

SONG OF THE MYSTIC

I walk down the Valley of Silence—
Down the dim, voiceless valley—alone!
And I hear not the fall of a footstep
Around me, save God's and my own:
And the hush of my heart is as holy
As hovers where angels have flown!

Long ago was I weary of voices
Whose music my heart could not win;
Long ago was I weary of noises
That fretted my soul with their din;
Long ago was I weary of places
Where I met but the human—and sin.

I walked in the world with the worldly;
I craved what the world never gave;
And I said: "In the world each Ideal,
That shines like a star on life's wave,
Is wrecked on the shores of the Real,
And sleeps like a dream in a grave."

And still did I pine for the Perfect,
And still found the False with the True;
I sought 'mid the Human for Heaven,
But caught a mere glimpse of its Blue:
And I wept when the clouds of the Mortal
Veiled even that glimpse from my view.

And I toiled on, heart-tired of the Human,
And I moaned 'mid the mazes of men,
Till I knelt, long ago, at an altar
And I heard a voice call me. Since then
I walk down the Valley of Silence
That lies far beyond mortal ken.

Do you ask what I found in the Valley?
'Tis my Trysting Place with the Divine.
And I fell at the feet of the Holy,
And above me a voice said: "Be mine."
And there rose from the depths of my spirit
An echo—"My heart shall be thine."

Do you ask how I live in the Valley?
I weep—and I dream—and I pray.
But my tears are as sweet as the dew drops
That fall on the roses in May;
And my prayer, like a perfume from Censers,
Ascendeth to God night and day.

In the hush of the Valley of Silence
I dream all the songs that I sing;
And the music floats down the dim Valley,
Till each finds a word for a wing,
That to hearts, like the Dove of the Deluge,
A message of Peace they may bring.

But far on the deep there are billows
That never shall break on the beach;
And I have heard songs in the Silence
That never shall float into speech;
And I have had dreams in the Valley
Too lofty for language to reach.

And I have seen Thoughts in the Valley—
Ah! me, how my spirit was stirred!
And they wear holy veils on their faces,
Their footsteps can scarcely be heard.
They pass through the Valley like Virgins.
Too pure for the touch of a word!

Do you ask me the place of the Valley,
Ye hearts that are harrowed by Care?
It lieth afar between mountains,
And God and His angels are there:
And one is the dark mount of Sorrow,
And one the bright mountain of Prayer.

Father Ryan.

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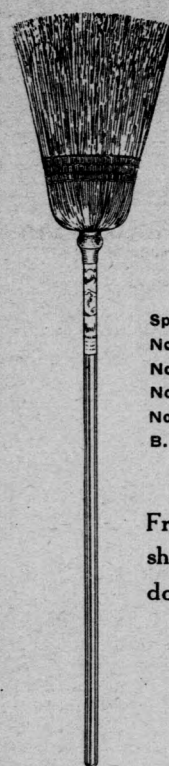
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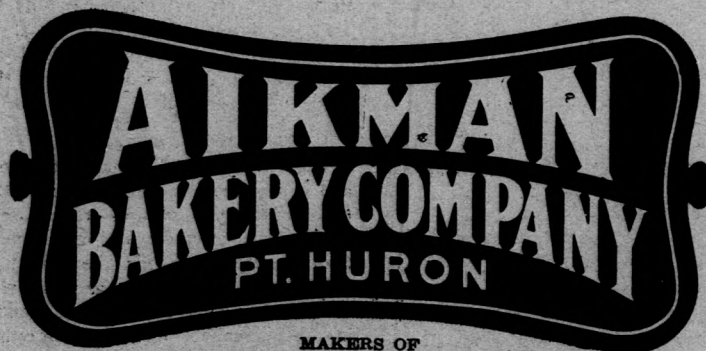
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MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 28, 1923

Number 2058

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Grand Rapids

E. A. STOWE, Editor.

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YEAR ROUND TOY TRADE.

The toy trade for years past has been the most seasonal of the seasonable, but the consistent campaign of education which manufacturers of toys have conducted for the past two years is producing excellent results, and dealers everywhere are featuring toys and playthings as an important part of their regular stock throughout the year.

This growing demand is due in no small part to the use of certain kinds of toys in educational institutions. Among these are some remarkable replicas of kitchen articles, such as a miniature completely equipped kitchen with a tiny gas range that burns gas and actually cooks food. Then there are correspondingly small utensils, all tiny but each workable and practical. The demand for articles of this sort assuredly is of an all-year character as the normal-sized kitchen equipment.

Toys have a powerful appeal and if brought to the eye of the buyer will sell when least expected. In this way, novelties placed in a department where men buyers are apt to notice them are likely as not taken home as a present for the "kid."

In another instance, a manufacturer dressed up a special St. Patrick's day doll which proved to be a most timely offering. Similarly, the linking up of the articles so that one purchase leads to another, such as suggesting to the purchaser of a doll carriage that a blanket would go well, and so on down to the crib, all plays an important part in the putting of the toy sales on an all year basis.

DEFEAT OF SHIP SUBSIDY.

Much more was at stake in the filibuster against ship subsidy than the particular bill which was before the Senate. The new Congress is admittedly hostile to subsidy. Defeat of the measure under discussion, therefore, meant no ship subsidy for at

least two years longer. Thus the question at issue was whether there should be subsidies for ships during the present Administration. And the answer is No.

It is a more than usually significant negative. The moment was especially favorable for agitation of the proposal. With the seas crowded with ships of rival nations, with an immense fleet of our own in being, costing the Government \$50,000,000 a year to operate, the argument for establishing an American merchant marine by means of subsidies could be urged with extraordinary plausibility. On the one hand it would be an economy measure. On the other hand it would give us back our old place as carriers of world commerce.

Defeat of subsidy under these conditions is a heavy blow. It means that when the question is revived it will have to be considered in less abnormal circumstances and hence more strictly upon its merits. As the country has never been won for subsidy despite the efforts of three of the last four Presidents, the outlook for success is not bright. Yet fair-minded friends of ship subsidy will not quarrel with this situation. To rush into a subsidy arrangement now, before we know what we shall be able to do in shipping when normal times have returned, would be to throw good money after bad. It would not afford the policy of ship subsidy itself a fair test. The very conditions that have been seized upon by advocates of subsidies as proving the need of such aid are the conclusive argument for not giving it at the time. It is evident that supporters of the policy will have to make out a more convincing case than they have made out thus far.

COMPLETING THE CIRCLE.

A hardware dealer, anxious to shorten the link between his newspaper advertiser and his clerk's selling efforts, caused the following notice to be posted in the store:

"We offer a prize of \$5 for the best advertisement written around the goods sold in your section. In addition to this prize we will publish the advertisement that wins the same in the newspapers. Thus you reap a twofold advantage, winning the prize and having the benefit of increased business in your department."

The salesmen turned in many specimens, and pushed the sale of the advertised articles as they were eager to show that they could write advertisements which sold goods.

Another Western department store wished to expend a large amount of money in advertising a certain fabric, but were afraid that the clerks would not try to sell the goods. Accordingly, a contest was announced whereby each clerk turning in the maker's

trade-mark from a bolt of cloth sold was credited with ten points. The one getting the greatest number of points was awarded ten dollars.

Selfridge & Company, of London, at stated times, advertise a list of mail orders which they are unable to fill because of some error in the original order, such as incomplete address, etc. They have found that many such orders accumulate and that customers who otherwise would have been annoyed by the apparent inattention to their order, are satisfied by the explanation and remain as customers of the house.

THE SOVIET FAILURE.

The exportation of grain by the Soviet government of Russia while it is also appealing for aid to prevent starvation has aroused much comment in this country and Europe and has resulted in the withdrawal of the Swedish Red Cross from relief work in Russia. The Russian government has defended this action on the ground that such exports are necessary to enable it to purchase harvesting machinery for the next crop. The ability of Russia to sell some of its agricultural produce serves to recall certain statements made by Lenin in his address to the International some months ago. He boasted of the improvement in the condition of the peasant farmers, and then admitted that the situation of the factory workers was deplorable. Yet the whole aim of the communists has been the uplift of this very group whose condition has admittedly been going from bad to worse. Their great concern has been for the proletariat while the peasant farmer has been regarded more as a taxable subject than an object of solicitude by the paternalistic government. By the communists' own confession the proletariat has profited least from their experiment, and the failure of their theories is completely demonstrated.

