
and Show Case Glass

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce.

have been considered an average, and many of them no more than 25 to 40 per cent. of a normal yield. The by United States Department of Agriculture's annual report was obtained in 1921, there being a total of 63,220 acres. In 1922, due to the adverse business conditions, the total was reduced to 52,831 acres.

The yield in 1921—possibly on the average for the ten preceding years—could be considered on a 200 per cent. basis. This unusual or abnormal year in pickle production turned out to be fortunate because the 80 per cent. of the 1921 acreage—planted in 1922—did not produce more than about 25 per cent. in 1922 as compared with the 1921 yield. The prices paid in 1921 were the maximum, being on the average from \$2 to \$3 per 100 pounds for vat run, according to quality, size and location of salting stations as regards freight. The prevailing prices in 1921 were: 70c to \$1 per 100 pounds for large and 50c to 80c per 100 pounds for nubs.

Because of the apparent overproduction in 1921 the prices were generally reduced in 1922 to \$1.50 to \$2 for the same vat run, 50c to 70c for large and 40c to 50c for nubbins. Owing to the uncertain future and the uncertain crop most of the salters and packers are endeavoring to get their acreage this year on the same basis as last year.

The method for securing acreage is a branch of the business each individual salter or packer must develop for himself. Acreage is secured sometimes by personal contact, talks and arguments with the growers; either individually or collectively in meetings, and each time the virtues and advantages of growing pickles are explained.

It is generally known and understood that you cannot hold a grower to his contract, but he can hold you to yours. For this reason it seems equitable that some clause should be inserted in your contract, or agreement, that would relieve you in the event of overproduction in the quantity that you would be compelled to take and the price you should pay if adverse business conditions should prevail at the time of delivery.

Care should be taken to avoid too much or an overproduction. A large crop that cannot be financed or distributed successfully by one company affects all; by a few companies it spells an unsuccessful year for all; by all companies it means ruin to all.

F. A. Brown.

How to Talk Bread Profit.

If I were a Bread Salesman and had a grocer on my route who objected to handling bread because, in his estimation, it offered insufficient profit, I would talk to him something like this:

"Mr. Grocer, do you realize there have been as many fortunes made in the grocery business as in other lines of merchandising? Well, there have been, and there will be. There are some men in every line of business, including the grocery business, who study out the underlying fundamental policy that is the foundation of profit.

"The underlying policy and foundation of profit in the grocery business is turn over. There is no article

that you handle that gets so rapid a turnover. There is no article that you handle that gets so rapid a turnover, with so little invested and invested for so short a time, as bread.

"If you invested \$1 in any thing you sell and sold it at \$2 you would make 100 per cent. profit and that would not be so bad, would it? But take bread for a better example of rapid turnover, little invested capital and short period of investment. Just figure this out with me.

"To-day I sell you twelve loaves of bread at 8c per loaf for \$1—roughly figuring. You sell the 12 loaves and have a profit of 24 cents. To-morrow you take the same dollar and buy 12 more loaves and again make 24 cents. You understand you use the same dollar every day in the year and get a 24 per cent. return daily or we will say \$1.50 per week which at the end of the year makes you \$78.00. Now remember this accumulation of \$78.00 has been made on the original investment of only \$1 and the turnover has made you a profit of very near 8,000 per cent.—can you beat it?

"If you could make that much profit by such rapid turn-over on every item in your stock you could be doing business—the same sales as you now have—with about one-tenth of the investment. This does not embrace all the advantages of handling bread, however. Bread brings your customers in daily contact with your store, this is valuable because those who would otherwise come in only occasionally for other articles, will when buying bread from you, get the habit of coming every day—and you know we are creatures of habit—and that would be a good habit for your customers to form for your sake.

"Thus, bread brings far more profit to your store than the direct profit made on the bread sale. One more important thing, Mr. Grocer, remains to be said: 'Unless you sell good bread the customer who comes once may not be enticed into coming again. Such a loaf as our Better Bread will bring customers back again and again, and by handling such a well known, well advertised loaf of high quality, always satisfying bread, you give your store a reputation for high quality in food stuff.'

Fred D. Pfenig.

Kronen Soap Wrappers.

Swiss soap manufacturers have hit upon the happy expedient of using Austrian ten-kronen paper money as wrappers for their product. The constant fall of the Austrian crown has made it cheaper to wrap soaps in crowns than to print special wraps. In addition, the customer of speculative turn gets a premium in the shape of a ten-crown note, which may possess future value.

Tea Table

Weber Flour Mills Corp. Brands.

Tea Table \$7.90
Oven Spring 7.40

For Sale by

KENT STORAGE COMPANY
GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors



"Yellow Kid" Bananas are a wholesome and delicious winter fruit that is inexpensive and very healthful.

"A pound of Bananas is better than a pound of meat."

**Vinkemulder
Company**

Grand Rapids, Mich.

Watson-Higgins Milling Co.

GRAND RAPIDS, MICH.

NEW PERFECTION

The best all purpose flour.

RED ARROW

The best bread flour.

Look for the Perfection label on Pancake flour, Graham flour, Granulated meal, Buckwheat flour and Poultry feeds.

Western Michigan's Largest Feed Distributors.

You Make
Satisfied Customers
when you sell

**"SUNSHINE"
FLOUR**

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

**Genuine Buckwheat Flour
Graham and Corn Meal**

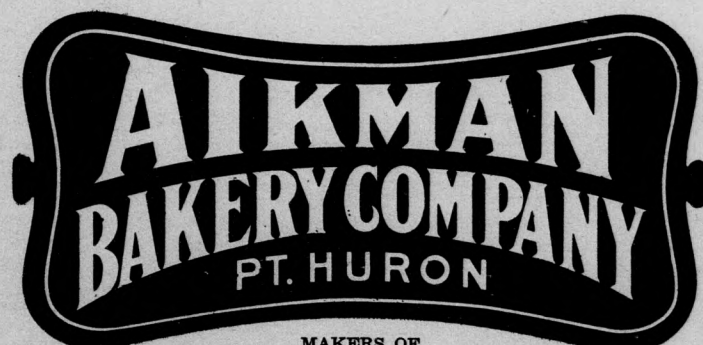
J. F. Eesley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

**Seasonable
Fruits and Vegetables**



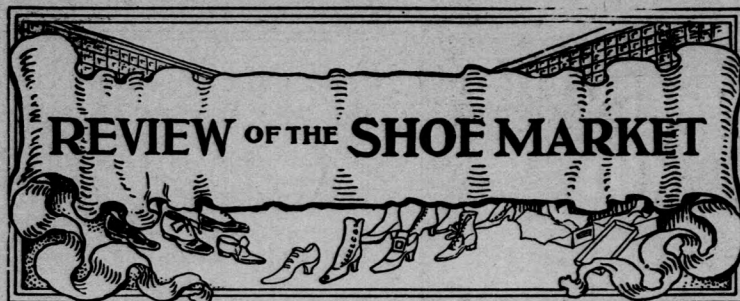
MAKERS OF

FANCY COOKIE CAKES AND CRACKERS

LONG ISLAND SANDWICH—Our Specialty

Samples sent on request.
Phone—Melrose 6929

Detroit Branch
3705 St. Aubin Ave.



Show Cards Last Step in Successful Advertising.

The shoe retailers is confronted with two great problems. The first is what to put on his shelves, and the second, which is just as great, is how to get it off the shelves.

Buying to-day is a big problem. The other side of the problem is how to move the merchandise you buy.

You have specialists. Some specialize in women's style; others in the juvenile style. So on in the advertising business which is just as broad. Advertising through the retail store window I believe is one of the most important angles of advertising to-day.

I have for about fourteen years specialized on window advertising—not window trimming, although I got my start trimming windows over sixteen years ago.

Retail merchants to-day look upon their windows almost entirely from the standpoint of elegance and beauty.

But they must also look upon them in the terms of sales. Are you buying newspaper space showing a few shoes, leaving everything to the imagination of the reader? You are saying something about that merchandise because you must say something if you expect to sell something.

The customer comes into your store, you take a shoe, hold it out in front of her, deaf and dumb? You don't do it. No sane merchant would do it. You say something about that shoe and that is what the show card does in your window, it is a salesman and you have to have the salesmen to-day if you want to keep the front doors open. There are any number of examples of show card advertising that I could bring out. I am going to point out just a few of them to you.

The main point I want to bring out, one of the best places to do your talking is the place you do your business. You are paying big rent for your store and the rent is based the same as the space that you are paying for in the newspaper. It is based on circulation. Circulation is what you are paying for in your store front and I believe anyone will agree with me that about 85 per cent. of your rent, or close to it, is the face of your store.

Now take advantage of this circulation in front of your store. Get people in front of your store, take advantage of those that are right there. The great thing in advertising is to talk somebody into something, said in an understandable way. When you can talk something new, you can put over a suggestion, a point of sale for the copy on your show cards, you only have to bring this person about three or four steps before you close the sale,

That is the real secret of show card advertising.

I am sold on all mediums of advertising that are good, but I say, complete this little step. The show card is the last step on your ladder and you want to make it just as easy as possible to get them in the store after you spend hundreds of dollars to get them down to the store.

What people stop and look at and what they buy are two different things. It is not the people who look who show on the cash register, it is those you sell.

When I say show cards, I don't mean a big slap-out sign, "Fire Sale," or something like that. That is not show card advertising. Show card advertising has to be worked in the same way than any other advertising. You have to give care and the skill to the preparation of the copy, to the lay-outs of the card. Give them something that is yours, that has your personality behind it. That is the whole secret in show card advertising.

I don't mean sticking one card up in the window here, "Spring Styles." It is taken for granted in spring that they are spring styles. Say something about the spring styles.

It is all well and good to use price tickets, too, if your ideas are that way.

You all realize that the greatest power in the world is words; whether they are written or spoken they've got to have a personality behind them. That is one thing about advertising copy. On your show card, have just enough copy to put over a thought in a clear concise way. Don't try to make it tricky. Keep that in mind in your show card and all your advertising copy. Government statistics show that only 76 per cent. of the people in this country have ever passed the sixth grade. If so, don't use big words because that class of people have to read your card.

Another point I want to bring out in selling prospective customers, don't continually appeal to them about selling them shoes. You know they only buy shoes when they need them. You've got to sell them on the idea of comfort, on the idea of style, you've got to continually harp to them what is what and why they should have it. You can't expect to put a nice new shoe up in the window and expect them to understand everything about it. Get them out and show it to them, but say something about them. That is the big thing that the show card will do. It puts a voice in your window.

I am not talking with the idea of having you replace other advertising with the show card, I am saying get

the missing link in there. The show card successfully bridges a gap on the desire you have created to buy in your other advertising and the opportunity to buy. That is what the show card does, backs up your other advertising.

H. E. Pease.

Your Windows and the Dull Season.

There never was a time in the history of merchandising when the show window was of greater importance than it is right now. For months buying conditions have been altogether abnormal. People are willing to buy but they want to be "shown"—the display man can "show" them—if he is given a chance.

Now is the time to put all the pressure possible on show window display. The business that the shoe merchant will do between the first of the year until spring opening will depend to a great extent upon his show window and how it is handled. He will get from his window just what he put into it—no more or no less.

The big idea is to make the window as attractive as it can possibly be made. To compel the passerby to stop and look at it, it must force attention and the shoes must appear at their very best. This is no time for showing shoes carelessly. Put the price on everything and make everything look better than its price. This is no time for skimping and counting pennies.

Give the display man what he needs to make the most of his windows and he will justify the expenditure. The merchant who refuses at this time to

spend enough to make his windows attractive is like the soldier who throws away his gun at the beginning of the battle—he might as well surrender and be done with it. Buying really necessary fixtures, decorations, and window equipment is a matter of spending money to make money. Of course no merchant can afford extravagance at any time, but he should at all times have the business sense to buy the thing he actually needs in his business.

Don't skimp on your windows now—they are your biggest trade asset. Spend enough to make them really efficient.

Changing the entire appearance of a window from time to time is a sure way to get attention. No matter how handsome your permanent background may be, it will pay to cover it up occasionally to give it an entirely different color effect. For example, if the regular background is American walnut or any other wood, it can be completely changed in appearance by covering it with some of the plain or figured fabrics that now can be had in great variety of color and pattern. People who have grown used to the usual background may pass them by unnoticed but they can't get by the window with its changed appearance without stopping for at least a brief inspection. It is unnecessary to explain the psychology of this—but it works, and the greater the change, the greater the results.

Shoe displays that attract, and having attracted, sell, are needed now.

S. Blumberg.

Herold-Bertsch Shoes

Michigan  Made



Back of the Trademark

This modern factory, housing an organization of skilled shoemakers, is back of the H-B trademark. Back of it also is a record of over 30 years of honest shoe values. Moreover, back of it is the good will of thousands upon thousands of Michigan families, who know the satisfaction Herold-Bertsch shoes give. You Mr. Merchant, can capitalize that good will by carrying a FULL line of Herold-Bertsch shoes and oxfords.

HEROLD-BERTSCH, GRAND RAPIDS

Tampering With the Rights of the People.

Grandville, Feb. 20—Vast strides are made every year in our country along lines of improving the status of our people. Along educational lines, and in the matter of health and medication.

I noticed not long ago an account in one of the daily papers of a man who was arrested and jailed because he refused to send his children to a distant central school after the rural school building not far from his home had been declared vacant for all time.

The man had the interest of his children at heart. He disliked the risk of sending kiddies of kindergarten age to the central school with a mixed crowd aboard a bus. It was a risk and the parent had a God-given right to have the say as to how his little ones should be educated.

That right of parental care of the little ones is being taken away from parents in the State of Michigan, caused by the incessant appeals made (not by farmers) but by clackers from outside towns who well know that centralized schools draw trade to their towns, regardless of the rights of parents in the premises.

The greatest men of this Nation began their education in the now despised rural school and the advocates of the destruction of country district schools talk loud and long about the benefits to be derived from the central school system. Doubtless there are some advantages, but for the child from five to eight this is nil. The place for the little ones is at the country school near home, not miles away at the big town building, far from home and friends.

A parent who has an abiding love for his children will naturally shrink from seeing the little ones bundled into a big bus, with strange boys and girls, and whirled away from the paternal care, into town in search of an education that can best be taught them nearer the home nest.

This propaganda for centralized schools is a fad of the town, not of the rural community. Farmers did not originate it, yet it is taking fast hold in some communities and will countless sweep all before it as has many other senseless and expensive fads along other lines of endeavor.

We see assemblages of the mercantile community taking hold of this centralized school idea, resolving in its favor, when the fact is the regulating of the school facilities for farmers is none of their business.

There is danger running carryall loads of children across country to and from home and city. One has only to note the numerous accidents happening every day through automobile carelessness to know that it is tempting fate to consign your little child to the care of strange drivers and to the mercy of a promiscuous crowd.

Little children certainly, under eight years, should have the close supervision of their parents, and those parents should have the right to keep their tender little ones as near home as possible, not turning them over to the tender mercy of auto drivers from nine to ten months in the year.

I have always maintained that there was no argument for the saloon. I say to-day there is no argument for the centralization of country schools. There is a place for everything and everything in its place. The town merchants have a purely selfish motive in pleading the cause of such schools. Let not the farmer be deceived.

Another instance of interference with the inalienable rights of man came to my notice a few days ago. I think it was a school board that issued a manifesto that no pupil should attend school who had not been inoculated with vaccine matter against danger from contracting smallpox. What do you think of that?

Here is a family of several healthy

children of school age forbidden the privilege of school unless they are subjected to the dangers of a blood poisoning disease. Out upon such arbitrary rulings. Had I a family of small children attending school. I should not acknowledge the right of any school or other board under the shining sun to dictate my management of those children. If it were Russia we might expect such tyranny, but here in free America, never. The dangers from vaccination are declared by many physicians to be far greater than from the disease against which it is used.

Many have been ruined in health for life by vaccination. Certainly it is flying in the face of providence to thrust this vile vaccine matter into the young and healthy veins of our children.

Trust the people and keep your powder dry. Old Timer.

Wild Speculative Buying in Sugar Market.