It is a constant complaint that women no longer add "Miss" or "Mrs." before their names, and that consequently in writing a business letter to a strange woman, one never knows how to address her. One large New York firm has solved the problem by the ingenious adoption of a telescoped prefix "Ms." This designates equally well a matron or a maid and while it may not look impressive, it is going to save much indignation on the part of those who would be wrongly addressed and who always blame the other person for not knowing their matrimonial state.

Selling is the sincere honest presentation of facts to men who need what you have to offer. The more facts you have, the more money you will make.

COMMODITY PRODUCTION.

Business news of the past week was generally favorable. Car loadings continue the largest on record for this time of the year, in spite of the fact that freight traffic has been interrupted by the severe weather. Loadings of merchandise and miscellaneous freight showed an increase of 62,000 cars over the corresponding week a year ago, of 96,000 cars over the same week of 1921. This is especially significant as indicating that the increased commodity production revealed by various trade statistics is being well distributed through the channels of trade and does not represent accumulations of inventories by manufacturers in anticipation of higher prices. Cotton prices during the week soared to the highest point since 1920, thus reflecting the near-record consumption as well as the dearth of raw material. Sterling exchange also moved to new high ground, touching the highest point since the discontinuance of "pegging" operations by the British government in March, 1919. While domestic business news was generally satisfactory, the foreign situation showed no improvement, though some interest was attached to Secretary Hughes's cancellation of his trip to South America as possibly indicating important developments in the near future.

CANNED GOODS WEEK.

In a big market like this, with its multitudinous division of interests, putting across Canned Food Week of March 3-10 is a difficult matter. However, the trade is well organized and it is prepared to make the event an important one in this section. The brokerage element is headed by an exceptionally strong committee, which has laid the groundwork for an aggressive campaign. Wholesale grocers and jobbers will begin their real work to-day to line up retailers. This will include securing their co-operation. Advertising literature will be distributed and retailers of all sorts will be urged to make especial efforts to feature canned foods during the week of March 3-10.

An Active Coating Fabric.

Reflecting a good demand for sport and general utility coats, cloths of the polo order under various trade names continue in active demand by garment manufacturers. While the effort is made to buy these coatings at a price wherever possible from second hands, in most instances jobbers are getting substantial premiums. As the season advances these fabrics are expected to be in growing call, with repeat orders for coats made of them expected to reach garment wholesalers until June. There is small demand for a number of colors in these goods, but that for the tan shade far overtops the others.

WILL FILL IN THE GAP.

Russell House To Help Out at Cadillac.

Hartford, Feb. 27.—The rehabilitation of the Russell House, at Cadillac, has been completed and, so far as could possibly be accomplished under existing conditions, J. B. Coture, its present owner, has conferred a blessing on the traveling fraternity who have occasion to visit that city.

Every one of the forty odd rooms in the establishment have been provided with running water, redecorated and refurnished. The beds are of the very best, while the floors have been nicely finished and provided with new rugs.

The Russell is now operated on what is known as the modified American plan, its meals, which are most excellent and well selected are furnished at a very reasonable price in a very attractive dining room.

Formerly the office, inadequate to the requirements of the institution, was located on the side street. A new office and lobby on the main corner have been provided and sample rooms have also been added.

As a whole, the Russell House may be considered a strictly up-to-date institution, in very good hands. Mr. Coture has had ample experience in the hotel game, is well liked by his patrons, and has been doing a capacity business ever since he became possessed with this property.

It is, however, a matter of regret that the business men and capitalists of Cadillac did not grasp the situation in time and build a new hotel for Mr. Coture, who is conceded to be a hotel operator of no mean ability.

Cadillac certainly needs a much larger hotel than she already has, a condition which has existed for a number of years, the old McKinnon affair having long ago outlived its usefulness, its physical condition being almost unspeakable, and its reputation as well. No matter where you meet two or more traveling men, this institution supplies abundant opportunities for complaint and criticism. For years not a penny has been invested in improvements. Its rooms are dingy, with paper peeling off everywhere, plumbing defective and unsanitary, toilets the worst possible, and its service in keeping with its general physical condition.

The one redeeming feature of the McKinnon has been its cafe, where excellent food has been served, though at prices which have been top-notch. The rates for rooms are about the same as those made at the Pantlind and other first-class institutions, where the investment was many times as great.

There has been much talk of building a first-class modern hotel at Cadillac, and the interest of a majority of her businessmen has been aroused on the subject, but the Mitchell interests, which control the McKinnon, are seemingly satisfied to allow the present order of things to continue, hence the rehabilitated Russell House which will, to its capacity, fill in the gap.

A hotel of 150 rooms would be no more than adequate for Cadillac's requirements. Anyone ambitious to go into the hotel game, with a reasonable amount of capital, will find it worth while to investigate conditions there, where considerable local capital could, no doubt, be interested in the project.

Too many hotels are being built in localities where there is not sufficient business, present or prospective, to sustain them, but it is quite evident that Kalamazoo is not one of them.

Already provided with several of the very best, including the Park-American, Burdick and Rickman, the Columbia, which has been successfully and satisfactorily operated by the Ehrmans—father and son—for many years, is undergoing improvements which will place it in the lists with its other competitors.

The improvements to the Columbia comprise a five-story addition containing sixty-five rooms. Besides these new guest rooms, the new part will house a new dining room and kitchen, new heating and lighting plant, public wash rooms and toilets. There will also be three private dining rooms and large, well lighted sample rooms.

All the new guest rooms will contain hot and cold running water and toilets, while sixteen will have private bath. The main dining room will have terrazzo floors, marble wainscoting and tall French windows on either side. The walls are of ornamental plastering, artistically decorated, and the whole will make a most beautiful effect. The entire house will be refurnished and made up-to-date. The dining room will probably be ready by April 1 and the entire work is expected to be completed by June 1.

While Adam Ehrman, the father—well known for many years as a thorough-going and successful landlord—will be jointly interested with his son, Frank, in the enterprise, the management of same will be in the latter's hands, he having already demonstrated that he possesses all the qualifications for successful operation, with an acquaintance that guarantees a satisfactory business in the future. Not every town, with a seemingly sufficient population, can contribute a sufficient business to warrant extensive hotel building and operation. Just because the Jones House in a town no larger than your own is being operated profitably and successfully, is no warrant for a home investment for the same purpose, unless the town's people are of a disposition to back it up with their patronage after the investment has been made.

Too many of these institutions are the result of activities on the part of promoters who care little whether the investment is warranted or not so long as they get their rake-off. If local capitalists feel that they want to erect memorials to themselves, hotels may represent a "permanent" investment, but if they follow up the cost of construction with that of unsuccessful operation, they will have frequent occasions to recollect that they are hotel owners.

In Michigan there are many towns which really need better hotel facilities—in fact, are suffering a great handicap because such accommodations are lacking—but in many others, creditably operated institutions are declining from dry rot, because the town-people do nothing to make them self-sustaining.

The writer took occasion at the recent opening of the new Huron, a quarter of a million investment at Ypsilanti, community owned, to admonish the citizens of that place that home influence and patronage would have much more to do with its success, than attempts on the part of investors to direct its operation. And this suggestion is applicable everywhere.

Transportation facilities, highway and business conditions and value of rural surroundings have as much to do with the success of a hotel enterprise as its management. Travelers will find an incentive to visit towns where entries in their order books are frequent and copious, but it is up to the business man to see that they patronize the local hotel, provided said hotel is worthy of such support.

Local investors will find there is a wide difference in establishing stores where they are not needed, and hotels which cannot survive, for want of business. The store can be moved, but the hotel must remain—usually as a monument to folly.

There are towns and towns, just as there are men and men, but quite a difference in them even if they do look alike. All of which is evidence that when a man contemplates investing in a hotel proposition in a town or small city he should first make a

very careful study of the community, its chief industries and its people.

It might pay to have the town expertly analyzed before investing.

I personally know of towns where the entire population vie with one another to help make the hotel profitable. Through their patronage the landlord is warranted in preparing a Sunday dinner out of the ordinary, because he knows his townsmen will show their appreciation of his efforts by filling his dining room on such occasions.

I also know of other towns where the hotel man is equally as deserving, where some of the leading business men have never been in his dining room, notwithstanding the fact that said landlord daily pays out cash to the same business man, which he has drawn from the pockets of rank outsiders.

The Ohio State Hotel Association is the largest of its kind in the country. The Michigan Hotel Association, through the efforts of President Carl Montgomery, is only a few laps behind the Ohio organization, lacking possibly fifty in membership.

President Montgomery is ambitious to make the Michigan organization the larger one and he ought to have the help of every well meaning hotel man in the State. The membership fee is merely nominal and the benefits of organization great.

As an example of what this particular association has accomplished, through an expose of the machinations of laundry operators, it will be safe to say that savings in laundry bills equivalent to ten times the amount of dues paid by individual members, has resulted.

It was discovered that where some members were getting their work done by outside laundries on a basis of three cents per pound, others were paying six, and, in two or three instances seven—the peak price attained during the war. Such charges as these are absolutely without justification, and institutions making them should be publicly exposed, as they undoubtedly will be.

During the war, when soap and chemicals were expensive, there might have been justification for advancing the laundry charges somewhat, though never to the extent to which they resorted, but now that these items have come back to a pre-war level and help—always easily obtainable for this class of work—is at a surprisingly low level, there is no sort of excuse for continuing the high schedule for either hotel or bundle work.

This is but one evidence of what can be accomplished by organization, and the intelligent hotel operator ought to see the light without argument and send in his application for membership at once.

John W. Welch, of the National Restaurant Association, speaking on the subject of organization, tells this story:

"A visitor being shown through a hospital for the insane, noticed a number of patients being led about the yard for exercise by a single attendant. In surprise, he remarked to an official of the asylum, who was accompanying him, 'Is not that attendant in great danger without assistants in guarding those patients?'"

"No," replied the official, "as long as they do not organize against him he is safe, and if they were capable of organizing they would not be patients under his care."

Mr. Montgomery, who manages the Post Tavern, at Battle Creek, will gladly supply all information about the Association and its work, and if you want to assist him in achieving this result he has planned for the organization, you will communicate with him at once and ascend the band wagon.

Several hotels in Ohio and Indiana, as well as in some of the larger Michigan cities have been victimized by a revised version of an old game, known as the c. o. d. stunt.

Owen G. Moore, Owen Anderson, and other aliases are used in a telegram sent to hotels asking that a room be reserved for a certain date, and also to hold any c. o. d. parcels from the American Radio Company, of Minneapolis, and to pay the American Railway Express Co. the charges which would be repaid on the arrival of the prospective guest. This was followed by letters addressed to the before named parties, apparently forwarded from a Minneapolis hotel, to carry out the impression that he was on the way.

Several hotels paid the c. o. d., which, in each instance was for \$12.98, believing that a man who reserved by telegraph a room with bath for several days would be good for the amount.

When the party failed to show up at the time specified the parcel was opened and found to contain old newspapers, while the letter consisted of a page torn from a magazine.

Frank S. Verbeck.

Escape Swindlers by Guarding Customers.

Written for the Tradesman.

In the Tradesman's report of the Never Fail Poultry Tone swindle the question is asked: "How does he do it?" The reply is: Analyze the merchant.

Every merchant who is not fossilized is supposed to be ready to investigate any proposition which promises larger profits. If a merchant had a rule never to consider any such proposition unless it came from a regular salesman of his acquaintance or from one representing an established and reputable manufacturer or wholesaler he would be quite safe from swindlers. Even with such a rule he might sometimes be persuaded to stock some new brand, some new line, against his own judgment as to what his customers preferred, and lose somewhat thereby. But he could acknowledge such a mistake without great chagrin or a sense of guilt.

There is a better rule than the foregoing, and it may certainly be found in operation wherever you find a merchant who has built or is building a business on correct business principles. He does not attempt to erect a structure on one foundation stone alone—the all-dominating idea of money making. There must be other foundation stones of no less magnitude if stability and symmetry is assured.

The honest workman will not loaf nor loiter; will not attempt to hide defects or imperfections; he will endeavor to give of effort, skill, care—service in some form—full value for his wages. The honest merchant will do likewise. He will not try to sell inferior goods with the sole object of obtaining great

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Tea Table\$7.60
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For Sale by
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er profits. The offer of 100 per cent. profit and advertising so extensive as to make a ready market will be no temptation to put in stock any new dope, tonic or preparation which may prove absolutely worthless—a dead loss to his customers. Honest merchandising must precede profit making.

The merchant's profits are his wages for services to his customers. If by study, by planning, by increased diligence, greater effort or riper experience he can increase or extend his services to his customers, he is entitled to more wages—increased profits. Any proposition to increase his profits by giving less value is sufficient warning for any honest merchant to let the thing alone. But when a merchant is asked to join in a scheme to take hundreds of dollars from his customers in exchange for an unknown, untried dope, he has not much sense or discernment if he cannot perceive that the person making the proposition is a thief—a crook.

Not only is it the merchant's business to anticipate the needs of his customers but he should guard their interests by seeking to protect them from fraud and deception. With this intent, this object always in mind when buying or when considering any offer, he is doubly safe. Another rule—the Golden Rule—tends to protect the one who practices it.

We are sometimes told that the honest man is the credulous man, that he looks upon others as honest and so gets taken in. All wrong. An honest man is better prepared to detect fraud than any other. But the merchant who resorts to schemes, to tricks and to deceptions to sell goods is the one who gets trapped himself.

The only sympathy we can feel for the merchant who falls for a swindle is that his business education was started wrong. He got a wrong bent in youth. The atmosphere where he grew up may have abounded with suggestions of getting money without hard work; with recitals of shrewd business deals and successful speculations; but never a clear, strong declaration that business should be established on the bed rock of honesty. Then industry, service, mutual profit, full value in exchange will occupy their proper places.

Let the merchant who has been swindled first analyze himself and discover if possible whether the fault is in his business ideals—his own standards and motives—or elsewhere. If he can assure himself that square dealing is most zealously practiced and enjoined in his establishment, then he had better call a business doctor to help remedy his buying system.

E. E. Whitney.

Live Notes From Central Michigan.

Owosso, Feb. 27—Owosso Council, U. C. T., held its regular meeting Saturday at the U. C. T. hall, with a full house in attendance, at which time the contest between the Hasbeens and the Neverwases was settled. The old Hasbeens fought nobly and excelled in lodge attendance and deportment during lodge hours and would have beat the youngsters to a frazzle by bringing in four new applications for new membership, had it not been for the fact that this bunch of Neverwases that we had thought was not going to

be worth raising got a gigantic hustle on and turned in sixteen applications. This makes an initiation to close the year of a class of twenty new members and the old guys are stuck for the feed and banquet to be pulled off after March. As Mr. Hanifin did not participate in the struggle, he will be earnestly solicited to attend this closing function and assist in cashing up. Come on down, Fred, bring Mrs. Hanifin and a couple of her pies, \$2 in cash and a box of N. B. C. crackers.

Crystal Lake suffered a severe loss by fire Feb. 11, burning the entire row of business places on the East side of Main street. Those who suffered practically entire loss of stock were L. D. Allen, restaurant and grocery; Earl Beeny, billiard room and lunch counter; the Orcutt hardware store and stock; the barber shop and the new brick store, property of Dr. Baker, who occupied the upper floor. The Volz drug stock on the lower floor was practically a loss.

C. W. DeHart, of Sheridan, has added a meat market to his already thriving grocery business.

Last week the Sheridan postoffice, Abbott's general store, flour and feed stock, together with the Masonic lodge room overhead, were entirely destroyed by fire.

The Thayer Hotel is now closed, Mr. Thayer having purchased a restaurant in Owosso. However, the dining hall of Mr. and Mrs. Archie Madden is a clean and tidy place where the traveling public can procure a sumptuous well cooked dinner.

The Shiawassee County Pioneer Society held their regular annual meeting Feb. 22 at the court house, with an attendance of almost 200 members, including seventy-three old pioneer settlers and their wives, which proves that Old Shiawassee is a healthy county. The afternoon was spent in rich old stories, historical events and old songs. Notwithstanding the cold weather and bad roads, many drove from fifteen to thirty miles to be present at this function.

Three short weeks ago J. D. Royce, of Corunna, started for Florida with his good wife to spend the winter with their son, Vernon Royce and family, in Tampa. Last Thursday Mrs. Royce passed to the Great Beyond, caused by a severe attack of pneumonia. Mr. Royce and son are now on their way home with the remains of the wife and mother. Mrs. Royce was one of those characters whom to know was to love and respect; a dutiful and loving wife; a fond mother and a very estimable lady in the community; a leader in Eastern Star work; a bountiful giver to the needy and will be greatly missed by Brother Royce and all who knew her. Honest Groceryman.