Trouble started early this week with the publication of a report by the Department of Commerce on sugar production and consumption which seemed to indicate that consumption this year would exceed output of the 1922-23 crop by over 700,000 tons. The report was misinterpreted in many quarters and was played up in rather sensational manner by the newspapers. It was influential in bringing about an intense speculation in sugar with raws jumping one cent a pound. Followed hasty explanations by the Department which did not wholly succeed in mollifying the trade. The Department pointed out its figures really indicated a surplus at the end of the year of some 476,000 tons, taking into consideration the carryover of 1,203,000 tons from the previous crop. This surplus, however, is much smaller than that of the previous years and compares with an average pre-war carryover of 750,000 tons. To add to the excitement a statement was issued by Messrs. Guma and Mejer, well-known Cuban statisticians, that the Cuban crop harvested last fall would fall short of their first estimates by several hundred thousand tons.

This statement also has been attacked by other competent authorities, who maintain that the latest Cuban crop will be fully as large or larger than the crop of 1921-22. Last year the world's consumption of sugar exceeded all previous records. This was due in part at least to the exceedingly low prices prevailing during the greater part of the year and to replenishment of depleted stocks resulting from the hand-to-mouth buying in 1921. The latter is supposed to have accounted for 500,000 tons. That consumption this year will equal that of the previous year is a matter concerning which one man's guess is as good as another's, but the weight of opinion seems to be against it. At any rate, the sugar market has become a highly speculative affair and many observers profess to see danger of a recurrence of the situation which

existed in 1920. In the spring of that year, it will be recalled, speculation boosted the price of sugar to unheard of heights. The inevitable reaction brought severe losses to all concerned. The trade feels that a Government crop estimate even when accurate, sometimes does more harm than good.

Some New Price Data.

In a recent bulletin the Bureau of Labor Statistics has subjected its wholesale price data to a new arrangement so as to present a more representative grouping of various commodities. For example, those food-stuffs which go from the farm to the consumer with little or no change in form are included in both the farm products and the food groups. When

the general average of wholesale prices is computed, however, no article is counted more than once. Under this system the Bureau has computed the index numbers of various commodity groups from 1820 to date. The number of commodities listed has been considerably enlarged since the first statistics were compiled, expanding from 192 in 1890 to 404 at present. The various commodities have also been reweighted in accordance with the census data of 1919. The Bureau has adopted the plan of revising its weighting every ten years, following each census. The new publication shows not only the index numbers for commodity groups, but also supplies the yearly average price of a large number of important commodities from 1890 to 1921 inclusive.

TUT-ANKH-AMEN

Dead for 3,000 years. Lost and forgotten. Then bang!—Advertised—and all the world bawls for more news.

If advertising can put life into a dead one, what can't it do for a live one?

Don't be a TUT. Wake up now and let the world know you carry the best shoes made.

Hirth-Krause Company's

grief defying ROUGE REX SHOES for wear and comfort style expressing, MORE MILE-AGE SHOES for dress.

Send in your order Now and get set on speedier turn over and greater profits.

Remember Tut

HIRTH-KRAUSE COMPANY

From hide to you.

Shoe Mfgs. and Tanners

Grand Rapids, Mich.

Attention, Country Merchants!

AWNINGS—TENTS—COVERS

Competition in Grand Rapids has lowered prices 20 to 30% less than they have been. We will extend to you the same prices and workmanship that the city merchant has been getting. We offer and sell you real merchandise and guarantee satisfaction.

How to measure your own awning correctly.



First, measure the wall from 1 to 2,
Second, measure the extension from 2 to 3,
Third, measure the front from 3 to 4,
and write down the figures in your order as shown. Tell us the Firm name you want on the curtain, add also whether Pull Up or Roller Awning.

Remember a 2c stamp will bring you samples and prices that will surprise you.

GRAND RAPIDS AWNING & TENT COMPANY
211 Monroe Avenue Grand Rapids, Mich.

TAKING INVENTORY

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



Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 20—Leonard Mathey, of Chicago, is now district sales manager for the Peerless Yeast Co., of Union City. After reading a paragraph from Hargrave's sales talks in the Sample Case, one day last week, Mr. Mathey said he closed the biggest deal in over a month. It all happened in less than an hour. When evening came he mailed a dollar for one year's subscription to the official organ of the U. C. T.

Hargrave says he doesn't know who coined the statement that "Salesmen were born, not made," but he's sure it was someone who was looking for a plausible excuse for his failure. Then he goes on to say, "Push out your third vest button." It is really funny how you can push out that third vest button without getting "chesty." Got to do it with fresh air; cigaret fumes won't work.

Here's some more good stuff from Hargrave: "The failure in life seldom ever blames himself—the world's hand has been against him, he claims." "Yellow curs keep close to the well-trodden paths;" It is the thoroughbred among salesmen who get the business and the cur who gets the gate."

Salesmen traveling from Grand Rapids all have the same story: "Business is very good in all lines and prices are advancing slightly." Especially is this true of iron and steel products. Wire advanced 10 per cent. last week, while several items in heavy iron climbed 12 per cent. and some few to 15.

There's oftentimes comedy stuff in committee work. Saturday when the U. C. T. banquet committee met. Captain Burgess, the general chairman gave the members their final instructions something like this: "Now, Dan you do this; and John, you do that; Walter and Sam will do so-and-so." Whereupon Dolson, on decorations, enquired: "Oh, but Captain; what are you going to do?" "I am to see that each of you do your full duty," was the quick reply.

Members of the You-See-Tee Club have suddenly taken to bringing prizes into the meetings. The Woodhouse representative has donated cigars and so has the hired man for Tunis Johnson. Flour, candy, gum, preserves, bread and hams have been given by salesmen from their several lines. Gus Kaser, feeling it was his turn, asked John Martin, chairman of amusements, if he thought the guests would like some of his pills next Saturday.

John Berg, representing Pitkin & Brooks, is again making his territory after spending what he supposed was the winter months in California.

Every member of Grand Rapids Council will receive a postal card during the coming week, which he is expected to fill out and return promptly. Failure to do so may cost the organization money. It may mean, too, that some dear little wife, who has stoked the furnace for six days and kept the home fires burning may lose her place at the banquet table. That might mean trouble; anyway, the committee hopes so.

City Manager, Fred H. Locke, addressed the You-See-Tee Club members and their guests at the Pantlind

Hotel Saturday at the noon-day luncheon on the subject of new traffic laws for Grand Rapids. Mr. Locke has the rare faculty of being able to convey a multitude of thoughts in very few words. His listeners were so well pleased that he was elected to honorary membership in the Club by a rising vote. Miss Lorraine Peters gave two violin selections and was presented with a large box of candy. Next Saturday a number of vocal selections will be rendered by Mrs. Bessie Wolford with Miss Esther Martin accompanist. There will be no regular speaker for the occasion. John Rippling has asked the pleasure of presenting one of Wilson & Company's famous hams to the most popular lady present. Any commercial traveler in Grand Rapids next Saturday is welcome to the luncheon at 12:45 in the Rotary Club Rooms of the Pantlind.

Grand Counselor H. D. Bullen, of Lansing, and Grand Secretary Maurice Heuman, of Jackson, will take part in the annual ceremonies of Grand Rapids Council U. C. T. on March 3.

J. H. Millar, the candy salesman, was a near eye witness Wednesday when Dr. Oterheld, of Ovid, was killed by a Grand Trunk train at Shepardsville. In a blinding snow storm, with a big freight engine sidetracked and blowing off steam, as most engines do, the doctor stepped right in front of a West-bound passenger train.

Salesmanship is not the art of entertaining. Back in ancient times the good "mixer" was successful and much sought after, but he has been slipping ever since the year of 1 B. D. (meaning Bone Dry.)

Outlining a selling campaign for your customer is more interesting to him than the latest "smutty" story. The latter may get a smile, but the former gets repeat orders.

One writer says "The besetting sin, as I view it, of a majority of commercial travelers is over-estimating themselves." Pray, what does he mean, anyway? A successful salesman must have a thorough knowledge of his line and a pretty good opinion of himself in order to command respect and gain the confidence of his customers.

Fred H. Locke was formerly a salesman. Now he is a Manager of a thirty million dollar corporation, with 150,000 stockholders, a great many of whom call up every day or so to tell him how he should conduct his business. As City Manager, Fred's business is not to make money for the stockholders, but to save it.

The advertising man for Morris & Company, the big meat packers of Chicago, is a great believer in the power of suggestion. Recently he "worked" the head waiter in a large Chicago restaurant to place a copy of the Saturday Evening Post on the front table, opened to show a double page advertisement of Morris hams. Later he visited the kitchen and learned that over 200 people had ordered ham and eggs for their evening meal.

Traveling salesmen are observing fellows and some of their experiences are amusing if not exasperating. One Grand Rapids man says he has a customer with a hobby for removing pencil marks from pin-tickets, so that they may be used again. These same pin-tickets are sold in small lots for 50 cents per thousand. Another says he

has been kept waiting for five minutes while the country merchant removes an uncanceled postage stamp from a return envelope.

Mrs. A. F. Rockwell has returned from Howell, where she was called by illness. Her brother's family were all sick at one time, three with scarlet fever and two with the "flu"—and no help to be had. "Rocky" went along and amused himself by milking six cows, night and morning, feeding forty head of hogs and caring for a dozen horses in addition to numerous odd jobs incident to life on the farm in dead of winter.

Thomas Ford has taken on a side line in the shape of a newly patented rake which collapses on the backward motion, thus removing the leaves and sticks which otherwise have to be removed by hand. The device is so novel and practical that every dealer who is approached by Mr. Ford buys from one to ten dozen on sight.

A solicitous creature, who knew that the line was popular, approached Dan Viergever at the Saturday You-See-Tee luncheon and enquired if he hadn't found it rather hard to keep up the sales of Van Dam cigars, to which Dan replied: "Great gawbs, man! Grand Rapids is only beginning to appreciate Van Dams. Here, try one of the new two-for-a-quarter and tell me where you can get a better one for the price."

Walter D. Murphy, of Columbus, Supreme Secretary of the United Commercial Travelers and three other Supreme and State officers will visit Grand Rapids Council on Saturday, March 3. They will be the guests of honor at the annual banquet in the Pantlind, but it is understood that no "shop" talk goes. All business will be wound up during the day. By the way, work begins at 9:30 that morning in the U. C. T. Council chamber. One of the largest classes in the history of Grand Rapids Council will be initiated into the mysteries of fraternalism.

The dear public was kept blissfully ignorant of a near coal famine in Grand Rapids last week. Breen & Halladay and other large dealers had teams out until long after dark delivering fuel in 100 pound lots to tide folks over Sunday. Sufficient coal to meet immediate necessities arrived

Lansing's New Fire Proof

HOTEL ROOSEVELT

Opposite North Side State Capitol on Seymour Avenue
250 Outside Rooms, Rates \$1.50 up, with Bath \$2.50 up.
Cafeteria in Connection.



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.

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST



CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon Mich.

HOTEL WHITCOMB

St. Joseph, Mich.

European Plan

Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurnished and redecorated throughout.

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

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

J. T. TOWNSEND, Manager

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

The best is none too good for a tired Commercial Traveler.

Try the CUSHMAN on your next trip and you will feel right at home.

HOTEL ROWE

GRAND RAPIDS NEWEST HOTEL

350 Rooms—350 Servitors—250 Baths
Rates \$2 with Lavatory and Toilet \$2.50 with Private Bath

HOLDEN HOTEL CO., C. L. Holden, Mgr.

3 Short Blocks from Union Depot and Business Center

HOTEL BROWNING

MOST MODERN CONSTRUCTION IN GRAND RAPIDS

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

The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

Saturday, but owing to heavy snow it could not be handled until Monday morning. Hereafter, when using the word "service," it might be well to mention coal dealers are near the top, in spite of all the nasty things folks have been saying of them.

K. A. Simon has engaged in the drug business at 903 Lansive avenue, Jackson. The stock, fixtures and fountain were furnished by the Hazel-tine & Perkins Drug Co. Mr. Simon was for many years clerk for H. M. Dean & Co., druggists at Niles.

L. W. Van Dusen, grocer at 602 East Kalamazoo avenue, Lansing, has added a line of drugs. The stock, fixtures and fountain were furnished by the Hazel-tine & Perkins Drug Co.

Mr. A. G. Kaser, who has been seriously ill for the past two weeks, is improving.

P. C. Payette, manager of the Woodhouse Co., left last week for Hamilton, Bermuda, accompanied by his wife. They expect to remain about a month.

The Grand Rapids Furniture Co. has secured a Supreme Court injunction against the Grand Rapids Furniture Shops, prohibiting the use of that name because of its similarity to the first named corporation. The injunction was obtained by Travis, Merrick, Warner & Johnson, attorneys for the plaintiff and appellant.

Ed. Fuller, of the firm of Hubbard & Fuller, retail druggists at Greenville, succeeds the late William F. Griffith as Central Michigan traveling representative for Farrand, Williams & Clark, of Detroit. Mr. Fuller will continue to reside in Greenville.

Wesley G. Van Ness, who has clerked several years for the Conklin Drug Co., Jackson, has engaged in business on his own account at 138 Francis street, Jackson. The fixtures, furniture and stock were supplied by the Hazel-tine & Perkins Drug Co.

James L. Benjamin, of the Benjamin store, Monroe avenue and Crescent street, has sold his interests in that establishment preparatory to opening a stock of clothing and furnishings goods on West Leonard street. Mr. Benjamin has also sold his home on James avenue to a Mr. Van Antwerp, of Rockford, who was formerly engaged in the printing and publishing business at that place. Mr. Benjamin has also purchased a home on Benjamin avenue, which he will occupy in the near future.

The reduction of 20 per cent. in mileage rates, ordered by the Interstate Commerce Commission, is hailed with delight by everyone in any way connected with the business life of the Nation, and, especially of the Pacific Coast, who have so much territory to cover. There is no branch of business that ought not to immediately feel the impetus of revived business as this ruling goes into effect, for it means thousands more of men on the road and millions of added business as the result. This rate cut means \$60,000,000 released to multiply in the markets of the Nation's business. To the real thinkers of the financial realm it appears that every dollar of this great saving will revert to the railroads in the vastly increased aggressive policy of those commercial houses which will reach out for more business. Credit for the passage of the ruling goes to the united efforts of all associations of commercial travelers, which, combined, have a membership of 912,000 traveling salesmen. It is interesting that the bill was introduced in the House by Congressman Julius Kahn, of California. It passed both houses unanimously, the only bill to be so successful during the last session. It became Federal Law when it was signed by President Harding on August 18, 1922. And under the ruling of the Interstate Commerce Commission announced Feb. 1, becomes effective on and after March 15, 1923. Real rejuvenation in business is March 15.

Through the courtesy of John H. Millar, the gabby scribe in receipt of a program printed just twenty years ago. It is of the annual U. C. T. banquet and consists of sixteen pages filled with cartoons and comic stuff. Among other things the following is still good in these days of jazz hounds, lounge lizards. "Man that is born of woman is but of a few days and full of microbes. The moment he hits the earth he starts for the grave, and the longer he travels the faster he goes. His visible reward for long days of labor and nights of walking the floor with teething baby is an epitaph he can't read and a tombstone he doesn't want. In the first of the seven ages of man he is licked, in the last he is neglected and in all others he is a target for the lying, meddling mischiefmaker, a woman who won't tend to her own business. If he does not marry his first love he'll always wish he had, and if he does he'll always wish he hadn't. Yet no man ever follows freedom's flag for patriotism (and a pension) with half the enthusiasm that he will female beauty. He will brave the lion in his den, face the booming cannon, tread the ocean foam beneath his feet, and yet will tremble like a half-frozen, egg-sucking dog when called to account by his wife for his cussedness." Twenty candidates were initiated at that meeting just twenty years ago and the total membership in Grand Rapids Council was 209. A scattering few of those old timers still remain as active members. Some have long since gone into different lines and others to distant lands, but the great majority of those merry-makers, just twenty years ago, have passed on to their reward and are remembered only by their good deeds while among us some twenty years ago. John B. Olney.

Pen Pickings in Michigan.

Lansing, Feb. 20—A recent visit to Detroit Council, No. 9, recalled the fact that there are some interesting as well as creditable features connected with it.

Past Senior Counselor Hitchings is once more filling the Senior Counselor's chair in his usual diplomatic and praiseworthy manner. Secretary Treasurer Marks has had charge of the finances "since Towser was a pup" and the comparatively few suspensions recorded indicates that he knows how to collect and, when necessary, he can confer the degree of the order in a creditable manner. They have a Past Counselor who has not forgotten the charge of his office or the obligation which every counselor is supposed to remember.

They have several charter members who attend the meetings regularly regardless of their advanced age or the inclement weather. John A. Murray looks, acts and says he feels as young as he did in the nineties and still retains an active interest.