New Blouse Design.

Taking a leaf from the book of the suit manufacturers who are now making a big play on the three-piece suit, a local blouse wholesaler is placing on the market a new model which incorporates a similar arrangement. An outer jacket forms one portion of the blouse, cut along "swagger" lines, while a vest of a contrasting color comes underneath. By this arrangement the outer jacket may be worn open, like in the "mandarin" style of the three-piece suit. It is mainly designed for sports wear and, owing to its novelty and smartness, the manufacturers expect it will receive a very favorable response. It is available in a range of colors and in printed or plain crepes and knitted fabrics. In many instances the undervest is embroidered with designs of Egyptian inspiration. The blouse wholesaler at \$8.75 to \$9.75.

Dividing Your Time

An analysis of certain retail stores discloses the fact that certain dealers try to make money in very different ways.

Some dealers spend a large amount of time buying with the result that they have less time for selling.

The buying profits may be increased a little, but the selling profits necessarily suffer.

Some do their buying through a few houses which takes little time and leaves a large amount of time for selling. These people get the maximum profit from the selling end of the business.

Some merchants are extending credit to good risks only and in this way have to take little time from the selling end of the business for the collecting end.

Some merchants sell poor credit risks and they have to spend a large amount of energy in earning their money over again trying to collect it.

This is a hint that "an ounce of prevention may save a pound of cure" and that the most of the successful merchants spend the bulk of their time selling goods rather than buying.

You can't break the prices on good goods very often but the sellers of poor goods have to cut the prices.

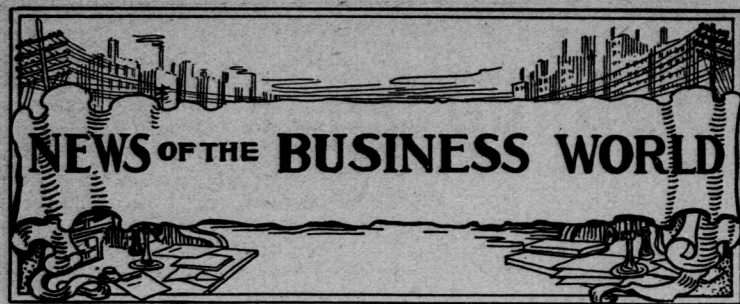
How do you divide your time and is the division of your time paying you the most dividends?

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.



Movement of Merchants.

Negaunee—Hanson Bros. succeed Hanson & Sons in the boot and shoe business.

Fowler—Fox Bros. succeed Joseph Bower in the hardware and agricultural business.

Ironwood—John P. Bekola, dealer in boots and shoes, has filed a petition in bankruptcy.

Detroit—The United Radio Corporation, 1332 Broadway, has changed its name to the United Light Stores.

Albion—The Albion Wholesale Grocery Co., 120 Michigan avenue, has increased its capital stock from \$6,000 to \$10,000.

Albion—R. V. Loomis has sold the Sanitary Meat Market to Hartford & McKeeby, of Battle Creek, who have taken possession.

Grand Rapids—Wallento Bros. succeed Joseph Woychunas in the boot and shoe business at 442 Leonard street, North West.

Detroit—Ray V. Bechtel & Co., 5491 Grand River avenue, investment banker, has changed its name to the Ray V. Bechtel Co.

Hillsdale—C. W. Folger & Son have sold their feed mill and produce business to Payne & Scoville, who have taken possession.

Bay City—J. Thompson & Co., dealer in dry goods, shoes, etc., has changed its capitalization from \$120,000 to \$102,500 and 750 shares no par value.

Detroit—Clayton B. Griffin, boot and shoe dealer at 14131 Jefferson avenue, is reported to be offering to compromise with his creditors at 25 per cent.

Hillsdale—Leon Crandall has traded his store building and grocery stock to Ralph Robins for his farm in Reading township. Possession will be given March 15.

Three Rivers—The Jones Lumber & Coal Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in property.

Jackson—The Rapid Shoe Repair Co., 244 East Main street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$3,000 has been subscribed and paid in cash.

Coopersville—W. J. Hanna has purchased the interest of Mr. Reed in the grocery stock of Reed & Young. The business will hereafter be conducted under the style of Young & Hanna.

Fowler—Anthony Wieber has sold his interest in the lumber, sewer pipe and tile business of Anthony Wieber & Son, to his son, Frank A. Wieber, who will continue the business under his own name.

Detroit—The Whaling-Carron Co., 617 Woodward avenue, has been incorporated to deal in clothing and men's furnishing goods with an authorized capital stock of \$30,000, \$1,000 of which has been subscribed and paid in cash.

Detroit—The Morrison Laboratories, Inc., 536 Griswold street, has been incorporated to deal in loud speaker units, patented articles in electrical, chemical and mechanical fields, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in cash.

Saginaw—The Bank of Saginaw has started foreclosure proceedings against Fred A. and Jane Brenner and others, for payment of \$59,000, representing the interest of the Bank in a business block Brenner erected at war peak prices, to house an auto company. The work was suspended last year.

Lansing—A. D. Crosby, dealer in fire place fixtures, mosaic tile, etc., has merged his business into a stock company under the style of A. D. Crosby, Inc., with an authorized capital stock of \$80,000, of which amount \$50,100 has been subscribed and paid in, \$5,100 in cash and \$45,000 in property.

Benton Harbor—The Kidd, Dater & Price Co., wholesale grocer, has merged its business into a stock company under the style of the Kidd, Dater & Price Grocery Co., with an authorized capital stock of \$300,000, all of which has been subscribed and paid in, \$50,000 in cash and \$250,000 in property.

Detroit—Leith & Young, 302 Bowles building, have merged their clothing, tailoring and men's furnishings business into a stock company under the same style, with an authorized capital stock of \$50,000, of which amount \$27,000 has been subscribed and paid in, \$2,540.30 in cash and \$24,459.70 in property.

Kalamazoo—Mrs. H. H. Sharpsteen, of the Tackaberry millinery shop, has purchased an interest in the Kridel stock of women's ready-to-wear garments, South Burdick street and will assume the management of the business. Mrs. Sharpsteen will retain her interest in the millinery store and add a line of millinery to the Kridel stock.

Winn—The body of Fred Gifford, 40 years old, local produce dealer, was found about 10 o'clock Monday morning, in a rear room of his store, with half the head blown off by a double shotgun charge. The muzzle of the weapon rested on the body. He is believed to have committed suicide. Gifford, who had lived in Winn for the past twenty years, was well thought of in the community. He had been in poor health for some time, and is believed to have become despondent.

A few minutes before the find was made, J. Redman, a storekeeper, had requested Gifford to drive him to a nearby town, and was promised for the next day. Earlier in the morning, Gifford had purchased two shotgun shells at the local hardware. An inquest has been ordered by Corner Baskerville. Besides his wife, Gifford leaves two sons, Thurlo and Lyle.

Manufacturing Matters.

Harriette—The Michigan Fullers' Earth Corporation has increased its capital stock from \$400,000 to \$700,000.

Battle Creek—"Taylor Made" Candy, W. E. Taylor, Maker, 55 Kalamazoo street, has increased its capital stock from \$50,000 to \$150,000.

Lansing—The Clippert & Spaulding Co., manufacturer of brick, has sold its plant and stock to the Briggs Co. which has plants at Grand Rapids, Grand Ledge and Lansing.

Grand Rapids—The Lamar Pipe & Tile Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$5,000 paid in cash.

Grand Rapids—The American Pie Co., 207 North Bond avenue, has been incorporated with an authorized capital stock of \$5,000, \$2,500 of which has been subscribed and paid in cash.

Detroit—The Surfix Chemical Co., Griswold and Atwater streets, has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in cash.

Lansing—The Lansing Paint & Color Co. has merged its business into a stock company under the same style with an authorized capital stock of \$200,000, of which amount \$160,000 has been subscribed and paid in property.

Chesaning—The Kum Bak Body Corporation has been incorporated with an authorized capital stock of \$80,000 preferred and 10,000 shares at \$1 per share, of which amount \$15,000 and 10,000 shares has been subscribed and paid in property.

Jackson—Earl Motors has merged its manufacturing business into a stock company under the style of the Earl Motors Manufacturing Co., with an authorized capital stock of \$1,000,000, all of which has been subscribed and paid in property.