The broad shouldered and still broader minded Mike Howran, who was a charter member of this Council, later shifting his membership to Cadillac Council, occasionally visits his parent council and assists the order at large by passing out some wholesome advice, as well as entertaining in his genial way, by recounting some of the practical jokes which oldtimers were in the habit of springing upon each other in days gone by. In speaking of Mike, let's mention the fact that he has been a member of the order for thirty years, and, while some silvery locks adorn his noble brow, yet there are strong indications that he will still be a member of the order thirty years hence. The "Smiling Sunny" Jim Golding, formerly of Grand Rapids, then Ludington and finally Detroit is still active in the order, as is evidenced by the number of applications for membership which bears his signature. Jim hasn't changed a bit in the last ten years except that he now admits

that he owns the best mother-in-law in the State of Michigan. Being well acquainted with our own, and unacquainted with his, we are inclined to question his claim to this distinction, but we are diplomatic enough not to argue the subject.

A brother Spencer, of Council No. 296, Greensboro, N. C., was a welcome visitor at Detroit, No. 9, last Saturday night. Brother Spencer is another of those who live in two grips and a Pullman car a greater portion of three to six months at a time and has found that when once the practice of visiting other councils is started, it becomes a source of pleasure rather than hardship and that both visitor and the various councils with which he comes in contact profit thereby. His remarks were greatly appreciated and I wonder sometimes why others of the craft do not avail themselves of every opportunity for such friendly visits. H. D. B.

Cadillac Food Dealers Broaden Their Organization.

Cadillac, Feb. 20—A real fellowship meeting of the Cadillac food dealers was a notable event in the life of the Cadillac Merchants Association on the evening of Feb. 7.

The get-together took place as an extra special commencing with a banquet at 7 p. m. at the Hotel McKinnon which was attended only by those who deal in foods of various kinds at wholesale or retail.

J. D. Widgren, as chairman of the special committee on arrangements, presided, while Ray E. Johnston acted as secretary.

The chairman, in opening the meeting, stated the apparent need of closer action of a co-operative nature amongst all dealers in foods and that a broader association comprising all the lines would enable each line to accomplish in greater degree measures that would be more beneficial than was true when each acted independently and as the wholesale dealer in fruits, vegetables, etc., the wholesale dealer in flour, sugar, etc., the wholesale dealer in groceries and meats, as well as the wholesale dealer in baked goods were intimately associated with the retail dealer of these foodstuffs, it was not only practical but advisable that an organization be broad enough to include in its membership all the lines enumerated. He offered as a suggestion that the name of the association be changed to such a one as would include all the lines and in as few words as possible.

On motion, a committee was appointed to select suitable names to be submitted at the next meeting.

A notable feature of the meeting was the fact that not a single expression was heard suggesting the thought that any special favors were looked for or expected in the way of legislation or otherwise that would enable the dealers in foods to have a near monopoly of any commodity or method of distribution and only one measure that is fundamental in every business is all that is wanted and that is the privilege of conducting the buying and selling of food commodities according to the inalienable laws of supply and demand by the repeal of legislation that grants to special lines a near monopoly of certain articles of daily use that have for ages been supplied by food dealers generally.

A later meeting brought out many thoughts that were of personal and local benefit and resulted in the formation of an association that every dealer present gladly joined, that has for its purpose the improvement of conditions in the handling and distribution of foods in and around the city of Cadillac.

Election of officers for the enlarged association resulted as follows: President—J. D. Widgren. Vice-President—Bert L. Curtis. Treasurer—Adolph Brehm. Secretary—D. C. Thomas. J. M. Bothwell, Secretary of the Re-

tail Grocers & General Merchants Association of Michigan outlined work that had been accomplished through the help and efforts of allied lines and read some of the bills that have become State laws that make of most dealers in foods violators of State laws by the sale of certain commodities, stating in a positive way the necessity of food dealers making themselves heard in legislative matters if it is their wish to conduct their business relations with their own relatives, acquaintances and customers as law abiding citizens.

Why Salmon Are Scarce.

New York, Feb. 19—I note you frequently refer to the shortage of salmon. May I take up a few minutes of your time to explain that the situation is no puzzle, unless you wish to infer that the politics mixed up with the situation makes the puzzle.

If you desire a chicken for the table, do you take a setting hen from off the nest? I think not! Most commercial fishermen are doing that very thing. The salmon go up the rivers to spawn, and the commercial fishermen do not give them time to spawn; in fact, don't even give them time to get up the river. Sometimes even before they come in sight of the mouth of the river they are captured. Can you imagine a farmer sitting on the fence whistling cheerfully and year after year taking quantities of potatoes out of a field he has never planted?

The commercial fishermen in their greed have caused this shortage of fish. Sportsmen and conservationists who know the situation have been for years trying to have sane laws passed. The commercial fishermen maintain a lobby (for absolute proof I refer you to their official organ, Fishing Gazette, Feb. issue, page 18, which has always in committee hearings wept doleful tears because the sportsmen wanted all the fish preserved for their pleasure in catching. That, or something else, loosened up the contemplated restrictions and burrowed under the skins of the lawmakers.

The Pacific salmon fishermen have all been digging potatoes out of the same field for years and never replanting. Jim trying to go Sam one better on his output, never trusting each other with a gentlemen's agreement between them to slow up or to listen to the advice of conservationists and sportsmen who knew and realized the situation. Now conditions have become so bad they turn to Congress for controlling laws to cover all hands, which will probably be obeyed to a certain extent.

Commercial fishermen always speak of themselves as producers. Candidly, do you think taking a fish out of water produces him? I don't think so. The Government maintains hatcheries, principally the commercial fisherman benefits, and always he is crying for something more to help him to an easy living.

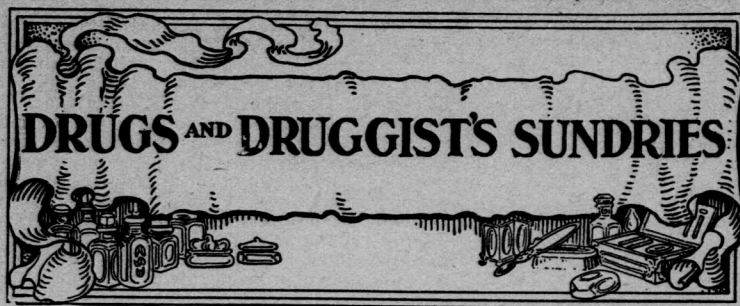
Go over the market prices of fish for the last few years and figure out what they are going to cost ten years from now. Ask yourself why this tremendous increase in price. And yet commercial fishermen say that their fishing increases the fish. Can you tell me how nineteen tons of weakfish caught off the Jersey coast in two days in one trap—each and every fish just ready to spawn—helps fishing?

This commercial fishing business has a parallel in our depleted forests. Fish and lumber are absolutely necessary to our needs, but why not try to control intelligently the corporations that steal from nature and never replace, who forget everything but their swelling bank accounts?

Remember, canned salmon don't spawn. Hy. S. Watson.

Editor Field and Stream.

Times change; methods change; products change; but the ideals that guide a sound business never change.



Mich. State Pharmaceutical Ass'n.
 President—George H. Grommet, Detroit.
 Secretary—L. V. Middleton, Grand Rapids.
 Treasurer—E. E. Faulkner, Middleville.
 Executive Committee—J. A. Skinner, D. D. Alton and A. J. Miller.

Michigan Board of Pharmacy.
 President—James E. Way, Jackson.
 Vice-President—Jacob C. Dykema, Grand Rapids.
 Secretary—H. H. Hoffman, Lansing.
 J. A. Skinner, Cedar Springs.
 Oscar W. Gorenflo, Detroit.
 Claude C. Jones, Battle Creek.
 Director of Drugs and Drug Stores—H. H. Hoffman, Lansing.
 Examination Session—Grand Rapids, March 20, 21 and 22.

Claude C. Jones New Member of Board of Pharmacy.

Muskegon, Feb. 20—At the examination held by the Michigan Board of Pharmacy, in Detroit, Jan. 16 to 18, there were sixty-nine candidates, forty of whom were successful, as follows:

Registered Pharmacist.

Victor L. S. Bechtold, Bellaire.
 John S. Bellon, Detroit.
 Edgar R. Brown, Detroit.
 Verne E. Brown, Detroit.
 Emmert R. Dietz, Detroit.
 Homer A. Doty, Traverse City.
 Nate Ekelman, Detroit.
 John E. Feighner, Lansing.
 Earl H. Fields, Grand Ledge.
 R. R. Freedlander, Detroit.
 Ward H. Green, Detroit.
 Linton B. Grover, Detroit.
 Lucius C. Gould, St. Charles.
 Cyril B. Kiehle, Detroit.
 Ardis Jean Kennedy, Ferndale.
 H. G. Morgenthaler, Nashville.
 Geo. B. McClellan, Detroit.
 Cornelius Osinga, Detroit.
 Clarence F. Ramsay, Detroit.
 Earl J. Reves, Detroit.
 L. J. Richwine, Detroit.
 Harry A. Kwikar, Detroit.
 Schermerhorn, Miss M. A. Bangor.
 Ernest J. Sachse, Detroit.
 Ray J. Van Wagoner, Oxford.
 Bert D. Weyant, Toledo, Ohio.

Assistant Pharmacist.

Herbert Boldt, Detroit.
 Floyd Halladay, Detroit.
 Lyle E. Heavner, Detroit.
 Alfred A. Koffman, Detroit.
 Joseph J. McDonnell, Detroit.
 Ida H. Protasiewicz, Detroit.
 Cecil Potashnik, Detroit.
 Jacob Schneider, Detroit.
 Herbert L. Scott, Detroit.
 Richard P. Scott, Detroit.
 Rudolph J. Tyrna, Detroit.
 Harry L. Voight, Detroit.
 A. J. Wetzler, Detroit.
 Ernest M. Lampkins, Detroit.
 Lawrence E. Pardington, Detroit.

The next meeting of the Board of Pharmacy for examinations will be held at the Elks' Temple, Grand Rapids, March 20, 21 and 22, 1923. All applications should be sent to H. H. Hoffman, Director, State Office building, Lansing.

I am enclosing my last contribution to your columns as Secretary of the Michigan Board of Pharmacy. My term of office as a member expired Dec. 31, but my successor, Claude C. Jones, was not appointed until the present month, so I have been holding on until the work connected with the examination held in January was finished.

I have expressed my thanks to you in the past for the very good service you have always rendered in granting

us the use of all the space we required for our notices and reports, and for the many courtesies which you have from time to time extended to the Board and myself. I have had no reason for changing anything I have said along this line and I wish to add at this time that both the Board and myself, personally, have appreciated the favors you have given us and have mentioned the matter at our meetings on various occasions.

Charles S. Koon, Sec'y.

Service Drug Clerks Banquet.

Grand Rapids, Feb. 20—On Thursday, Feb. 15, the proprietors of the Grand Rapids Service drug stores were hosts to their clerks in a banquet at the Elks Temple. In order that all the clerks could attend, all Service drug stores were closed at 9 p. m. and the supper was served at 9:30. Orville Hoxie, President of the organization, introduced John G. Steketee as Toastmaster. Clifford Warner gave a very interesting chalk talk, cartooning several of the members present. John G. Batchelder spoke on the "Relationship of the Proprietor to the Clerk from the Proprietors' Standpoint." Ed. Plumber spoke on the "Relationship of the Proprietor to the Clerk from the Clerks' Standpoint." J. A. Skinner, of the Board of Pharmacy spoke on the "State Board and the Candidate." Louis V. Middleton, Secretary of the Michigan State Pharmaceutical Association, spoke on the "Drug Clerk and His State Association," and Charles R. Foster, of Battle Creek, gave several readings. The speeches were interspersed with several dialect stories by Clarence Hoxie.

It was pre-arranged that no two proprietors could sit next to each other, nor any proprietor sit next to his clerks, thereby thoroughly mixing the crowd. The banquet was voted a success and it was resolved to hold one annually.

The 1923 convention of the Michigan State Pharmaceutical Association will be held in Grand Rapids. On March 9, the committees of the Michigan Pharmaceutical Association, the Michigan Pharmaceutical Travelers Association, and the Kent County Retail Druggists Association will meet to set the date of the convention and make such other arrangements as can be made at this time.

The Kent County Retail Druggists Association will hold its annual election of officers March 5.

D. S. Koon, of Hancock, deserves the credit of remembering the Michigan State Pharmaceutical Association, even in the hour of his adversity. Mr. Koon wrote a check to the M. S. P. A. for his annual dues and the store was visited by fire before the check was mailed. Mr. Koon's first thought was to write the Secretary to see if the check reached him or was destroyed in the fire.

It is related of a certain Michigan druggist that he had his son add up his inventory each year, a task that the son really did not relish. During the year 1922, the druggist became the proud possessor of a new fangled adding machine. Whereupon the young man asked his father, "You are not going to add up your inventory this year by hand, are you pa?"

The Advertising Value of Show Windows.

Small dealers in various lines are prone to think that the man with more capital has all the best of it. "He can afford to advertise, and I can't," they sometimes say. Any business man can do some good advertising. There was never yet a store built without windows. Windows have an advertising value. Consider them in that light.

Consider the department stores. You must have noticed how carefully they trim their windows and how seasonable are the goods they show.

The department store man does not set a refrigerator, a roll of carpet, and an oil stove in his window at one and the same time, backing up the display with whatever stuff is nearest at hand. He shows oil stoves in cold weather and hammocks in hot weather. This is simple enough, but it is often violated.

Now, take garden seeds. We may start showing them in February and keep up the display until June, changing the trim from time to time, of course. March, April and May are probably the best months. People are prone to start late. Better late than never will apply to this proposition. Suppose you have a shallow box made, paint it green, fill it with rich earth, and sow some grass seeds.

This may be done under the sash of a hot bed, or even in a window where you get plenty of sunshine. When the grass comes up you have a little portable lawn. It looks very attractive, especially if the ground is still frost bound outside. Place this portable lawn in a show window and surround it with boxes of grass seed. You now have an exhibition with some punch to it. It has advertising value. Every man who sees that window trim thinks of his own lawn, or of the bare spot where he knows he ought to have some greensward. Your chances for selling him some grass seed are greatly improved.

Show a box of tulips in the window. The goods that go with it are tulip bulbs. The actual flowers will have their effect, particularly if they are blooming early. If you don't care to raise tulips, or lack the facilities, borrow some from the nearest florist. If you don't care to borrow, rent some growing flowers. If he won't rent, buy them. There's always a way. How welcome are jonquils and daffodils in the spring-time. Outside ice may be on the ground, but here in the window we have an exhibition of early flowers.

Is it pleasing?

Of course it is.

Place a box of jonquils in the center of the window. Then pile packages of flower seeds all around it.

Your exhibition has some point to it. It has advertising value.

"If he can grow such pretty flowers, so can I," says the customer to himself. The window trim is dainty and timely. And so the goods on sale begin to move.

To start with, show windows must be immaculate. A neat flooring is helpful. It often pays to put in a hardwood flooring.

There are linoleum patterns which represent parquetry flooring and look the part very well. Get a good flooring and have the window scrupulously clean—there's half the battle.

A window piled with miscellaneous articles which remain there week after week and gather dust, is not going to do a store any good. The window still has advertising power, but the resulting advertising is injurious. A great many people pass a store who only know the store by its windows. They have never been inside. If the windows are dusty, will these pedestrians care to go inside? A couple of pedestrians were once standing before a small grocery. The crop of bugs in the window evidently dated back many months.



**STRAIGHT
SIZE—**

*The Johnson
Original 10¢ Cigar*

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN

Grand Rapids Calendar Co.

572-584

Division Ave., S.

Publishers

Grand Rapids,
Michigan

ADVERTISING SPECIALTIES

Said one: "If the front of the store is like this, what must the back of the store be?"

Said the other: "I'd hate to see it."

And they passed on.

A man with a small novelty store was urged by a friend to clean up his windows.

"Aw, people don't pay any attention to my windows," he responded.

"That's a poor argument," said his friend. "Don't you want them to pay attention to your windows?"

"I suppose so."

"Then clean up."

A week, perhaps, is not too long to keep one trim in a window, although plenty of stores trim the windows twice a week, and some stores make a change every day. The most enterprising merchant cannot always keep the bugs from reposing in his front window so it is a good plan to leave a margin near the pane and remove all insects every morning. Now, fix the idea in your mind that your windows have an advertising value. Many stores have never used any other form of advertising and have been successful.

Such being the case, the windows must have an advertising value.

You proceed on this basis.

Do not figure that the windows must be filled up, that it is a bore, that any sort of filler will do. Sweep all this aside. The windows have an advertising value and you want to collect a dividend.

Now, study window trimming methods down town. Study the department stores. Observe the big candy stores. They usually have some attractive window trims. Every druggist carries candy. Can't we sell more? Good window trims will help. A man who begins to look around at window trims soon becomes interested.

"I am going to pass every article in

my store at all suited to the purpose through my windows," stated one druggist who became interested. "If I don't get any extra business I will at least move the goods from one spot to another. This will cause me to clean up the dark closets and keep me from forgetting goods that were drifting out of sight."

Not a bad argument.

Not a bad rule to follow.

The windows have advertising value. Make them show you a profit.—National Druggist.

A Big Little Drug Store.

The highest-priced druggist in New Orleans not only admits the justice of his title, but actually bases his advertising on it. Not infrequently, purchasers assail him for high prices and sometime physicians complain, too. The owner takes no backward, refuses to cut prices, and reiterates verbally and in his advertising copy that he sells only the highest quality drugs, packed in the best containers, and that since these cost him considerably more than the articles or medicine sold by rival druggists, they must be paid for.

He strikes a new note in his advertising, the following sample of which illustrates graphically:

Think It Over.

I am dead set against the undertaker and will not co-operate with him. That's why I specialize in dependable drugs, cleanliness and service. This line of merchandise these days has some value; using the best, I am sometimes called the highest priced pill roller in our city.

When the doctor, druggist and patient work together, the odds are three to one against the reaper. Think it over.

Ruel McDaniel.

If you want to build up a bigger business, take particular pains to consider the calls you have for goods not hitherto carried.

Suggestions for Spring Soda Fountains and Store Fixtures

Remember we are state distributors, outside of Detroit, for the

Guarantee Iceless Soda Fountains
Grand Haven, Michigan

AND THE

Wilmarth Show Case Co.
Grand Rapids

Our Mr. Olds will be pleased to call on you with specifications and prices.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	17 1/2 @ 25	imitation	60 @ 1 00	Aconite	21 80
Borix (Xtal)	17 1/2 @ 25	Amber, crude	2 00 @ 2 25	Aloes	21 45
Carbolic	54 @ 61	Amber, rectified	2 25 @ 2 50	Arnica	21 10
Citric	62 @ 70	Anise	1 25 @ 1 50	Asafoetida	22 40
Muriatic	3 1/2 @ 8	Bergamont	5 00 @ 5 25	Belladonna	21 35
Nitric	9 @ 15	Cajeput	1 50 @ 1 75	Benzoin	22 10
Oxalic	20 1/2 @ 30	Cassia	3 25 @ 3 50	Benzoin Comp'd	22 65
Sulphuric	3 1/2 @ 8	Castor	1 50 @ 1 75	Buchu	22 55
Tartaric	40 @ 50	Cedar Leaf	1 50 @ 1 75	Cantharides	22 85
Ammonia		Cintronella	1 00 @ 1 20	Capsicum	22 20
Water, 26 deg.	10 @ 13	Cloves	3 00 @ 3 25	Catechu	21 75
Water, 18 deg.	8 1/2 @ 13	Cocoonut	25 @ 35	Cinchona	22 10
Water, 14 deg.	6 1/2 @ 12	Cod Liver	1 30 @ 1 40	Colchicum	21 80
Carbonate	20 @ 25	Croton	2 00 @ 2 25	Cubebs	23 00
Chloride (Gran.)	10 @ 20	Cotton Seed	1 25 @ 1 35	Digitalis	21 80
Balsams		Cubebs	8 50 @ 8 75	Gentian	21 35
Copaiba	60 @ 1 00	Elgeron	4 00 @ 4 25	Ginger, D. S.	21 80
Fir (Canada)	2 50 @ 2 75	Eucalyptus	90 @ 1 20	Guaiaac	22 20
Fir (Oregon)	75 @ 1 00	Hemlock, pure	2 00 @ 2 25	Guaiaac, Ammon.	22 00
Peru	3 50 @ 3 75	Juniper Berries	2 00 @ 2 25	Iodine	95
Tolu	1 35 @ 1 60	Juniper Wood	1 50 @ 1 75	Iodine, Colorless	21 50
Barks		Lard, extra	1 35 @ 1 45	Iron, clo.	21 35
Cassia (ordinary)	25 @ 30	Lard, No. 1	1 25 @ 1 35	Kino	21 40
Cassia (Saigon)	50 @ 60	Lavender Flow	5 25 @ 5 50	Myrrh	22 50
Sassafras (pw. 45c)	40 @ 40	Lavender Gar'n	1 75 @ 2 00	Nux Vomica	21 55
Soap Cut (powd.)	15 @ 20	Lemon	1 50 @ 1 75	Opium	23 50
30c		Linseed Boiled bbl.	1 @ 1 06	Opium, Camp.	23 50
Berries		Linseed bld less	1 13 @ 1 21	Opium, Deodorz'd	23 50
Cubeb	1 50 @ 1 75	Linseed, raw, bbl.	1 @ 1 04	Rhubarb	21 70
Fish	25 @ 30	Linseed, ra. less	1 11 @ 1 19	Paints.	
Juniper	7 @ 15	Mustard, artifi. oz.	50 @ 50	Lead, red dry	14 1/2 @ 14 1/2
Pricky Ash	40 @ 30	Neatsfoot	1 25 @ 1 35	Lead, white dry	14 1/2 @ 14 1/2
Extracts		Olive, pure	3 75 @ 4 50	Lead, white oil	14 1/2 @ 14 1/2
Licorice	60 @ 65	Olive, Malaga,	2 75 @ 3 00	Ochre, yellow bbl.	2
Licorice powd.	70 @ 80	yellow	2 75 @ 3 00	Ochre, yellow less	2 1/2 @ 6
Flowers		green	2 75 @ 3 00	Putty	5 @ 8
Arnica	25 @ 30	Orange, Sweet	4 50 @ 4 75	Red Venet'n Am.	3 1/2 @ 7
Chamomile (Ger.)	40 @ 50	Origanum, pure	2 @ 2 50	Red Venet'n Eng.	4 @ 8
Chamomile Rom	1 75 @ 2 00	Origanum, com'l	1 00 @ 1 20	Whiting, bbl.	4 1/2 @ 4 1/2
Gums		Pennyroyal	2 50 @ 2 75	Whiting	5 1/2 @ 10
Acacia, 1st	50 @ 55	Peppermint	4 75 @ 5 00	L. H. P. Prep.	2 80 @ 3 00
Acacia, 2nd	45 @ 50	Rose, pure	12 00 @ 16 00	Rogers Prep.	2 80 @ 3 00
Acacia, Sorts	30 @ 35	Rosemary Flows	1 25 @ 1 50	Miscellaneous	
Acacia, powdered	35 @ 40	Sandalwood, E.	10 00 @ 10 25	Acetanalid	47 1/2 @ 53
Aloes (Barb Pow)	25 @ 35	Sassafras, true	1 50 @ 1 80	Alum	08 @ 12
Aloes (Cape Pow)	25 @ 35	Sassafras, artifi	1 00 @ 1 25	Alum, powd. and	09 @ 15
Aloes (Soc. Pow.)	70 @ 75	Spearment	4 50 @ 4 75	ground	
Asafoetida	65 @ 75	Sperm	1 80 @ 2 05	Bismuth, Subni-	3 55 @ 3 75
Pow.	1 00 @ 1 25	Tansy	14 00 @ 14 25	trate	
Camphor	1 20 @ 1 30	Tar, USP	50 @ 65	Borax xtal or	07 @ 13
Guaiaac	90 @ 90	Turpentine, bbl.	1 @ 1 63 1/4	powdered	07 @ 13
Guaiaac, pow'd	1 @ 1 00	Turpentine, less	1 75 @ 1 78	Cantharades, po	1 75 @ 2 00
Kino	85 @ 85	Wintergreen,	6 75 @ 7 00	Calomel	1 76 @ 1 94
Myrrh	80 @ 85	leaf		Capsicum	55 @ 65
Myrrh, powdered	85 @ 95	Wintergreen, sweet	3 75 @ 4 00	Carmine	6 00 @ 6 60
Opium, powd.	11 00 @ 11 20	birch	3 75 @ 4 00	Cassia Buds	25 @ 30
Opium, gran.	11 00 @ 11 20	Wintergreen, art	1 00 @ 1 25	Cloves	47 @ 50
Shellac	1 05 @ 1 20	Wormseed	6 00 @ 6 25	Chalk Prepared	14 @ 14
Shellac Bleached	1 10 @ 1 25	Wormwood	12 50 @ 12 75	Chloroform	57 @ 6
Tragacanth, pw.	2 25 @ 2 50	Potassium		Chloral Hydrate	1 35 @ 1 81
Tragacanth	2 50 @ 3 00	Bicarbonate	35 @ 40	Cocaine	11 60 @ 12 25
Turpentine	25 @ 30	Bichromate	15 @ 25	Cocoa Butter	55 @ 75
Insecticides		Bromide	45 @ 50	Corks, list, less	40 @ 50
Arsenic	18 1/2 @ 30	Carbonate	30 @ 35	Coppers	2 1/2 @ 10
Blue Vitriol, bbl.	7 @ 7 1/2	Chlorate, gran'r	23 @ 30	Coppers, Powd.	4 @ 10
Blue Vitriol, less	8 1/2 @ 15	Chlorate, powd.	16 @ 25	Corrosive Sublim	1 35 @ 1 63
Bordeaux Mix Dry	14 @ 29	or xtal	16 @ 25	Cream Tartar	35 @ 45
Hellebore, White	20 @ 30	Cyanide	35 @ 50	Cuttle bone	55 @ 75
powdered	20 @ 30	Iodide	4 43 @ 4 65	Dextrine	4 1/2 @ 15
Insect Powder	50 @ 85	Permanganate	25 @ 40	Dover's Powder	3 50 @ 4 00
Lead Arsenate Po.	26 @ 39	Prussate, yellow	45 @ 55	Emery, All Nos.	10 @ 15
Lime and Sulphur	15 @ 20	Prussate, red	65 @ 75	Emery, Powdered	8 @ 10
Dry	09 1/2 @ 24 1/2	Sulphate	35 @ 40	Epsom Salts, bbls.	3 1/2 @ 3 1/2
Paris Green	30 @ 43	Roots		Epsom Salts, less	4 1/2 @ 09
Leaves		Alkanet	40 @ 40	Ergot, powdered	21 @ 50
Buchu	1 75 @ 1 90	Blood, powdered	30 @ 40	Flake, White	15 @ 20
Buchu, powdered	2 @ 20	Calamus	35 @ 75	Formaldehyde, lb.	20 @ 30
Sage, Bulk	25 @ 30	Elecampane, powd	25 @ 30	Gelatin	30 @ 1 50
Sage, 1/4 loose	4 @ 40	Gentian, powd.	20 @ 30	Glassware, less 55%	
Sage, powdered	4 @ 35	Ginger, African,	55 @ 60	Glassware, full case 60%	
Senna, Alex.	75 @ 80	powdered	60 @ 65	Glauber Salts, bbl.	03 1/2 @ 10
Senna, Tinn.	30 @ 35	Ginger, Jamaica	42 @ 50	Glauber Salts less	04 @ 10
Senna, Tinn. pow.	25 @ 35	powdered	42 @ 50	Glue, Brown	21 @ 30
Uva Ursi	20 @ 25	Goldenseal, pow.	5 50 @ 6 00	Glue, Brown Grd	12 1/2 @ 20
Oils		Ipecac, powd.	23 @ 30	Glue, White	25 @ 35
Almonds, Bitter,		Licorice, powd.	20 @ 30	Glue, White Grd.	25 @ 35
true	7 50 @ 7 75	Licorice, powdered	30 @ 40	Glycerine	24 @ 32
Almonds, Bitt'r,		Poke	30 @ 35	Hops	65 @ 75
artificial	4 00 @ 4 25	Rhubarb, powd.	85 @ 1 00	Iodine	6 30 @ 6 75
Almonds, Sweet,		Rosinwood, powd.	30 @ 35	Iodoform	7 00 @ 7 85
true	80 @ 1 20	Sarsaparilla, Hond.	1 @ 1 00	Lead Acetate	18 @ 25
Seeds		ground		Lycopodium	1 00 @ 1 15
Anise	33 @ 35	Sarsaparilla Mexican,	50 @ 50	Mace	75 @ 80
Anise, powdered	33 @ 40	ground		Mace, powdered	95 @ 1 00
Bird, ls	13 @ 15	Squills	35 @ 40	Menthol	12 00 @ 12 25
Canary	9 @ 15	Squills, powdered	60 @ 70	Morphine	8 70 @ 9 60
Caraway, Po.	55 @ 50	Tumeric, powd.	15 @ 20	Nux Vomica	30 @ 30
Cardamon	1 80 @ 2 00	Valeran, powd.	40 @ 50	Nux Vomica, pow.	15 @ 25
Celery, powd.	45 @ 50	Leaves		Pepper black pow.	32 @ 35
Coriander pow.	35 @ 35	Anise	33 @ 35	Pepper, White	40 @ 45
Dill	10 @ 20	Anise, powdered	33 @ 40	Pitch, Burgundy	12 @ 15
Fennel	25 @ 60	Bird, ls	13 @ 15	Quassia	12 @ 15
Flax	07 1/2 @ 13	Canary	9 @ 15	Quinine	72 @ 1 33
Flax, ground	07 1/2 @ 13	Caraway, Po.	55 @ 50	Rochelle Salts	30 @ 40
Foenugreek pow.	12 @ 20	Cardamon	1 80 @ 2 00	Saccharine	30 @ 30
Hemp	8 @ 15	Celery, powd.	45 @ 50	Salt Peter	11 @ 22
Lobelia, powd.	1 @ 25	Coriander pow.	35 @ 35	Selditz Mixture	30 @ 40
Mustard, yellow	15 @ 25	Dill	10 @ 20	Soap, green	15 @ 30
Mustard, black	15 @ 20	Fennel	25 @ 60	Soap mott cast.	22 1/2 @ 25
Poppy	30 @ 40	Flax	07 1/2 @ 13	Soap, white castile	case @ 11 50
Quince	2 75 @ 3 00	Flax, ground	07 1/2 @ 13	Soap, white castile	less, per bar @ 1 25
Rape	15 @ 20	Foenugreek pow.	12 @ 20	Soda Ash	3 1/2 @ 10
Sabadilla	20 @ 30	Hemp	8 @ 15	Soda Bicarbonate	3 1/2 @ 10
Sunflower	11 1/2 @ 15	Lobelia, powd.	1 @ 25	Soda, Sal	03 @ 08
Worm, American	30 @ 40	Mustard, yellow	15 @ 25	Spirits Camphor	1 @ 35
Worm Levant	40 @ 50	Mustard, black	15 @ 20	Sulphur, roll	3 1/2 @ 10
Tinctures		Poppy	30 @ 40	Sulphur, Subl.	04 @ 10
Aconite	21 80	Quince	2 75 @ 3 00	Tamarinds	20 @ 25
Aloes	21 45	Rape	15 @ 20	Tartar Emetic	70 @ 75
Arnica	21 10	Sabadilla	20 @ 30	Turpentine, Ven.	50 @ 2 25
Asafoetida	22 40	Sunflower	11 1/2 @ 15	Vanilla Ex. pure	1 75 @ 2 25
Belladonna	21 35	Worm, American	30 @ 40	Witch Hazel	1 47 @ 2 00
Benzoin	22 10	Worm Levant	40 @ 50	Zinc Sulphate	06 @ 15

GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Baked Beans	Canned Peas
Canned Asparagus	Canned Pumpkin
Canned Mushrooms	Bulk Cocoa Nut
Canned Spinach	Quaker Oats
Canned Tomatoes	Cider Vinegar
Coffee	
Currents	
Peel	
Olives	
Gasoline	
Naphtha	
Sago	
Canned Tuna	
Canned Pineapple	
Calif. Lima Beans	
Bel Carmo Nut Butter	

AMMONIA
Arctic Brand
16 oz., 2 doz. in carton,
per doz. 1 75
I X L, 3 doz., 12 oz. 3 75
Parsons, 2 doz. small 5 00
Parsons, 2 doz. med. 4 20
Parsons, 1 doz., lge. 3 35
Silver Cloud, 3 dz. sm. 4 80
Silver Cloud, 3 dz. med. 4 70
Silver Cloud, 2 dz. lge. 6 00
One case free with five.