Detroit—The Manufacturers Rubber & Supply Co., 9937 East Jefferson street, has merged its business into a stock company under the same style with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$1,000 in cash and \$4,000 in property.

Detroit—The W. O. Barnes Co., 1216 Beaubien street, manufacturer of saws, tools, etc., has merged its business into a stock company under the same style with an authorized capital stock of \$40,000, all of which has been subscribed and paid in, \$575.76 in cash and \$39,424.24 in property.

Blissfield—The Reiber-Kolz Co., manufacturer of spotlights, has removed its plant from Adrian to this place. The transfer was made through efforts of the Blissfield Chamber of Commerce. The company has re-

organized, with practically all the directors and officers from Blissfield.

Perfecting Plans For the Grand Rapids Convention.

Lansing, Feb. 27—Our convention in Grand Rapids will discuss quite fully the subject of advertising in its various forms and phases. Our President, J. C. Toeller asks me in this bulletin to request members from the smaller stores to bring to the convention, Tuesday and Wednesday, March 6 and 7 at Hotel Pantiind, samples of the newspaper and mail order advertising which they have used during the past year. Please do not neglect this.

L. G. Cook, of Jackson, sends out another appeal for members to send direct to him different forms used in their stores, such as buying forms, selling forms, accounting forms and administration forms. Please refer to our bulletin of Jan 29. Mr. Cook intends to make an exhibit of these forms and, if members do not wish to have their names used, Mr. Cook will use white gummed paper to cover the name on the forms used for the exhibition. Do not forget to send them direct to him.

It will be observed that the subject of patterns and pattern contracts does not appear on the printed program of our convention. It does not follow, however, that the subject of patterns will not be mentioned there; as there is constant demand on the part of many merchants that this question be kept alive. I quote from a letter just received, which is snappy and right to the point:

"Through the kindness of E. A. Stowe, we got out from under one of the nastiest contracts that ever was made. I think Mr. Stowe has a copy of the contract and some of the correspondence that we received from the McCall Company. Am out of the game now and were I ever to go in business again I would steer clear of the pattern concerns."

This committee through its sub-committee, Messrs. Myer Heller, New Castle, Indiana; H. M. Henderson, Oshkosh, Wisconsin; and Herbert N. Bush, Flint, with the assistance of the Dry Goods Reporter, of Chicago, has formulated a comprehensive report. This report is now in print and is too voluminous to be given to our members in the bulletin form. We find, however, that this report will be printed in booklet form and that all persons who desire a copy of it may secure same for 25c per copy. Please write to this office stating the number of copies which you desire and we will procure them for you.

Randolph Buck, assistant manager of the Western Factory Insurance Association, speaking before the Wisconsin Fieldman's Club on the subject, "How to keep the mutuals from getting business from us," made the following statements: "Whether there be weakness in the mutual system or not, the purpose of these men who conduct the operations of these companies are honest, sincere and intelligent. They believe in that which they sell. It is all right for us to flaunt before the face of the prospective insurer the fear that some conflagration is going to wipe the mutuals off the face of the earth. This has never happened, and in my humble judgment never will happen, etc."

Mr. Buck estimates the strength of the mutual insurance movement more accurately than most old line men.

Jason E. Hammond,
Mgr. Mich. Retail Dry Goods Ass'n.

The tricky merchant will discover many more tricky customers than the honest merchant will. Why? Because he first sows the seed for a crop of tricksters. It is their method of self defense against what he started.



Essential Features of the Grocery Staples.

Sugar—Most of the refiners are withdrawn from the market and as this is written it is regarded as problematical whether they will come back in with sugar quoted at a higher or a lower price. As pointed out so many times in recent weeks, the sugar market to-day is highly speculative and jobbers as well as retailers do not know what is going to happen. For example the meteoric flight of sugar prices discussed on this page a week ago found practically every jobbing house with only nominal supplies of sugar in stock and with little on contract. Local jobbers hold cane granulated at 9½c and beet at 9.40c.

Tea—Stocks of certain grades of tea, particularly Ceylons, Indias and Javas, are getting smaller and the result has been a hardening up in these grades during the week. This is entirely as to first hands' prices. So far as the retail prices of these grades are concerned, there has been no general change and will be none until the wholesale price becomes more settled. The market is steady to firm on many other grades, notably Formosas, China greens, etc. The consumptive demand for tea is seasonably good without any development during the week.

Coffee—The market for Rio and Santos coffees has shown some weakness during the week, but without any appreciable decline, though the feeling is softer. All grades of Rio and Santos remain about as they were last week. Milds are also about the same, with a fair demand.

Canned Fruits—A greater amount of uncertainty exists in peaches than in any other commodity. Judging by quotations alone the standard grades are to be had at an extreme range, as some lots show as much as 40c per dozen differential. This denotes weakness if prices alone are considered. The offerings, however, must be examined as to canner and actual quality to fully understand the situation. The cheap lines close to \$1.65 are often the packs of the less firmly established packers, and often their gradings are not consistent with the ideas of critical buyers. A sub-standard, or even a second, is offered as a full standard. When there is as little general buying as at present the market is flat. It is thought that the chain stores and other large distributing channels will be employed to dispose of the low grade stocks still on the Coast. Fancy and choice peaches remain firm. Apricots are not active either on the spot or for Coast shipment. Pears are not plentiful. Cherries, are firm and are well controlled in jobbing channels. Pineapple remains

firm and short of requirements. Apples are in no particular demand.

Canned Vegetables—The main drive is to sell future Maine corn on contract following the opening of prices about ten days ago. The same bearish tactics have been used by buyers in taking on corn as was noticeable in peas. Cannors assert that the pack of fancy corn in Maine this season will not be sufficient to supply the trade of the country, since production will not be heavy and there will be no carryover. In fact, old packs are practically off the market now. The larger Maine cannors report extensive sales in this market, with their allotments practically sold. There has been no real demand for Southern standards on contract. Spot fancy corn is to be had only in small blocks. Standards rule steady on the spot, with only routine buying. Cheap future peas are not to be had either in straight lots or in assortments. Most cannors hold their prices firm and will not allow concessions. Spot lines are without material change. Tomatoes are steady, with a fair distributing demand to cover shortages. Futures are not selling freely as buyers think that by holding off they will be able to do better. More interest is shown in gallons than in the smaller sizes. Asparagus is only to be had in small jobbing lots.

Canned Fish—The Lenten demand has not vitally affected the situation. Salmon is dull and is taken mostly in small blocks from local warehouse holdings. Coast stocks are not attractive at the moment. Sardines are quiet. Maine fish is held firm Down East, with no important sales above discounts. California and imported sardines are in ordinary demand. Other fish products are taken as they are needed and did not develop new features last week.

Dried Fruits—Prunes are quiet. Retail sales are larger, but wholesalers are not adding to their stocks in a material way. A wide variation in prices exists and there are rumors current pointing to sales at considerably below the market. While not credited by many traders, the talk of distress offerings gives buyers low ideas. The larger Coast packers hold firm, but some second hands shade their quotations. Apricots are too scarce to be active in a large way and the high range also curtails the buying demand. Blenheims are hard to find. The shortage of apricots has made peaches better placed and a good spring demand for that fruit is anticipated. Raisins fail to register improvement. There is not enough jobbing demand to dispel the constant weakness, and as second hands shade

the original opening (which is also being done by independents) there is no real stability to the situation. Currants are quiet.

Syrup and Molasses—Good molasses continues quite firm, with a fair demand. Sugar syrup is quiet and if there was any smaller demand prices would undoubtedly ease off a little, but there is about trade enough to keep prices even. Compound syrup is steady without feature. Demand is fair.

Rice—The market at primary points is quiet and this does not tend to create local interest. Foreign rice is firm. Offerings are light and holders demand full prices on all of their stocks.

Beans and Peas—The demand for all grades of beans is still very light, but still with a strong undertone. This includes pea beans, which are firm at unchanged prices, and with most dealers holding for an advance. Red and white kidney beans are about unchanged and with a hardening tendency. California limas are steady, without change in price. Green and Scotch peas are still very draggy and dull, with the market in buyer's favor.

Cheese—The market is very quiet and consumptive demand very light. Stocks in storage are considerably in excess of what they were a year ago. We look for lower prices in the near future.

Provisions—Everything in the smoked meat line is quiet, with a light consumptive demand, with some cuts showing a reduction of about 1c per pound. Pure lard and lard substitutes are unchanged with a light demand. Dried beef, barreled pork and canned meats are in slow sale at prices ranging about the same as last week.