AXLE GREASE
48, 1 lb. 4 25
24, 3 lb. 5 50
10 lb. pails, per doz. 8 20
15 lb. pails, per doz. 11 20
25 lb. pails, per doz. 17 70

BAKING POWDERS
Calumet, 4 oz., doz. 95
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb., doz. 12 75
Calumet, 10 lb., doz. 19 00
K. C., 10c doz. 92 1/2
K. C., 15c doz. 1 37 1/2
K. C., 20c doz. 1 80
K. C., 25c doz. 2 30
K. C., 50c doz. 4 40
K. C., 80c doz. 6 85
K. C., 10 lb. doz. 13 50
Queen Flake, 6 oz. 1 25
Queen Flake, 16 oz. 2 25
Queen Flake, 100 lb. keg 11
Queen Flake, 25 lb. keg 14
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. doz. 31 25
Rumford, 10c, doz. 95
Rumford, 8 oz., doz. 1 85
Rumford, 12 oz., doz. 2 40
Rumford, 5 lb. doz. 12 50
Ryzon, 4 oz., doz. 1 35
Ryzon, 3 oz., doz. 2 25
Ryzon, 16 oz., doz. 4 05
Ryzon, 5 lb. doz. 13 00
Rocket, 16 oz. doz. 1 25

BLUING
Jennings Condensed Pearl
C-P-B "Seal Cap"
3 doz. case (15c) 3 75
Silver Cloud, 3 dz. sm. 3 80
Silver Cloud, 2 dz. lge. 3 80
with perforated crowns.
One case free with five.

BREAKFAST FOODS
Cracked Wheat, 24-2 3 85
Cream of Wheat 6 90
Pillsbury's Best Cer'l 2 20
Quaker Puffed Rice 4 45
Quaker Puffed Wheat 4 30
Quaker Brst Biscuit 1 90
Ralston Purina 4 00
Ralston Branzen 2 70
Ralston Food large 3 60
Saxon Wheat Food 3 75

BROOMS
Standard Parlor, 23 lb. 8 00
Fancy Parlor, 23 lb. 9 50
Ex. Fancy Parlor 25 lb. 10 00
Ex. Parlor 26 lb. 11 00
Toy 2 25
Whisk, No. 2 2 75

SHRED. WHEAT BISCUIT 3 85
Vita Wheat, 12s 1 80
Post's Brands,
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

SHRED. WHEAT BISCUIT 3 85
Vita Wheat, 12s 1 80
Post's Brands,
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

SHRED. WHEAT BISCUIT 3 85
Vita Wheat, 12s 1 80
Post's Brands,
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

SHRED. WHEAT BISCUIT 3 85
Vita Wheat, 12s 1 80
Post's Brands,
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

SHRED. WHEAT BISCUIT 3 85
Vita Wheat, 12s 1 80
Post's Brands,
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

SHRED. WHEAT BISCUIT 3 85
Vita Wheat, 12s 1 80
Post's Brands,
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

SHRED. WHEAT BISCUIT 3 85
Vita Wheat, 12s 1 80
Post's Brands,
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

SHRED. WHEAT BISCUIT 3 85
Vita Wheat, 12s 1 80
Post's Brands,
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

SHRED. WHEAT BISCUIT 3 85
Vita Wheat, 12s 1 80
Post's Brands,
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

SHRED. WHEAT BISCUIT 3 85
Vita Wheat, 12s 1 80
Post's Brands,
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Postum Cereal, 12s 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

Rich & France Brands
Special 8 00
No. 24 Good Value 3 50
No. 25 Velvet 9 50
No. 27 Quality 10 75
No. 22 Miss Dandy 10 75
No. B-2 Best on Earth 10 00

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

Shoe
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

BUTTER COLOR
Dandelion, 25c size 2 85
Nedrow, 3 oz., doz. 2 50

BUTTER SUBSTITUTES
Dandelion, 25c size 2 85
Nedrow, 3 oz., doz. 2 50

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

NUCOA
OLEOMARGARINE
No. 1 1 10
No. 2 1 35
No. 3 1 25
No. 4 2 00

Beef, No. 1/4 Rose Sli. 1 75
Beef, No. 1/4 Qua. Sli. 2 10
Beef, No. 1/4 B'nut sli. 3 15
Beef, No. 1/4 B'nut sli. 2 80
Beefsteak & Onions, 3 15
Chili Con Can, 1s 1 35@1 45
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/4s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 40
Potted Meat, 1/4 Libby 50
Potted Meat, 1/4 Libby 90
Potted Ham, Gen. 1/4 2 15
Vienna Saus., No. 1/4 1 35
Veal Loaf, Medium 2 30

Baked Beans
Beechnut, 16 oz. 1 40
Campbells 1 15
Climatic Gem, 13 oz. 95
Fremont, No. 2 1 25
Snider, No. 1 95
Snider, No. 2 1 35
Van Camp, Small 92 1/2
Van Camp, Med. 1 15

CANNED VEGETABLES.
Asparagus,
No. 1, Green tips 4 00
No. 2 1/2, Lge. Gr. 3 75@4 50
Wax Beans, 2s 1 35@3 75
Wax Beans, No. 10 6 00
Green Beans, 2s 1 60@4 75
Green Beans, No. 10 8 25
Lima Beans, No. 2 Gr. 2 00
Lima Beans, 2s, Soaked 95
Red Kid, No. 2 1 30@1 55
Beets, No. 2, wh. 1 60@2 40
Beets, No. 2, cut 1 25@1 75
Beets, No. 3, cut 1 40@2 10
Corn, No. 2, St. 1 00@1 10
Corn, No. 2, Ex-Stan. 1 55
Corn, No. 2, Fan 1 60@2 24
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 7 25
Hominy, No. 3 1 15@1 35
Okra, No. 2, whole 1 60
Okra, No. 2, cut 1 10
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb 45
Mushrooms, Hotels 40
Mushrooms, Choice 48
Mushrooms, Sur Extra 70
Peas, No. 2, B.J. 1 25@1 80
Peas, No. 2, Sift. 1 60@2 10
June 1 60@2 10
Peas, No. 2, Ex. Sift. 1 90@2 10
E. J. 1 90@2 10
Peas, Ex. Fine, French 29
Pumpkin, No. 3 1 45@1 10
Pumpkin, No. 10 1 00
Pimientos, 1/4, each 15@19
Pimientos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 1 15
Sauerkraut, No. 3 1 65
Succotash, No. 2 1 60@2 35
Succotash, No. 2, glass 3 45
Spinach, No. 1 1 35
Spinach, No. 2 1 35@1 60
Spinach, No. 3 1 25@2 25
Spinach, No. 10 7 25
Tomatoes, No. 2 1 30@1 40
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 2, glass 2 85
Tomatoes, No. 10 6 00

CATSUP.
B-nut, Large 2 70
B-nut, Small 1 80
Libby, 14 oz. 2 25
Libby, 8 oz. 1 60
Van Camp, 8 oz. 1 75
Van Camp, 16 oz. 3 15
Lilly Valley, 14 oz. 2 25
Lilly Valley, 1/2 Pint 1 65
Sniders, 8 oz. 1 75
Sniders, 16 oz. 2 75

CHILI SAUCE.
Snider, 16 oz. 3 25
Snider, 8 oz. 2 25
Lilly Valley, 1/2 Pint 2 25

OYSTER COCKTAIL.
Sniders, 16 oz. 3 25
Sniders, 8 oz. 2 25

CHEESE
Roquefort 55
Kraft Small tins 1 70
Kraft American 2 75
Chili, small tins 1 70
Pimento, small tins 1 70
Roquefort, small tins 2 50
Camenbert, small tins 2 50
Bric 30
Wisconsin Flats 30
Wisconsin Daisys 30
Longhorn 30
Michigan Full Cream 29
New York full cream 33
Sap Sago 35

CHEWING GUM
Adams Black Jack 65
Adams Bloodberry 65
Adams Calif. Fruit 65
Adams Sea Sen 65

Beeman's Pepsin 65
Beechnut 70
Doublemint 65
Juicy Fruit 65
Peppermint, Wrigleys 65
Spearment, Wrigleys 65
Wrigley's P-K 65
Zeno 65

CHOCOLATE.
Baker, Caracas, 1/4s 35
Baker, Caracas, 1/4s 33
Baker, Premium, 1/4s 35
Baker, Premium, 1/4s 32
Hersheys, Premium, 1/4s 35
Hersheys, Premium, 1/4s 36
Runkle, Premium, 1/4s 34
Runkle, Premium, 1/4s 37
Vienna Sweet, 24s 1 75

COCOA.
Baker's 1/4s 40
Baker's 1/4s 36
Bunte, 1/4s 43
Bunte, 1/4 lb. 35
Bunte, lb. 32
Droste's Dutch, 1 lb. 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Hersheys, 1/4s 33
Hersheys, 1/4s 28
Huyler 26
Lowney, 1/4s 40
Lowney, 1/4s 38
Lowney, 5 lb. cans 31
Van Houten, 1/4s 75
Van Houten, 1/4s 75

COCOANUT.
1/4s, 5 lb. case Dunham 40
1/4s, 5 lb. case 58
1/4s & 1/2s, 15 lb. case 49
Bulk, barrels Shredded 20
98 2 oz. pkgs., per case 8 00
48 4 oz. pkgs., per case 7 00

CLOTHES LINE.
Hemp, 50 ft. 2 00
Twisted Cotton, 50 ft. 1 75
Braided, 50 ft. 2 75
Sash Cord 3 85

COFFEE ROASTED
Bulk
Rio 20
Santos 25@26
Maracaibo 29
Guatemala 29
Java and Mocha 39
Bogota 32
Peaberry 28

McLaughlin's XXXX
McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co. Chicago.

Coffee Extracts
N. Y., per 100 11
Frank's 50 pkgs. 4 25
Hummel's 50 1 lb. 10 1/2

CONDENSED MILK
Eagle, 4 doz. 9 00
Leader, 4 doz. 5 60

MILK COMPOUND
Hebe, Tall, 4 doz. 4 50
Hebe, Baby, 8 doz. 4 40
Caroline, Tall, 4 doz. 4 00
Caroline, Baby 3 50

EVAPORATED MILK
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby, 8 oz. 5 15
Silver Cow, Tall 5 25
Silver Cow, Baby 5 15
Van Camp, Tall 5 25
Van Camp, Baby 3 95
White House, Baby 4 75

Blue Grass
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby, 8 oz. 5 15
Silver Cow, Tall 5 25
Silver Cow, Baby 5 15
Van Camp, Tall 5 25
Van Camp, Baby 3 95
White House, Baby 4 75

Blue Grass
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby, 8 oz. 5 15
Silver Cow, Tall 5 25
Silver Cow, Baby 5 15
Van Camp, Tall 5 25
Van Camp, Baby 3 95
White House, Baby 4 75

Blue Grass
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby, 8 oz. 5 15
Silver Cow, Tall 5 25
Silver Cow, Baby 5 15
Van Camp, Tall 5 25
Van Camp, Baby 3 95
White House, Baby 4 75

Blue Grass
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby, 8 oz. 5 15
Silver Cow, Tall 5 25
Silver Cow, Baby 5 15
Van Camp, Tall 5 25
Van Camp, Baby 3 95
White House, Baby 4 75

Blue Grass
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby, 8 oz. 5 15
Silver Cow, Tall 5 25
Silver Cow, Baby 5 15
Van Camp, Tall 5 25
Van Camp, Baby 3 95
White House, Baby 4 75

Blue Grass
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby, 8 oz. 5 15
Silver Cow, Tall 5 25
Silver Cow, Baby 5 15
Van Camp, Tall 5 25
Van Camp, Baby 3 95
White House, Baby 4 75

Blue Grass
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby, 8 oz. 5 15
Silver Cow, Tall 5 25
Silver Cow, Baby 5 15
Van Camp, Tall 5 25
Van Camp, Baby 3 95
White House, Baby 4 75

Blue Grass
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby, 8 oz. 5 15
Silver Cow, Tall 5 25
Silver Cow, Baby 5 15
Van Camp, Tall 5 25
Van Camp, Baby 3 95
White House, Baby 4 75

Blue Grass
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby, 8 oz. 5 15
Silver Cow, Tall 5 25
Silver Cow, Baby 5 15
Van Camp, Tall 5 25
Van Camp, Baby 3 95
White House, Baby 4 75

Blue Grass
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby, 8 oz. 5 15
Silver Cow, Tall 5 25
Silver Cow, Baby 5 15
Van Camp, Tall 5 25
Van Camp, Baby 3 95
White House, Baby 4 75

Blue Grass
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby, 8 oz. 5 15
Silver Cow, Tall 5 25
Silver Cow, Baby 5 15
Van Camp, Tall 5 25
Van Camp, Baby 3 95
White House, Baby 4 75

Blue Grass
Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. 5 25
Carnation, Baby, 8 doz. 5 15
Every Day, Tall 5 25
Danish Pride, tall 5 25
Danish Pride, 8 doz. 4 00
Goshen, Tall 5 00
Goshen, Gallon 5 00
Oatman's Dun., 4 doz. 5 25
Oatman's Dun., 8 doz. 5 15
Pet, Tall 5 25
Pet, Baby

Liggett & Meyers Brands.	
Briar Pipe, doz.	96
Cuban Star, L. C., 10c	96
Cuban Star, Pails, doz.	6 90
Corn Cake, Gran., 5c	48
Corn Cake, Gran., 10c	48
Corn Cake, Gran., 25c	2 40
Corn Cake, Gran., 50c	4 80
Duke's Mixture, 50c	96
Glad Hand, L. C., 10c	96
Growler, L. C., 10c	96
Growler, L. C., 25c	2 56
Growler, L. C., 50c	5 00
La Turka, Plug C, 15c	1 44
Noon Hour L. C., 10c	96
O. U., Gr. Cut P., 10c	96
O. U., C. P., 90c jars	9 00
Pilot, Long Cut, 25c	2 56
Plow Boy, 10c, doz.	96
Plow Boy, 70c Pails	7 40
Summertime, 10c, doz.	96
Summertime, 30c, doz.	2 90
Summertime, 65c Pails	6 50
Sweet Tip Top, 10c, doz.	96
Velvet, Cut Plug, 10c	96
Velvet, Cut Plug, tins 153	
Velvet, Cut Plug, 8 oz. 672	
Velvet, C. Pl., 16 oz. 15 84	
Yum Yum, 10c, doz.	96
Yum Yum, 70c pails	6 80

P. Lorillard's Brands.	
Beechnut Scrap, doz.	96
Buzz, L. C., 10c, doz.	96
Buzz, L. C., 35c, doz.	3 30
Buzz, L. C., 80c, doz.	7 90
Chips, P. C., 10c, doz.	96
Honest Scrap, doz.	96
Open Book Scrap, doz.	96
Stag, Cut P., 10c, doz.	96
Union Leader, 10c, tin	96
Union Leader, 50c tin	4 80
Union Leader, \$1 tin	9 60
Union Leader, 15c, doz.	96
Union Leader, 15c, doz. 1 44	
War Path, 35c, doz.	3 35

Scotten Dillon Co. Brands.	
Dan Patch, 10c, doz.	96
Dillon's Mixture, 10c	96
G. O. P., 35c, doz.	3 00
G. O. P., 10c, doz.	96
Loredo, 10c, doz.	96
Peachy, Do. Cut, 10c	96
Peachy Scrap, 10c, doz.	96
Peninsular, 10c, doz.	96
Peninsular, 8 oz., doz.	3 00
Real Cut Plug, 10c, doz.	96
Union Workman Scrap, 10c, doz.	96
Way Up, 10c, doz.	96
Way Up, 8 oz., doz.	3 25
Way Up, 16 oz., doz.	7 10
Way Up, 16 oz. pails	7 40
Yankee Girl Scrap, 10c	96

Pinkerton Tobacco Co. Brands.	
American Star, 10c, doz.	96
Big 9, Clip, 10c, doz.	96
Buck Shoe Scrap, 10c	96
Pinkerton, 30c, doz.	2 40
Pay Car Scrap, 10c, doz.	96
Pinch Hit Scrap, 10c	96
Red Man Scrap, 10c	96
Red Horse Scrap, doz.	96

J. J. Bagley & Co. Brands.	
Broadleaf, 10c	96
Buckingham, 10c, doz.	96
Buckingham, 15c tins	1 44
Gold Shore, 15c doz.	1 44
Hazel Nut, 10c, doz.	96
Kleeko, 25c, doz.	2 40
Old Colony, Pl. C. 17c	1 53
Old Crop, 50c, doz.	4 80
Red Band, Scrap, 10c	96
Sweet Tips, 15c, doz.	1 44
Wild Fruit, 10c, doz.	96
Wild Fruit, 15c, doz.	1 44

Independent Snuff Co. Brands.	
New Factory, 10c, doz.	96
New Factory Pails, dz	7 60

Schmidt Bros. Brands.	
Eight Bros., 10c, doz.	96
Eight Bros., Pails, dz	8 40

R. J. Reynolds Tobacco Co. Brands.	
George Washington, 10c, doz.	96
Old Rover, 10c, doz.	96
Our Advertiser, 10c	96
Prince Albert, 10c, doz.	96
Prince Albert, 17c, doz.	1 53
Prince Albert, 8 oz. tins, without pipes	6 72
Prince Albert, 8 oz. and Pipes, doz.	8 88
Prince Albert, 16 oz. 12 96	
Stud, Gran., 5c, doz.	48
Whale, 16 oz., doz.	4 80

Block Bros. Tobacco Co.	
Mail Pouch, 10c, doz.	96

Superba Tobacco Co. Brands.	
Sammy Boy Scrap, dz.	96

Cigar Clippings	
Havana Blossom, 10c	96
Havana Blossom, 40c	3 95
Knickerbocker, 6 oz.	3 00
Lieberman, 10c, doz.	96
Royal Major, 10c, doz.	96
Royal Major, 6 oz., dz.	3 00
Royal Major, 14 oz., dz	7 20

Larus & Bro. Co.'s Brands.	
Edgeworth Ready Rubbed, 17c tins	1 62
Edgeworth Ready Rubbed, 8 oz. tins, dz	7 00
Edgeworth Ready Rubbed, 16 oz. tins, dz	14 50
Edgeworth Sliced Plug, 17c tins, doz.	1 62
Edgeworth Sliced Plug, 35c tins, doz.	3 55

United States Tobacco Co. Brands.	
Central Union, 15c, dz.	1 44
Shag, 15c Tins, doz.	1 44
Shag, 15c Papers, doz.	1 44
Dill's Best, 16c, doz.	1 48
Dill's Best Gran., 16c	1 48
Dill's Best, 17c Tins	1 48

Snuff.	
Copenhagen, 10c, roll	64
Seal Blandening, 10c	64
Seal Goteborg, 10c, roll	64
Seal Sire, Rapes, 10c	64
Seal Norkopping, 10c	64
Seal Norkopping 1 lb.	85

CONFECTIONERY	
Stick Candy Pails	
Standard	16
Jumbo Wrapped	18
Pure Sugar Stick, 600's	4 20
Big Stick, 20 Lb. case	18

Mixed Candy Pails	
Kindergarten	18
Leader	16
X. L. O.	13
French Creams	18
Cameo	19
Grocers	11

Fancy Chocolates	
5 lb. Boxes	
Bittersweets, Ass'ted	1 75
Choc. Marshmallow Dp	1 60
Milk Chocolate A. A.	1 95
Nibble Sticks	2 00
Primrose Chocolate	1 25
No. 12 Choc.	1 60
Chocolate Nut Rolls	1 90

Gum Drops Pails	
Anise	17
Orange Gums	14
Challenge Gums	14
Favorite	20
Superior	20

Lozenges. Pails	
A. A. P. P. Lozenges	17
A. A. P. P. Lozenges	17
A. A. Choc. Lozenges	18
Motto Hearts	19
Malted Milk Lozenges	21

Hard Goods. Pails	
Lemon Drops	18
O. F. Horehound Dps.	18
Peanut Squares	18
Harvest Queen 24 1/2	
Light Leaf Spring	20
Wheat, 24s	20
Roller Champion 24 1/2	
Snow Flake, 24 1/2s	
Graham 25 lb. per cwt	
Golden Granulated Meal, 2 lbs., per cwt., N	
Rowena Pancake Compound, 5 lb. sack	
Buckwheat Compound, 5 lb. sack	

Cough Drops	
Putnam's	1 30
Smith Bros.	1 50

Package Goods	
Creamery Marshmallows	
4 oz. pkg., 12s, cart.	95
4 oz. pkg., 48s, case	3 75

Specialties.	
Arcadian Bon Bons	19
Walnut Fudge	23
Pineapple Fudge	21
Italian Bon Bons	18
National Cream Mints	25
Silver King M. Mallows	30

COUPON BOOKS	
50 Economic grade	2 50
100 Economic grade	4 50
500 Economic grade	20 00
1,000 Economic grade	37 50
Where 1,000 books are ordered at a time, special price print front cover is furnished without charge.	

CRISCO.	
36s, 24s and 12s.	
Less than 5 cases	21
Five cases	20 1/4
Ten cases	20
Twenty-five cases	19 1/4
6s and 4s	
Less than 5 cases	20 1/4
Five cases	19 1/4
Ten cases	19 1/4
Twenty-five cases	19

CREAM OF TARTAR	
6 lb. boxes	38

DRIED FRUITS	
Apples	
Evap'd Choice, blk.	15
Apricots	
Evaporated, Choice	28
Evaporated, Fancy	33
Evaporated Slabs	25
Citron	
10 lb. box	57

Currants	
Package, 15 oz.	27
Boxes, Bulk, per lb.	25

Peaches	
Evap. Fancy, Unpeeled	20
Evap. Fancy, Peeled	22

Peel	
Lemon, American	26
Orange, American	28

Raisins	
Seeded, bulk	14
Seeded, 15 oz. pkg.	15
Seedless, Thompson	13 1/2
Seedless, 15 oz. pkg.	14

California Prunes	
90-100, 25 lb. boxes	@10 1/2
90-90, 25 lb. boxes	@11
70-80, 25 lb. boxes	@12
60-70, 25 lb. boxes	@13
50-60, 25 lb. boxes	@14
40-50, 25 lb. boxes	@15 1/2
30-40, 25 lb. boxes	@18 1/2

FARINACEOUS GOODS	
Beans	
Med. Hand Picked	09
Cal. Lima	11 1/2
Brown, Swedish	08
Red Kidney	09 1/2

Farina	
24 packages	2 10
Bulk, per 100 lbs.	05

Hominy	
Pearl, 100 lb. sack	2 50

Macaroni	
Domestic, 20 lb. box	07 1/2
Domestic, broken bbls.	06 1/2
Armours, 2 doz., 8 oz.	1 80
Fould's, 2 doz., 8 oz.	1 80
Quaker, 2 doz.	1 85

Pearl Barley	
Chester	4 25
00 and 0000	6 00
Barley Grits	5 00

Peas	
Scotch, lb.	09
Split, lb.	08

Sago	
East India	08

Tapioca	
Pearl, 100 lb. sacks	08
Minute, 8 oz., 3 doz.	4 50
Dromedary Instant	3 50

FLAVORING EXTRACTS	
Jennings	
Pure Vanilla	
Turpeness	
Pure Lemon	
Per Doz.	
7 Dram	1 35
1 1/4 Ounce	1 75
2 Ounce	2 75
2 1/4 Ounce	3 00
2 1/2 Ounce	3 25
4 Ounce	5 00
8 Ounce	8 50
7 Dram, Assorted	1 35
1 1/4 Ounce, Assorted	1 75

FLOUR AND FEED	
Valley City Milling Co.	
Lily White, 1/2 Paper sack	
No. 5, 12 cans to case	5 10
No. 5, 12 cans to case	5 35
No. 2 1/2, 24 cans to cs.	5 60
No. 1 1/2, 36 cans to cs.	6 60

Green Brer Rabbit	
No. 10, 6 cans to case	3 65
No. 5, 12 cans to case	3 90
No. 2 1/2, 24 cans to cs.	4 15
No. 1 1/2, 36 cans to cs.	5 50

Northern Michigan, Wisconsin, Indiana prices	
on 6-10, 12-5 and 24-2 1/2 and 10c on 36-1 1/2 higher.	
The above prices apply to Southern Michigan and Ohio.	

New Orleans	
Fancy Open Kettle	55
Choice	42
Fair	28
Half barrels 5c extra	

Molasses in Cans.	
Red Hen, 24, 2 lb.	2 60
Red Hen, 24, 2 1/2 lb.	3 25
Red Hen, 12, 5 lb.	3 00
Red Hen, 6, 10 lb.	2 80
Ginger Cake, 24, 2 lb.	3 10
Ginger Cake, 24, 2 1/2 lb.	4 00
Ginger Cake, 12, 5 lb.	3 75
Ginger Cake, 6, 10 lb.	3 50
O. & L. 24-2 lb.	4 50
O. & L. 24-2 1/2 lb.	5 30
O. & L. 12-5 lb.	5 00
O. & L. 6-10 lb.	4 75
Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	4 15

NUTS.	
Whole	
Almonds, Terregona	19
Brazil, Large	14
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	11
Peanuts, Vir. roasted	13
Peanuts, Jumbo raw	13 1/2
Peanuts, Jumbo, rstd	15 1/2
Pecans, 3 star	22
Pecans, Jumbo	20
Walnuts, California	28

Salted Peanuts	
Fancy, No. 1	18
Jumbo	20

HAND CLEANER

10c size, 4 doz. ----- 3 60
15c size, 3 doz. ----- 3 60
25c size, 2 doz. ----- 4 00
1 case free with 10 cases;
1/2 case free with 5 1/2 cases.

HORSE RADISH	
Per doz., 7 oz.	1 25

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 15
Pure 7 oz. Ass't., doz.	1 20
Buckeye, 22 oz., doz.	1 75
O. B., 15 oz., per doz.	1 40

JELLY GLASSES	
8 oz., per doz.	35

MATCHES.	
Blue Ribbon, 144 box	7 55
Searchlight, 144 box	8 00
Safe Home, 144 boxes	8 00
Red Stick, 720 1c bx	5 60
Red Diamond, 144 bx	5 75

CLEVELAND MATCH CO. Brands

Old Pal, 144 Boxes ----- 8 00
Buddle, 144 Boxes ----- 5 75

Safety Matches.	
Quaker, 5 gro. case	4 75
Red Top, 5 gro. case	5 25

MINCE MEAT.	
None Stub, 3 doz.	4 85
Quaker, 3 doz. case	3 75
Libby Kegs, Wet, lb.	24

MOLASSES.

Gold Brer Rabbit	
No. 10, 6 cans to case	5 10
No. 5, 12 cans to case	5 35
No. 2 1/2, 24 cans to cs.	5 60
No. 1 1/2, 36 cans to cs.	6 60

Green Brer Rabbit	
No. 10, 6 cans to case	3 65
No. 5, 12 cans to case	3 90
No. 2 1/2, 24 cans to cs.	4 15
No. 1 1/2, 36 cans to cs.	5 50

Northern Michigan, Wisconsin, Indiana prices	
on 6-10, 12-5 and 24-2 1/2 and 10c on 36-1 1/2 higher.	
The above prices apply to Southern Michigan and Ohio.	

New Orleans	
Fancy Open Kettle	55
Choice	42
Fair	28
Half barrels 5c extra	

Molasses in Cans.	
Red Hen, 24, 2 lb.	2 60
Red Hen, 24, 2 1/2 lb.	3 25
Red Hen, 12, 5 lb.	3 00
Red Hen, 6, 10 lb.	2 80

SALT

Colonial 24, 2 lb. ---	90
Med. No. 1, Bbls. ---	2 70
Med. No. 1, 100 lb. bg	90
Farmer Spec., 70 lb. ---	90
Packers Meat, 56 lb. ---	56
Packers for ice cream	
100 lb. each ---	95
Blocks, 50 lb. ---	47
Butter Salt, 280 lb. bbl.	4 50
Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table ---	6 07
60, 5 lb. Table ---	5 57
30, 10 lb. Table ---	5 30
28 lb. bags, butter ---	48



Per case, 24 2 lbs. ---	2 40
Five case lots ---	2 30

SOAP

Am. Family, 100 box ---	6 00
Export, 120 box ---	4 90
Flake White, 100 box ---	5 25
Fels Naptha, 100 box ---	5 60
Grdma White Na. 100s 5 00	
Rub No More White	
Naptha, 100 box ---	5 50
Swift Classic, 100 box ---	5 25
20 Mule Borax, 100 bx ---	7 55
Wool, 100 box ---	6 50
Fairy, 100 box ---	5 50
Jap Rose, 100 box ---	7 25
Palm Olive, 144 box ---	11 00
Lava, 100 box ---	4 90
Pummo, 100 box ---	4 85
Sweetheart, 100 box ---	5 70
Grandpa Tar, 50 sm. ---	2 00
Grandpa Tar, 50 Lge ---	3 35
Fairbank Tar, 100 bx ---	4 00
Trilby, 100, 12c ---	8 00
Williams Barber Bar. 9s	50
Williams Mug, per doz. ---	48

Proctor & Gamble.

5 box lots, assorted	
Ivory, 100, 6 oz. ---	6 50
Ivory Soap Flks., 100s 8 00	
Ivory Soap Flks., 50s 4 00	
Lenox, 120 cakes ---	3 65
Luna, 100 cakes ---	4 00
P. & G. White Naptha ---	5 25
Star, 100 No. 11 cakes ---	5 25
Star Nap. Pow. 60-16s ---	3 65
Star Nap. Pw., 100-10s ---	3 85
Star Nap. Pw., 24-60s ---	4 85

CLEANSERS.

KITCHEN KLENZER



80 can cases, \$4.80 per case

WASHING POWDERS.

Bon Ami Pd, 3 dz. bx ---	3 75
Bon Ami Cake, 3 dz. ---	3 25
Climaline, 4 doz. ---	4 20
Grandma, 100, 5c ---	4 00
Grandma, 24 Large ---	4 00
Gold Dust, 100s ---	4 00
Gold Dust, 12 Large ---	3 20
Golden Rod, 24 ---	4 25
Jint, 3 doz. ---	4 50
La France Laun, 4 dz. ---	3 60
Luster Box, 54 ---	3 75
Miracle C., 12 oz., 1 dz ---	2 25
Old Dutch Clean, 4 dz ---	4 00
Queen Ann, 60 oz. ---	2 40
Rinso, 100 oz. ---	6 40
Rub No More, 100, 10 oz.	
oz. ---	3 85
Rub No More, 18 Lg. ---	4 25
Spotless Cleanser, 48, 20 oz. ---	3 85
Sani Flush, 1 doz. ---	2 25
Sapallo, 3 doz. ---	3 15
Soapine, 100, 12 oz. ---	6 40
Snowboy, 100, 10 oz. ---	4 00
Snowboy, 24 Large ---	4 70
Speedee, 3 doz. ---	7 20
Unbrite, 72 doz. ---	4 00
Wyandotte, 48 ---	4 75

SPICES.

Whole Spices.

Allspice, Jamaica ---	@13
Cloves, Zanzibar ---	@45
Cassia, Canton ---	@16
Cassia, 5c pkg., doz. ---	@40
Ginger, African ---	@15
Ginger, Cochlin ---	@20
Mace, Penang ---	@70
Mixed, No. 1 ---	@22
Mixed, 5c pkgs., doz. ---	@45
Nutmegs, 70-80 ---	@35
Nutmegs, 105-110 ---	@30
Pepper, Black ---	@15

Pure Ground in Bulk

Allspice, Jamaica ---	@16
Cloves, Zanzibar ---	@50
Cassia, Canton ---	@22
Ginger, African ---	@22
Mustard ---	@28
Mace, Penang ---	@75
Nutmegs ---	@32
Pepper, Black ---	@18
Pepper, White ---	@32
Pepper, Cayenne ---	@32
Paprika, Spanish ---	@32

Seasoning

Chili Powder, 15c ---	1 35
Celery Salt, 3 oz. ---	95
Sage, 2 oz. ---	90
Onion Salt ---	1 35
Garlic ---	1 35
Ponetyl, 3 1/2 oz. ---	3 25
Kitchen Bouquet ---	3 25
Laurel Leaves ---	20
Marjoram, 1 oz. ---	90
Savory, 1 oz. ---	90
Thyme, 1 oz. ---	90
Tumeric, 2 1/2 oz. ---	90

STARCH

Corn	
Kingsford, 40 lbs. ---	11 1/4
Powdered, bags ---	03
Argo, 48 1 lb. pkgs. ---	3 75
Cream, 48-1 ---	4 80
Quaker, 40-1 ---	6

Gloss

Argo, 48 1 lb. pkgs. ---	3 75
Argo, 12 3 lb. pkgs. ---	2 74
Argo, 8 5 lb. pkgs. ---	3 10
Silver Gloss, 48 1s ---	11 1/4
Elastic, 64 pkgs. ---	5 35
Tiger, 48-1 ---	2 85
Tiger, 50 lbs. ---	04 3/4

CORN SYRUP.