Salt Fish—Jobbing demand for mackerel has improved during the past week, due entirely to Lent or to the belief on the part of buyers that Lent is going to increase the demand; prices are about unchanged. Consumptive demand for mackerel is fair.

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@8½c per lb.

Butter—The market has remained stationary for the past week; the consumptive demand for butter is only fair. The receipts are in excess of what they were a year ago. The recent storms have caused considerable delay in transportation. We look for a slightly lower market 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—\$5.50 per 100 lbs. Very scarce.

Carrots—\$1.25 per bu.

Cauliflower—\$3.50 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—Owing to the weather conditions, the transportation of eggs has

been very difficult and as storage eggs are about exhausted, the bulk of the trade is being supplied with fresh eggs, which absorbs the receipts on arrival. The quality is very fancy and unless we have very bad weather we are likely to have receding prices for the remainder of the month. Local jobbers pay 36c for fresh.

Egg Plant—\$3 per doz.

Grapes—Spanish Malagas, \$9.50 for 40 lb. keg.

Green Onions—Chalots, \$1 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 for white and \$2.50 for red.

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—\$2.25 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	-----	22c
Heavy springs	-----	22c
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, \$1.25.

Turnips—\$1.25 per bu.

The Tables Turned.

Detroit, Feb. 27—For four years France and Belgium have waited patiently the good will of Germany in order to collect their just reparations. But once more Germany has shown the world that her word has not more value than her mark to-day. When she agreed to pay her debt (by her signature on the Versailles Treaty) she knew in her trickster's heart that she was not going to keep her promise, and that delay was most favorable for her revival. France has been misled long enough, her patience has been worn out by the need of her people, her last resort was to occupy the Ruhr basin. Who can blame her for doing that? When Germany's armies were triumphantly marching toward Paris in 1914, perpetrating their frightful atrocities, they turned a deaf ear to the world's protests. But times have changed. Louise Stewart.

ONE OF THE BEST YET.

Annual Convention of Retail Grocers at Lansing.

Lansing, Feb. 21—The twenty-fifth annual convention of the Retail Grocers and General Merchants Association of Michigan was called to order by M. C. Goossen, President of the Lansing Association, with the following State Officers present:

President—John Affeldt, Jr., Lansing.

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

Second Vice-President—Paul Gezon, Grand Rapids.

Treasurer—G. H. Albrecht, Detroit. Directors—O. L. Davis, Ypsilanti; J. F. Tatman, Clare; Chas. H. Schmidt Bay City.

President Affeldt then read his annual address, which appeared in the Tradesman of last week.

Secretary Bothwell's annual report was then read by James Johnston, of Cadillac. This report also appeared in full in the Tradesman of last week.

The annual report of the Treasurer was as follows:

Total receipts	\$2745.91
Total disbursements	2695.82
Balance on hand	\$51.09

E. W. Jones moved that the Association send Secretary Bothwell a message, wishing him a speedy recovery; also that a bouquet of flowers be sent to him. The motion prevailed. President Affeldt instructed Johnston to send the message and make the necessary arrangements to have the bouquet delivered to Mr. Bothwell.

Appreciative remarks were made by Vice-President Chas. G. Christensen.

Reports of delegates were then received as follows:

Ann Arbor—Theodore H. Trost.
Bay City—J. H. Primeau.
Cadillac—J. D. Widgren.
Cass City—A. A. Ricker.
Cassopolis—B. E. Doolittle.
Clare—J. F. Tatman.
Benton Harbor—A. L. Leonard.
Chesaning—No report.
Detroit—C. F. Shreve.
East Saugatuck—John Lubbers.
Fowler—E. C. Piggott.
Grand Rapids—Herman Hansen.
Grand Haven—G. Ekkens.
Harbor Beach—Mihlethler Co., representative.

Kingston—J. S. Berman.
Kalamazoo—J. E. Pease.
Lansing—Frank McConnell.
Midland—G. F. Johnson.
Owosso—John Florin.

The report of the Bay City Association was as follows:

There is nothing unusual in the name and yet there's a multitude of pleasures and other advantages in the region lying within our borders. To the average person it is doubtful if the name suggests more than a commonplace thought, yet there are thousands of people who long for the very things to which the people of Northern Michigan give but a slight consideration. Those who are so fortunate as to live within the limits of the region think nothing of the wonderful and picturesque manner in which nature has so beautifully placed each lake, stream, hill, valley and woodland.

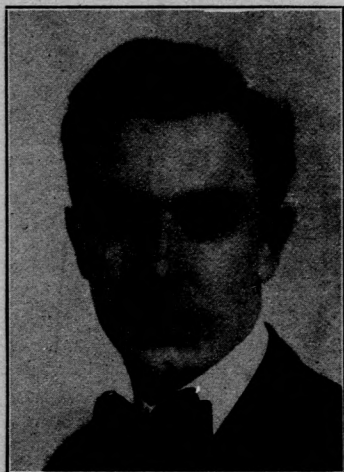
These are matter-of-fact sort of things to the native inhabitant and still they attract each year innumerable visitors by their magnetic beauty.

Bay City's Chamber of Commerce extends hearty and cordial greetings and good wishes to every one in Northeastern and all of Michigan. Our doors are always open to the retail grocers and general merchants of Michigan. A kindly welcome always awaits our guests and visitors. Make our city your headquarters. Come often. Our merchants and manufacturers appreciate your patronage, but realize you first owe loyalty to your home merchants and manufacturers. Always buy in your home town, but if you cannot find there what you want come to Bay City and we will be

pleased to serve you. Our organization is working as one to protect and serve our patrons.

Bay City's local branch of the Retail Grocers and General Merchants' Association of Michigan wishes to state that we are in a prosperous condition and hold regular meetings every two weeks, which some times are very good and some times very slimly attended, but we contend that if we all did nothing more than keep the retail grocery and meat dealers' business in the same rank in public opinion with the drug store, dry goods, hardware and all other retail stores, our time and money will be very well spent.

We are exceedingly thankful that we have a credit rating bureau, which



J. A. Affeldt, Jr., Past President.

has been a great protection to our credit business, saving thousands of dollars in bad accounts.

We co-operate with our honorable mayor and City Commission and other civic bodies for the good of our town. We do a lot of good things too numerous to mention.

Up in Saginaw a man has been painting rocks and selling them for coal and down in Lansing rocks are sold for coal and no painting required.

Louise, my stenographer, says she has found out that if you keep your mind on your business, other people will keep their minds off it.

We would recommend a three day convention in the future, instead of two days. We believe that social entertainment, enthusiasm and pep in State conventions will build up our local associations. We further recommend that the annual year book be given over to the local association which entertains the State convention, as it creates more pep and enthusiasm; also makes a revenue to cover expenses. The results will be better conventions in the future and put each town on the map. We further recommend that you consider Bay City in the race for Second Vice-President and a live man of executive ability.

The report of the Lansing Association was as follows:

During the past year the local association has had a very varied career. At times everything would look serene and every prospect for a thriving association and increased membership, only to have our hopes slammed up against a rock or two, but, due to the aggressive and stick-to-it spirit of the "Old Guard" and the loyalty of its officers, it has weathered the storm and we now find ourselves in the best position in years to entertain you gentlemen at your twenty-fifth annual convention. As Secretary, I wish to assure you that the local association wishes to make your stay very pleasant as well as very profitable, and after the convention is history, we expect to have as warm a spot in your hearts for Lansing as Lansing has for those who have entertained her in the past.

During the past year there have

been no serious eruptions of any character in Lansing to call out the wrecking crew of our Association, so everything has been pretty much social, and at no time during the year was it very hard to keep things going in that channel under the leadership of our genial past President, George Daschner, and it was only due to his extreme bashfulness and his generous disposition that he is not at the head of the organization for the customary two years.

During his term of office we staged one of our most successful annual dinner dances, attended by over 300 grocers, meat dealers, their clerks, wives and sweethearts.

In August we held our annual picnic, which was a scream from every angle. Sports of all kinds were pulled off, races, beauty contests, greased pig and everything. The remainder of the sports were preceded by the annual clash between Affeldt's famous "North end senators" and the just as famous, "East side merchants" baseball teams, and if you care to know the result ask your worthy President or ask your neighbor—he knows.