Penick Golden Syrup	
6, 10 lb. cans ---	2 55
12, 5 lb. cans ---	2 75
24, 1 1/2 lb. cans ---	1 95

Crystal White Syrup	
6, 10 lb. cans ---	2 95
12, 5 lb. cans ---	3 15
24, 1 1/2 lb. cans ---	2 25

Penick Maple-Like Syrup	
6, 10 lb. cans ---	3 70
12, 5 lb. cans ---	3 90
24, 1 1/2 lb. cans ---	2 75
Above prices apply to	
Southern Michigan, Ohio	
and Indiana.	

Corn

Blue Karo, No. 1 1/2, 2 doz.	2 00
Blue Karo, No. 5, 1 dz. ---	2 30
Blue Karo, No. 10, 1/2 doz.	2 60
Red Karo, No. 1 1/2, 2 doz.	2 30
Red Karo, No. 5, 1 dz. ---	3 20
Red Karo, No. 10, 1/2 doz.	3 00

Imt. Maple Flavor.	
Orange, No. 1/2, 2 doz. ---	2 75
Orange, No. 5, 1 doz. ---	3 90

Maple.

Green Label Karo, 23 oz., 2 doz. ---	6 69
Green Label Karo, 5 1/2 lb., 1 doz. ---	11 40

Maple and Cane	
Kanuck, per gal. ---	1 60
Sugar Bird, 2 1/2 lb., 2 doz.	9 00
Sugar Bird, 8 oz., 4 doz.	12 00

Maple.	
Johnson Purity, Gal. 2 50	
Johnson Purity, 4 doz., 18 oz. ---	18 50

TABLE SAUCES.

Lea & Perrin, large. ---	6 00
Lea & Perrin, small. ---	3 35
Pepper ---	1 60
Royal Mint ---	2 40
Tobasco ---	2 75
Sho. You, 9 oz., doz. ---	2 70
A-1, large ---	5 75
A-1 small ---	3 25
Capers ---	1 90

TEA.

Japan.

Medium ---	34@38
Choice ---	45@56
Fancy ---	58@60
No. 1 Nibbs ---	62
1 lb. pkg. Siftings ---	18

Gunpowder

Choice ---	28
Fancy ---	38@40

Ceylon

Pekoe, medium ---	33
Melrose, fancy ---	56

English Breakfast

Congou, Medium ---	28
Congou, Choice ---	35@36
Congou, Fancy ---	42@43

Oolong

Medium ---	36
Choice ---	45
Fancy ---	50

TWINE

Cotton, 3 ply cone ---	46
Cotton, 3 ply balls ---	48
Wool, 6 ply ---	20

VINEGAR

Cider, 40 Grain ---	22
White Wine, 40 grain ---	17
White Wine, 80 grain ---	22

Oakland Vinegar & Pickle Co.'s Brands.	
Oakland Apple Cider ---	25
Blue Ribbon Corn ---	20
Oakland White Pickling ---	20
No charge for packages.	

WICKING

No. 0, per gross ---	60
No. 1, per gross ---	85
No. 2, per gross ---	1 10
No. 3, per gross ---	1 85
Peerless Rolls, per doz. ---	45
Rochester, No. 2, doz. ---	50
Rochester, No. 3, doz. ---	50
Rayo, per doz. ---	80

WOODENWARE

Baskets	
Bushels, narrow band, wire handles ---	1 90
Bushels, narrow band, wood handles ---	2 00
Bushels, wide band ---	2 10
Market, drop handle ---	75
Market, single handle ---	90
Market, extra ---	1 25
Splint, large ---	8 50
Splint, medium ---	7 50
Splint, small ---	7 00

Churns.

Barrel, 5 gal., each ---	2 40
Barrel, 10 gal., each ---	2 55
3 to 6 gal., per gal. ---	16

Egg Cases.

No. 1, Star Carrier ---	5 00
No. 2, Star Carrier ---	10 00
No. 1, Star Egg Trays ---	4 50
No. 2, Star Egg Trays ---	9 00

Mop Sticks

Trojan spring ---	2 00
Eclipse patent spring ---	2 00
No. 2, pat. brush hold ---	2 00
Ideal, No. 7 ---	1 35
12 oz. Cot. Mop Heads ---	2 25
16 oz. Cot. Mop Heads ---	3 50

Pails

10 qt. Galvanized ---	2 35
12 qt. Galvanized ---	2 60
14 qt. Galvanized ---	2 90
12 qt. Flaring Gal. Ir. ---	6 75
10 qt. Tin Dairy ---	4 80
12 qt. Tin Dairy ---	5 40

Traps

Mouse, wood, 4 holes ---	60
Mouse, wood, 6 holes ---	70
Mouse, tin, 5 holes ---	65
Rat, wood ---	1 00
Rat, spring ---	1 00
Mouse, spring ---	30

Tubs

Large Galvanized ---	8 50
Medium Galvanized ---	7 50
Small Galvanized ---	6 60

Washboards

Banner Globe ---	6 00
Brass, Single ---	7 00
Glass, Single ---	6 75
Double Peerless ---	8 25
Single Peerless ---	7 50
Northern Queen ---	5 75
Universal ---	7 50

Window Cleaners

12 in. ---	1 65
14 in. ---	1 85
16 in. ---	2 30

Wood Bowls

13 in. Butter ---	5 00
15 in. Butter ---	9 00
17 in. Butter ---	18 00
19 in. Butter ---	25 00

WRAPPING PAPER	
Fibre, Manila, white ---	05 1/2
No. 1 Fibre ---	07 1/2
Butchers Manila ---	06 1/2
Kraft ---	09

YEAST CAKE

Magic, 3 doz. ---	2 70
Sunlight, 3 doz. ---	2 70
Sunlight, 1 1/2 doz. ---	1 35
Yeast Foam, 3 doz. ---	2 70
Yeast Foam, 1 1/2 doz. ---	1 35

YEAST-COMPRESSED	
Fleischman, per doz. ---	28

IN THE REALM OF RASCALITY.

Cheats and Swindles Merchants Should Carefully Avoid.

Rochester, N. Y., has a well organized and thoroughly functioning Local Investors' Protective Committee, which is co-operating with the Investors' Vigilance Committee, Inc., and which shows a wonderful record of work done and money saved for the city of Rochester by keeping a close watch on all promotion schemes, investigating, and advising citizens who are contemplating making investments.

Over eight thousand persons have called on the Investors' Protective Committee during the past year seeking information on all kinds of promotions. The files of this Committee contain 387 new investment schemes. Many of these reports are illuminating as the past record of the promoter is often quite enough to prevent a commitment in his new project. Other points are carefully covered in these reports, such as the amount of capitalization, large number of stockholders, and excessive cost of promotion, such as paying large commissions to salesmen and high salaries to officers.

It is difficult to determine the exact amount that Rochester has been saved by its Protective Committee during the past year, but the Secretary of the Committee, Mrs. A. N. Davis, considers that \$2,000,000 is a conservative estimate. In only a few instances has it been possible to recover money once it has fallen into the hands of promoters. Usually their plans are so well laid and their trail so well covered that recovery is hopeless.

A workingman recently called at the Committee offices and, showing a stock certificate, said: "I worked nights and Sundays to save the few hundred dollars which I paid for this scrap of paper. I am glad there is now a place where we can come to learn the truth."

In several instances clever promoters have landed in Rochester and quietly begun their operations. In some cases they have succeeded in cleaning up a few hundred dollars before the Protective Committee were notified of their presence; then the public have been immediately warned, and the promoter has found his progress blocked.

Twenty-five companies which attempted to operate in Rochester during the last year failed. Many others came and just faded away, leaving no record behind them. Reports on these concerns by the Committee were prophetic of calamity, and events showed clearly the justification of the warnings that were given to those approached by the promoters.

Within the last few days a woman called at the Committee office who has been laboring under adverse circumstances to educate her son. He is about through with high school and is ambitious to take a course at the Massachusetts Institute of Technology. The mother is working in a factory to give her son the training he desires. She has three or four Liberty Bonds and when she called to see the Committee she had just signed a contract with a company in

which a commitment would mean immediate loss. She had not made any payment on the contract, and had passed a sleepless night fearing the promises made by the salesman were not true. Words could not express her gratitude when she was shown that she had escaped the loss of her bonds by waiting a few hours and making enquiries of the Investors' Protective Committee before making the transfer of these securities for worthless stock.

The sub-committee that has charge of the publicity of the Protective Committee has conducted a series of warnings which have been published in the house publications of large industrial plants and organizations. Plans are now being formulated to enlarge this part of the work during the coming year.

Friday, April 28, was designated as "Investors' Protective Day." At that time 70,000 handbills were distributed through the factories, retail stores, and public schools urging investors to "Investigate before investing," and stressing the difference between investment, a speculation and a gamble.

During the week of December 15, 1922, 50,000 handbills were distributed warning those who had Liberty Bonds or War Savings Stamps about to mature to watch out for the sharpers who were already planning to get possession of their money. The Treasury Department has recently issued a statement to the effect that \$400,000,000 worth of Liberty Bonds were taken from the public by promotion pirates within a few months after the war.

Mrs. Davis reports that the success of the work of Rochester's Local Committee is largely due to the splendid co-operation given by members of the Chamber of Commerce, lawyers, bankers, and manufacturers who have given valuable time and wise counsel in analyzing the many propositions which have come before the committee. Excellent co-operation was also given by the Board of Education, the local press, and the Police Department. With this help and the strong co-operation of the Investors' Vigilance Committee, Inc., Rochester has saved \$2,000,000 for its citizens which has gone into legitimate enterprise.

There are city officials and members of Chambers of Commerce who think that the public will not make use of the service given a Local Vigilance Committee. If any one has such a doubt it should be cleared away after reading this report on the work of Rochester. The very fact that 8,000 people in a city of Rochester's size have found the need of such a committee and have made use of it shows that the American Public want help and will take it whenever it is offered.

A speaker of the Investors' Vigilance Committee, Inc., recently gave an address in Rochester on the subject of fake promotions. The hall in which he spoke was filled to the limit of its capacity, and many people were disappointed because they could not get in. These people were so eager to get information on investment matters that they kept the speaker on the platform for hours after

he had delivered his address, asking him questions about the work, and about stocks in which they had invested or in which they were contemplating investing. So ardent were they that the chairman had great difficulty in bringing the meeting to a close, and many people waited until after the crowd had gone in the hope of getting further information.—Ralph W. Budd in Magazine of Wall Street.

RETAIL GROCERS AT LANSING.

(Concluded from page 7.)
reasonable service and the proprietor well up in the knowledge of modern merchandising.

There are enough successful grocers in the United States to clearly prove that no competition can survive an intelligent effort to secure the community business. The business in general, as a profit producer, has been getting nowhere, whereas it should be the leader in profitable merchandising. The reason for this is, First, Too many of us dwell on "We used to do;" Second, Because of the small opinion of himself and his business and his unwillingness to let go his old traditional methods.

There is no trade that should be more dignified or respected than the grocery trade, and this thought should be ground into every member in the trade.

Many men fail because of the lack of decision. Doubt and fear have killed more business enterprises than anything I know of. The successful man is he who has decision, activity, perseverance and punctuality. The problems of to-day are no different than those of any other time. Having met all before, we will do so now. The greatest tonic in the world is hope. What we need is to take a good draft of that tonic right now.

Business has no use for the pessimist or the sceptic or the disbeliever. The man who believes in himself and in his business ability to win has the battle half won. There is nothing more satisfying, more stimulating, more inspiring than to be in a winning fight.

The question is often put to me, "What is going to become of the small retailer?" There is no reason why he will not be just as useful and just as prosperous and just as successful as he ever was. He will have to concentrate his resources, his personality and direct relations with his customers. The small dealer who does this and makes his store reflect his friendship, his appreciation of his customers trade, and his desire to be of real service need have no fear as to his future in the grocery business.

No Shortage Is Feared.

While the strike in the dress industry has crippled manufacturing operations, it has had little effect from a merchandising standpoint. The probabilities of a strike were visible some time before it actually took place, and preparations were made to meet it. Production was speeded up and increased with the result that stocks are now much more than adequate. A shortage is not considered likely unless the strike is much prolonged, which is deemed improbable. Piece-goods jobbers, however, have felt the restrictions of operations from the start of the strike. No necessity is felt by manufacturers to make purchases or to request deliveries now, with the contractors unable to produce, and they apparently prefer to cover their later needs when actual operations are resumed.

The individual who ignores a chance to get even is wise.

Novel Features of the Dry Goods Convention.

Lansing, Feb. 20—I wish to call the attention of the trade to the fact that our Grand Rapids convention will be novel in several respects, as follows:

That this convention is a convention of our members and not of outside speakers.

That our headliner is Irving S. Paull, representative of the National Retail Dry Goods Association. Announcements regarding him will be sent out next week.

That Mr. Horner, of Eaton Rapids, and our Mr. Wier, of Dowagiac, are not dry goods retailers, but they are live wires and each will have a message worth hearing.

That the allotment of time to each speaker is comparatively brief with time enough between speeches for an extension of the address if necessary or a discussion.

That the experience meeting and smoker is to be a Good Fellowship affair.

That there will be a complimentary luncheon to the members and their store executives at 6:15.

That the plates at the luncheon are limited to members and their store executives; being a complimentary luncheon, it is necessary to draw the line somewhere and the further reason, that members will discuss questions more freely if wholesalers, jobbers and press representatives are not present.

That the sociability of the luncheon will not be overwhelmed by noisy orchestral din or jazz music.

That we will be entertained with Scotch songs by M. D. Cutler, of DeWitt. Mr. Cutler will appear in Scotch highland uniform. He is well known as the "Harry Lauder" of the Michigan State Grange.

That one of our directors can lead the community singing and put it across with enthusiasm.

That an advertising manager from one of our stores can give character impersonations to the delight of our audience.

That the program is made up of practical every day topics. Discussions to be led by our own members.

Below we give the report of the committee on Nominations as submitted to me by L. M. Schroder, chairman. You will notice that nine persons are nominated for President. Under our ruling members present may vote for three candidates and when votes are counted candidate receiving highest number of votes is elected President.

That the one receiving the next highest is First Vice-President and the one receiving the next highest is Second Vice-President; that the names are in alphabetical order on the ballot; that three members are nominated for Secretary-Treasurer and each director. Members present will vote for one of each three.

The following are the nominations: For President, First Vice-President and Second Vice-President—H. N. Bush, Flint; T. A. Carten, Ionia; J. H. Howell, Adrian; W. O. Jones, Kalamazoo; Fred E. Mills, Lansing; Sam Seitzer, Saginaw; John C. Toeller, Battle Creek; J. N. Trompen, Grand Rapids; F. J. Zielinski, Manistee.

For Secretary-Treasurer—Fred Cutler, Ionia; B. E. Ludwig, Albion; John Richey, Charlotte.

For Director—H. E. Beadle, Sturgis; C. E. Hagen, Mt. Pleasant; L. W. Stein, Allegan; L. G. Cook, Jackson; M. Rosenthal, Flint; Harry P. Woodward, Coldwater; C. W. Carpenter, Kalamazoo; A. K. Frandsen, Hastings; H. J. Mulrine, Battle Creek; E. C. Lloyd, Belding; Otis Miner, Lake Odessa; E. K. Pearce, Quincy.

Jason E. Hammond, Mgr.

If you wait for something to turn up to make business better, there is a good chance of your being turned out before the great thing turns up.

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

A GENERAL STORE—Doing a good business in a growing town. For sale, with building. Elmer M. Clapp, Oshtemo, Mich. 66

Exchange—Good 80 acre farm, near lake; want stock of goods. DeCoudres, Bloomingdale, Mich. 67

For Sale—Stock general merchandise in live town in Central Michigan. Consists of dry goods, shoes, rubbers, groceries, paints, varnishes, patent medicines. Also fixtures and residence. Only general stock in town. Address No. 68, care Tradesman. 68

FOR SALE—Monroe calculator, brand new. Used about three hours. A change in office causes no further use for same. What's your offer? North Branch Co-operative Co., North Branch, Mich. 69

For Sale—Grocery and meat stock. Old established business in richest farming section in Southern Michigan. On main line. Town 1000. \$2,800, including fixtures. \$1,500 cash, time balance. Address No. 70, care Michigan Tradesman. 70

FOR SALE—\$35,000 MONEY-MAKING DRY goods and ready-to-wear store; small grocery department. W. C. Weisel, Wisconsin Rapids, Wisconsin. 56

For Sale—Stock general merchandise, store building, and dwelling; or will trade for farm and equipment of about equal value, \$9,500. Address No. 57 care Michigan Tradesman. 57

For Sale—Nicest garage in the county. Have whole county agency for popular car. A money maker. Address No. 58, care Michigan Tradesman. 58

FOR SALE—2,500 acres improved coal land, in tracts, \$35 per acre. Has several seams. Top drift; adjacent railroad; mines, gas and oil. Write J. CAVA-NAGH, McAlester, Okla. 62

For Sale—Because of age (70) and continued sickness, I offer my store building and stock of dry goods, shoes, ladies' and men's clothing and furnishings at 50 cents on the dollar. The store building is located opposite the post office in one of the finest resort villages in the Grand Traverse fruit region. Will trade for paying real estate, not farm; or will sell and give attractive terms to purchaser. Address No. 63, care Michigan Tradesman. 63

For Sale—Good general store in Central Michigan. Doing good business; only one other store in town. Stock about \$1,800. Reason for selling, other business. Write or phone. Act quick. E. L. Howard, Cedar Lake, Mich. 64

Wanted—Store fixtures. What have you in fixtures you want to cash? Write A. L. Redman, Olney, Ill. 43

For Sale—Stock of general merchandise in Rives Junction, ten miles from Jackson. Stock consists of dry goods, shoes, groceries, and meats. Also meat market, filling station, and cream station in connection. Large building, with two separate living apartments above. Wood & Marke, Rives Junction, Mich. 45

MANAGER FOR RETAIL STORE—Must be fully experienced to buy all lines and to handle the entire details of the business. Sales last year \$41,000. Experience, age and salary in first letter. Store in rich farming country and a chance for someone wanting to get good connection. Write No. 52, care Michigan Tradesman. 52

A LIVE WIRE. MONEY-MAKING COUNTRY STORE—Selling account of age. Wish to retire. Forty years at this stand. Fine store building, living rooms in connection, modern, hot and cold water, toilet, bath, hot water heating plant, about two acres of ground, on good roads, garage, close to school and church. Stock consists of general merchandise, groceries, dry goods, shoes, rubbers, shelf hardware, proprietary medicines, crockery, men's wear, etc. Doing about \$30,000 per year. This will stand investigation. Stock at invoice. Will sacrifice considerable on buildings. Might take in good city dwelling. Address No. 71 care Michigan Tradesman. 71

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

For Sale—Grocery and meat stock, including two-story building, located in strong agricultural town near Grand Rapids. Trade nearly all cash. Consideration \$7,000, \$5,000 down. Address No. 39, care Michigan Tradesman. 39

REBUILT CASH REGISTER CO., Inc.

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

For Sale—Cash registers and store fixtures. Agency for Standard computing scales. Dickry Dick, Muskegon, Mich. 643

DICKRY DICK THE SCALE EXPERT. MUSKEGON, MICH. 939

Why Not Have a Sale—Unload your surplus stock. Write for particulars. L. J. Crisp, Sales Conductor, Elk Rapids, Mich. 4

DENATURED ALCOHOL POISON LABELS

In conformity with the requirements of the new regulations of the Internal Revenue Department, we are prepared to furnish special poison labels for use in selling Denatured Alcohol, printed with red ink on regular gummed label paper, as follows:

500	\$1.25
1,000	2.00
2,000	3.50
5,000	7.50

All orders promptly executed.

Tradesman Company
Grand Rapids

GRAND RAPIDS SAFE CO.

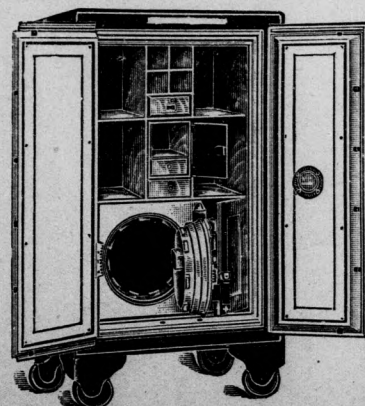
Dealer in

Fire and Burglar Proof Safes

Vault Doors and Time Locks

Largest Stock in the State.

Grand Rapids Safe Co.
Grand Rapids, Mich.



Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 20.—The partnership existing between Booth & Raub, grocers on Ann street, was dissolved last week. Mr. Kaub is retiring for the present and Mr. Booth will continue the business as heretofore. Mr. Raub will in the meantime look around for an opening in another location.

The ice men are rejoicing with the coal men over the fine weather conditions (20 below zero most of the time). They are letting the other fellow do the hollering and are working overtime.

After the Armour Packing Co. used the sponge on Morris & Co., we learn that J. Ogden Armour released control of the packing company, but evidently this has had no effect on lowering prices and it looks as if we will still have to work for a living and that the hog will be an important factor as heretofore.

The many friends of James Hamilton, father of Ham. Hamilton, of the Pickford Grocery Co., were grieved to learn of his death last week. Mr. Hamilton had been a resident of Chippewa county for the past thirty-six years. Mr. Hamilton was born at sea when his parents were coming over from Scotland. Death was caused by acute indigestion. The family have the sympathy of their many friends throughout the county.

The traveling public will regret to learn that the old hotel at DeTour was destroyed by fire last Tuesday. The entire structure was destroyed. It looked for a while as if the general store of Goetz & McDonald, opposite the hotel, would also be destroyed, but the shifting of the wind alone saved the store. The passing of this old landmark will make considerable difference, but it is hoped that a new hotel will be put up. DeTour is one of Chippewa county's beauty spots and should be one of the best summer resort towns in Michigan, on account of its fine location on St. Mary's River, opposite famous Drummond Island, were it not for the fact that it is unable to take care of the trade it is entitled to by lack of hotel accommodations. Mr. Anthony Bosley was proprietor of the hotel and no arrangements have been made as to his plans for the future so far as is known.

Chippewa county will be 100 years old in another year. It was established in 1824. It is expected that the supervisors will provide money for a gigantic celebration of the birthday.

"Simply knowing what you can do isn't enough. It is 'Safety First' to also know what you can't do."

One of the Soo's best known and foremost citizens passed to the Great Beyond last Tuesday, when George Kemp died suddenly in Miami, Fla. Mr. Kemp was born in the Soo seventy-five years ago. He took an active part in civic affairs and was a strong supporter of everything which added to the good of his home city. He was the personification of kindness and his broad mindedness endeared him to all who knew him. He was a real man, typical of all the traits that such an expression denotes. He started at the bottom and worked was a real man, typical of all the traits that such an expression denotes. He started at the bottom and worked up and at the time of his death was one of the richest men in the county. Mr. Kemp was a member of the Masonic and Pythian orders. The bereaved family has the sympathy of the entire community.

Now that we have the assurance of a new \$160,000 hospital, the great question is to decide upon a suitable location. The doctors recommend a down-town location, while many of the citizens have other sites which they think more suitable, and as yet there has been no decision in the matter. However, we feel certain that

within the next year the new hospital will be in readiness.

"A fool picks a fly from a mule's hing leg. The wise man lets out the job to the lowest bidder."

Through the efforts of the Civic and Commercial Association the Soo line will run a weekly sealed car from Milwaukee to the Soo, leaving Milwaukee each Tuesday. This will be a splendid thing for the Soo merchants who receive large consignments from Milwaukee. Ordinarily it takes from ten to twelve days for freight to reach this city by local freight.

"Statistics show that about 5 per cent. of the American people are thrifty. The remainder own automobiles."

S. D. Newton, of the firm of Booth-Newton Co., returned this week from a week's stay in Detroit where he visited with his son and daughter.

William G. Tapert.

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 12.—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Star Laundry and Malcolm and Raymond Whalen, Bankrupts No. 2233. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupts are residents of the city of Ludington and have conducted a laundry at such city under the name of Star Laundry. The schedules list assets in the sum of \$2,085 and liabilities in the sum of \$1,965.12. From the fact that the assets are very largely incumbered the court has written for funds for the conduct of the first meeting of creditors, and upon the arrival of the same the first meeting will be called and note of such meeting made here. A list of the creditors of the bankrupt is as follows:

City Treasurer, Ludington	\$ 42.66
Mary Scanlon, Ludington	40.00
Josephine Kubolowski, Ludington	38.00
City of Ludington, Ludington	21.86
Orin W. Whistler, Ludington	350.00
Atlantic Paint Co., New York City	40.88
Jewel Co., Muskegon	3.50
Ford Garage, Ludington	8.72
Dan Soli & Co., Ludington	42.59
Parayou Refining Co., Toledo	25.00
Troy Laundry Machine Co., Chicago	7.80
Cornwell Co., Saginaw	29.83
P. B. Gast Soap Co., Grand Rapids	38.67
Merchants Chemical Co., Milwaukee	67.97
Thos. D. Murphy Co., Red Oak, Ia.	21.66
Doll & Smith, New York City	140.00
Syndicate Adv. Co., New York City	46.00

Feb. 15. On this day was held the final meeting of creditors in the matter of Freeman O. Hamp and Claude V. Hamp, individually and as the Hamp Auto Sales Co., Bankrupt No. 2052. There were none present at the meeting. Additional claims were proved and allowed against the estate of the bankrupt. The trustee's final report and account was approved and allowed. An order was made for the payment of administration expenses as far as the funds on hand will permit. There were no funds for the payment of any dividends. There was no objection to the discharge of the bankrupts. The final meeting was then closed without date. The case will now be closed and returned to the district court.

In the matter of George A. Reynolds, Bankrupt No. 2230, the funds for the first meeting have been received and same will be held at the office of the referee on March 2.

In the matter of Frank E. Carpenter, Bankrupt No. 2232, the funds for the first meeting have been forwarded, the meeting will be held at the referee's office on March 2.

Feb. 19. On this day was held the final meeting of creditors in the matter of Clark Treat, Bankrupt No. 1910. The bankrupt was not present or represented. Wicks, Fuller & Starr were present for the trustee. Butterfield, Keeney & Amberg were present. Grant Sims was present. Additional claims were allowed against the estate of the bankrupt. An order was made for the payment of administration expenses and for the declaration and payment of a first and final dividend to creditors. The trustee's final report and account was approved and allowed. There was no objection to the bankrupt's discharge. The final meeting was then adjourned without date. The case will now be closed and returned to the district court.

Feb. 19. On this day was held the first meeting of creditors in the matter of Clarence J. Collar, Bankrupt No. 2229. The bankrupt was present in person and by R. E. Springett, attorney. No creditors were present in person. Frank V. Blakely was present for certain creditors. Claims were proved and allowed. The bankrupt was sworn and examined by the referee without a reporter. Frank N. White, of Lowell, was elected trustee and the amount of his bond placed by the referee at \$3,000. The appraisal taken by the receiver was approved and allowed.

ed. The first meeting was then adjourned no date.

Feb. 20. On this day was held the final meeting of creditors in the matter of Charles B. Rathbun, Bankrupt No. 2024. There were none present. The trustee's final report and account was approved and allowed. There was no objection to the discharge of the bankrupt. An order was made for the payment of administration expenses so far as the funds on hand would permit, there being no funds for any dividend. The final meeting was then closed without date. The case will be closed and returned to the district court.

In the matter of Anna Savacool, doing business as Terrace Hat Shop, Bankrupt No. 2226, the funds for the first meeting have been received and such meeting will be held at the office of the referee on March 5.

Go Slow on Red Arrow Service Co.

The Red Arrow Service Co., which is supposed to be owned by C. E. De Pew, of Indianapolis, is canvassing for members in Michigan on the basis of \$189 per year, payable in six monthly payments of \$31.50 each the first half of the year. The contract used in securing members is replete with catch phrases which may be very annoying to the merchant who enters into contract relations with the concern. The agreement contemplates nothing particularly new. It is merely a collection of old methods and much clap trap, including the issuance of paper money to purchasers of goods at the stores of merchants who become members of the concern. During the past week the Tradesman received a call from a man named Davenport, who introduced himself as manager of the business. He said he did not know who owned the business, aside from Mr. De Pew, nor did he have any knowledge of the responsibility of the concern he worked for. He could talk glittering generalities with great volubility, but any direct questions regarding the concern and its ability to carry out its agreements and meet its obligations were either dodged or turned back with the reply, "I don't know." The writer has every reason to be suspicious of the good intentions of this concern, because the men in the field have freely stated, "I have seen Mr. Stowe and explained our plan to him. It has his hearty approval." As a matter of fact, the writer never saw a representative of the concern until last Saturday and he (alleged to be the manager) could give no information whatever regarding the responsibility of the institution which is soliciting merchants to contribute \$189 to what looks very much like a blue sky campaign. The man who drew the contract which the merchant is asked to sign exhibited the cloven hoof in the fine print portion at the bottom of the document. Effort is now being made by the writer to ascertain who actually owns the Red Arrow Service Co. and also the responsibility of the man or men back of the propaganda. As soon as a conclusion is reached, it will be transmitted to the readers of the Tradesman. In the meantime due caution is advised in having any dealings with the concern. Any merchant who signs the contract of the Red Arrow Service Co., without first eliminating the catch phrases, is a plain damn fool.

There may be off days in the matter of customers in your store, but there ought not to be off days in the matter of advertising and display.

Monroe Backed For Grand Executive Committee.

Muskegon, Feb. 20.—We, the Muskegon Council, No. 404, of the U. C. T., have placed our hat in the ring for a membership on the Grand Executive Committee.

Our candidate is Counselor E. P. Monroe. He has been a member of the United Commercial Travelers for thirteen years and has attended eight of the past eleven grand conventions. He has served as Grand Chaplain, being appointed to the position by Grand Counselor A. W. Stevenson, in June, 1921.

Counselor E. P. Monroe is one of the most loved and respected traveling men in the State of Michigan, and we ask every brother U. C. T. to support him for membership on the Grand Executive Committee.

H. E. Frost, Chairman.

It is well to bear in mind the fact that a considerable wave of inflation could spread over the country before the Reserve Banks under present conditions would be able to exert any corrective influence. Reserve rates are now "below the market," and the banks do not have the same degree of control over rates in this country that is exercised by the Bank of England in Great Britain, as their operations in the open market are subject to many restrictions. When the point is reached where the action of the reserve board can have its effect, inflation will have already proceeded a considerable way and the remedy will be applied after a considerable amount of damage has already been done. Moreover, in that event the corrective action will come just at the time when the "boom psychology" is at its height, and the banks on advancing their rediscount rates will be accused of trying to "destroy prosperity," just as happened in 1920. The reserve system has proved itself a good panic preventive: but it does not serve as a preventive of inflation, with consequent industrial crisis.

The next few weeks will show whether the healthy business progress of the past year is to continue or whether it will be replaced by a period of "secondary inflation." There are many who believe that conditions have reached a point where business can be very easily diverted from the road to normalcy to that which leads to an unhealthy boom. Money remains persistently easy, though prices are rising and trade and industrial activities are expanding. There is the gold hoard also, which is an inducement to inflation. Operating costs are running far ahead of prices to the ultimate consumer. When these costs are finally passed on to the latter there may be a clamor for further wage increases to meet the rising costs of living, and business may find itself once more in a vicious circle like that of the post-armistice period. Nothing of this sort has yet occurred, and it may be entirely avoided, but it is well to bear in mind the fact that business is now nearing the forks of the road, and business leaders need to be careful that they take the right direction.

It's a fine thing to cut down your bank note when it comes due, but don't pay so much on it that you haven't the money to discount the next bill that comes in.

THE STRONGEST SAFE IN THE WORLD

**Manufactured
Exclusively by**

**YORK SAFE
AND LOCK CO.**



Sale in Western Michigan controlled exclusively by

GRAND RAPIDS SAFE CO.

**Tradesman Building
GRAND RAPIDS**

FIRE

WINDSTORM

TORNADO

The Mill Mutuals

Agency

LANSING, MICHIGAN

Representing One of the

**Strongest Mutual Fire Ins. Groups
In United States**

With

\$22,610,000.00 Cash Assets

\$10,157,000.00 Cash Surplus to Policyholders

\$5,800,000.00 Cash Dividends

Paid in 1921

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

Strength, Service, Savings

ROBERT HENKEL, President

Detroit

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

GEO. A. MINSKEY, Manager

120 Ottawa St., Lansing, Mich.