In December our regular election of officers was held in the Chamber of Commerce parlors and, while we lost friend George as President, we offset that with the acquisition of "the grand old man of the grocery business," M. C. Goossen, one you have all had the



C. G. Christenson, President.

pleasure of meeting at every convention for years past, and one who is always brim full of ideas and always open to suggestions also. Under his guidance we look forward to another most successful year in Lansing.

The remainder of the official family of the Lansing association consists of L. W. VanDusen as First Vice-President; Richard Briggs, Jr., Second Vice-President; O. H. Bailey Treasurer, and your humble servant as Secretary.

John A. Green, of the American Sugar Refining Co., gave a splendid address on the Problems of Retail Grocers, Butchers and General Merchants and suggested many reforms which, if put into practice, would assist in solving the problems, commenting on the noble position which the retail dry goods dealer occupied, followed by a moving picture demonstration of the process of growing and refining sugar. This paper appeared verbatim in the issue of the Tradesman for last week.

Thursday morning the convention was called to order by President Affeldt.

Report of the Committee on Credentials was as follows:

Members present	68
Ladies present	11
Cities represented	29

The Committee on Rules of Order recommended that Roberts rules of

order be used, which, upon motion, was adopted.

George Daschner was appointed sergeant-at-arms, with instructions to collect 10 cents from each member coming late and \$25 cents each from the chairman of committees who were late.

Charles W. Myers, of Chicago, read a paper which appears in full in this week's issue of the Tradesman. On motion, Mr. Myers was given a rising vote of thanks.

W. P. Hartman, of the Department of Agriculture, gave an address, touching in particular on bovine tuberculosis, the test of cider vinegar, improved sanitary conditions and co-operation.

On motion, Mr. Hartman was given a rising vote of thanks for his remarks.

The question box was then opened and the following questions were read and discussed at some length:

Can anything be done to close the Greek stores on Sunday? P. Gezon.

Is a legally contracted debt not a debt after the expiration of a certain time, before God and man? G. W. Geller, Fowler.

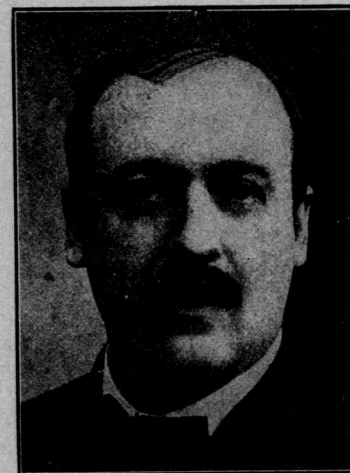
Would it be possible to institute a course in retail salesmanship for our clerks under the auspices of our State Association, this course possibly consisting of educational lectures held at various central points?

Should not some action be taken to have the law amended relative to grocers handling so-called drugs?

Would it be possible or practical to have a State examination and licensing of grocers, to pass upon the qualifications of a person before he could enter the grocery business? This examination would possibly be similar to that the barbers now have.

Would it not be in order for our Association to endorse and help finance the Better Business Bureau and Research work, now being done by our National Association?

Would it not be some benefit to our Association if all stores belonging to it could be identified by some sign, as is used by the Cleveland grocers?



D. L. Davis, Director.

Would it be possible for our State Association to have a full time paid Secretary?

On motion, the Board of Directors were authorized to employ a full time Secretary at a salary to be determined by the Board.

On motion, the question of uniform signs for members of the State Association was referred to the Board of Directors.

On motion, the Association endorsed the Better Business Bureau and Research work now being done by the National Association.

Jason E. Hammond was called upon to give some information on legislation and suggestions relative to the enactment of bills now before the Michigan Legislature.

On motion, the Association went on record as favoring legislation which will make it necessary to pass an examination before entering the business of retailer of groceries and meats and that the question be referred to the Committee on Legislation and the Board of Directors.

On motion, the matter of having the drug act repealed was referred to the Committee on Legislation.

The report of the Auditing Committee was presented. On motion, the report was left open to be disposed of by our incoming President.

On motion of the Nominating Committee, the following officers were elected:

President—C. G. Christensen.
First Vice-President—Paul Gezon.
Second Vice-President—Chas. H. Schmidt.

Treasurer—F. H. Albrecht.
Trustees—D. L. Davis, Ypsilanti; J. F. Tatman, Clare; Victory Sorg, Ann Arbor; B. E. Doolittle, Casnovia; G. Ekkens, Grand Haven.

C. F. Shreve, of Detroit, presented our retiring President, John Affeldt, Jr., of Lansing, with an umbrella, as a token of the satisfaction of the members with his unselfish and untiring efforts while serving as President of this Association.

On motion Grand Rapids was selected as the city in which to hold our convention in 1923.

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

We, retail grocers, meat dealers and general merchant of the State of Michigan, in convention assembled, congratulate the officers of our Association on the fine program provided for us and especially commend the President and Secretary of the Association for the efficient work done during the past year.

Whereas—The Lansing Grocers and Meat Dealers' Association has been so very generous in the courtesies extended to us at this, our twenty-fifth annual convention, and the members have given of their time and effort for the benefit of our members and provided us entertainment and banquet of such high standard and quality; therefore be it

Resolved—That we extend to them a rising vote of thanks and best wishes for their prosperity and good-will that comes because of service well and cheerfully rendered.

Whereas—The pharmacy laws of 1921 prohibit other than registered pharmacists the right to sell certain drugs, poisons, oils, spices and flavoring extracts; and

Whereas—The five mile limit, as stated in the above mentioned act, grants to some dealers of the same commodities the right that it denies to others; and

Whereas—The enforcement of this act permits of a monopoly to the drug and medical profession; therefore be it

Resolved—That the retail grocers do protest against the enforcement of sections 6775 and 6778 of the compiled laws as given in the 1921 edition of the pharmacy laws of Michigan, and the enactment of any other laws relating to the sale of above goods by grocers.

Resolved—That the Retail Grocers & General Merchants' Association of Michigan favor the repeal of the Esch-Cummings law.

We recommend that the question of publishing the year book of the Association be left to the Board of Directors of the Association.

We suggest that a window display emblem for Association members be referred to a committee to report at the next meeting.

We suggest that a floral tribute and words of cheer be sent to ex-President McMorris at Bay City, and that this be referred to the Bay City delegation for execution.

Whereas—The State of Michigan is one of the best fruit states and the Michigan canned goods are Nationally

known as the finest and best, we urge that the slogan suggested by our President be adopted as the slogan of our Association—Michigan Foods for Michigan Folks.

The Committee on By-Laws made the following report:

Whereas—It seems to be a generally accepted fact that the best interests of large corporations are better served by the election of a Board of Directors only, it would seem that a like condition would be of advantage in an Association of this kind, hence the following amendment to the by-laws has been proposed:

Sec. 1. A board of nine directors shall be elected annually from the delegates in convention assembled, and President, First Vice-President, Second Vice-President and Treasurer shall be selected from among this number at the first meeting of the Board after election.

Sec. 2. The Board of Directors shall be composed of nine members, together with the retiring past President and Secretary, who shall serve until their successors take office.

Sec. 3. The time of the State convention shall be changed from February to the third week in April and the fiscal year shall close Dec. 31, preceding the annual meeting.

Sec. 4. That all conventions in the future shall be held three days.

The first two recommendations were rejected. The last two recommendations were adopted.

The receipts of the meeting were as follows:

Received for dues and membership fees	\$352.50
Received by donation	2.00

\$354.50

James Johnston, Acting Sec'y.

Death of Long-Time Bay City Grocer.

Bay City, Feb. 26—William McMorris, 60, well known throughout the State by his association with the Retail Grocers and General Merchants' Association of Michigan, of which he was President for two years, died at his home here Saturday. He is survived by five children. Funeral services will be held Tuesday.

Wm. McMorris was born on a farm near Toronto, Ontario, Jan. 22, 1863. His father and mother were both of Scotch-Irish descent. At the age of 12 years Mr. McMorris took to the lakes as a sailor and after four years service became master and pilot, in which capacity he sailed the lakes several seasons. He retired from this business in 1886 to engage in the meat business at Bay City, which he conducted six years. He then engaged in the manufacture of staves and heading for three years. In 1895 he went back to the meat business and twenty-four years ago he added a line of groceries, which he conducted ever since. He was located at the corner of Bangor street and Marquette avenue, the building having come into his possession as the result of litigation covering a period of seven years.

Mr. McMorris was married in 1885 to Miss Katherine Zgbach, who was a native of Switzerland and who was unable to speak any language other than her native tongue until she was 15 years old. She was married at the age of 22 and the family consists of five children—two boys and three girls. Mr. McMorris was a Red Man, a Woodman, an Odd Fellow and an attendant at the Presbyterian church. He attributed his success to hard knocks and to being strictly honest in his dealings. He had long been a member of the Retail Grocers and General Merchants' Association of

Michigan, having served the organization several years on committees. In 1912 he was elected Second Vice-President. In 1913 he was promoted to First Vice-President and at the convention held in this city in 1914 he was elevated to the office of the Presidency, which position he held two terms, with satisfaction to all concerned.

Features of Garment Situation.

While it is believed the bulk of initial garment buying for spring is completed, there is still a large number of buyers in the Eastern market. Retailers now, or will shortly, have the merchandise they will open the season with around the early part of next month. It is their plan to start off the season as early as possible, but

much depends on the weather as to the exact time the stores will generally begin to display their new garment stocks. Considering the demand, wholesalers say they have had an early business that was more than satisfactory. The feeling in these circles is that the consumer buying should begin with a rush and that the Easter business should rank with that of the recent holiday period from the standpoint of sales volume. Salesmen of some houses are now on the road gathering the remainder of the orders which many retail store owners prefer to place just before the season opens.

Don't economize on store expenses along the line that makes for a reputation for stinginess.



"Have a Bite, Mamma"

"Isn't it good? Mrs. Jones gave it to me and she says she baked it with



"Say, mumsie, wish you'd make some like it.

Can't we buy CRESCENT, too?"

The dainty taste of a CRESCENT baked goody instantly pleases even your most critical neighbors and friends.

It's the sweet flavor of the natural wheat, fully brought out by our careful process of milling. And it will flavor all your bakings for CRESCENT bakes both bread and pastry perfectly. You will need but one kind of flour.

CRESCENT handles so easily that from the start you'll have more than an even chance of good luck—why not order a trial sack today?

"It Makes Bread White and Faces Bright!"

Ask Your Grocer.

VOIGT MILLING CO., Grand Rapids, Mich.

WOOLS AND WOOLENS.

Little material change in the wool situation is noted from week to week. The existing pooled stocks abroad are doled out at upset prices in only limited quantities. On Jan. 31 the stocks of the British-Australian Wool Realization Association amounted to 817,332 bales, of which the Australian was 495,457 bales and the New Zealand 321,875 bales. In all the lot there are only 51,571 bales of merinos. In this country some contracting in advance of shearing has taken place, a limited amount of Arizona wool having been so bought. Of interest to importers was the decision rendered by the General Appraisers Board refusing to let in combing wool free of duty under the Emergency Tariff act. A large volume of imports is affected by this decision. The contention for admitting it free was based on the fact that combing wool is not mentioned in the emergency act, while other wools are. An appeal is to be taken from the decision of the General Appraisers. Wool consumption in domestic mills was at a high point in January, judging from the activity of the machinery as reported to the Census Bureau. A significant item was an increase in the number of worsted spindles operating, while there was a slight drop in those of woollens. Carpet and rug looms continue especially active, due to the demand. In the goods market the principal factor is closing out its lines and there seems ample business for the smaller concerns. Dress goods openings continue to stretch along, the prospects now being that the end of them will not come until the middle of next month. The close of the strike in the dress trade is a helpful factor. The clothing outlook remains good, both for Spring and Fall.

COTTON AND COTTON GOODS.

Rather active buying pushed up the quotations on cotton during the past week. Back of all the speculative activity is the fact of the larger demand from the domestic mills which are operating at full speed. The Census Bureau's report, issued the other day, showed that 35,240,853 spindles—a record number—were in operation during January and that the consumption of cotton during that month was 610,375 bales of lint and 49,804 bales of linters. The spindle hours were over a billion in excess of those of December. In connection with the prospects of this year's cotton crop, the prediction is made that it will be at least 12,000,000 bales. This is based on the preparations being made for increased acreage to be planted and on the efforts to combat the boll weevil, toward whose extermination a concerted effort will be made. The British do not seem satisfied with conditions in the cotton goods trade, and the Yarn Spinners' Association there has recommended a shutdown for a fortnight in March. A bill which has passed the United States Senate and is now in the House provides for a yearly survey of the cotton situation on July 31, including production, consumption and supplies. It would compel ginneries and storage concerns to make reports to the Census Bureau

and would arrange for surveys in foreign countries. If effective, it would provide statistical data of much value. The goods market during the week showed rather a continuation or previous conditions. Gray goods were firm and in good demand at mounting prices. Colored and printed fabrics were well sought, especially ginghams. Knit underwear maintained its strong position.

APPROPRIATION FOR WHAT?

It may be that some qualms of conscience struck the powers at Washington who were so keen at requiring an appropriation of half a million dollars to investigate the rubber situation, concerning which there is no mystery. How to spend so much money for such a purpose would require ingenuity of no common order. So the proposition is now advanced to add other subjects to the enquiry, such as jute, nitrates, dyes, sisal and quinine, which are so much used in this country, but which are not produced here. But there are other raw materials that are imported, equally if not more important than those mentioned, which are not considered worthy of investigation. Among them may be mentioned wool, so much of which was pooled; raw silk, which has been the subject of manipulation in Japan; coffee, etc. Surely these affect more people than do the supplies of rubber. As to the latter, furthermore, certain large interests in this country own their own plantations abroad and are not at the mercy of foreigners, and certain other large users have announced their intention of following suit. But, taking into account all of the commodities which are not produced here and conceding that foreigners are driving as hard a bargain as they can in disposing of them, what action can be taken which will cause them to desist? The only thing that suggests itself is a boycott and that would be more hurtful than any hold-up. Certainly no law against combinations in foreign countries could be made operative.

ON THE ASHES OF OTHERS.

For two generations the name of McCormick has been associated with the invention of the harvester, reaper, mower and binder. It is almost universally conceded that the elder McCormick was the original inventor of these machines which made him and his family many million dollars. It now transpires that the real inventor of the original machines was Hiram Moore and Andrew Y. Moore, of Schoolcraft, and George Leland, of Prairie Ronde. The Moores were both grain farmers and Leland was a blacksmith. McCormick, it appears, heard of the inventions and sent men to Kalamazoo county to surreptitiously copy all the Michigan men had accomplished. McCormick appropriated these ideas, secured patents on the devices by swearing that they were original with himself and pocketed the millions which rightfully belonged to the Michiganders.

The same condition exists in the telephone field. Few men who have investigated the subject believe that Alexander Graham Bell invented the telephone. The real inventor was a

man named Drawbaugh, but the Supreme Court of the United States—five to four—awarded the priority of invention to Bell, largely because he was more energetic than the real inventor and was the first to get his claims into the patent office. Drawbaugh died a pauper, while Bell acquired a vast fortune as the result of his appropriating the ideas of another.

RESTRICTION OF RUBBER.

Now it appears that the Government is about to look into the rubber situation. As in the case of silk, none of the raw material is produced here, but more is used than in any other country in the world. Long ago the supply came from Brazil, but, latterly, the bulk of it is obtained from the Far East, where cultivated plantations were established to take the place of the trees growing wild in South America. Great as became the demand from the growth of the automobile industry, the supply soon outstripped it. Rubber was one of the few commodities which the general war boom did not help. As the surplus of rubber grew, new uses were found for it, but they were not very effective in reducing the stocks. Finally, as a last resort, restriction of the output and of exports was resorted to. This has resulted in raising prices and making it worth while to continue rubber cultivation. But, much as this suits the British rubber growing companies, it is not satisfactory to American manufacturers of rubber products. So the Government has been appealed to for help and the President has asked for a half million dollar appropriation to defray the cost of an investigation designed to assure "an adequate supply of the material to American consumers." The underlying notion is to have American capital help out in getting bigger supplies from Brazil or put in plantations in the Philippines. Should, however, either be done and more rubber be obtained, the result will be only to increase the surplus supplies of the article and decrease its price again to the point where it will not pay to grow it. Meanwhile, it is interesting to enquire why restriction of rubber output abroad is more objectionable than was the restriction in the acreage of cotton in this country a short time ago?

PRUSSIAN PROPAGANDA.

There is ample room in the West for a great undenominational religious weekly such as the Christian Century purports to be; but that publication will never meet the aims and aspirations of American Christians because of its Teutonic leanings and pro-German utterances. How any publication which lays claim to being a religious leader can take a stand so repugnant to civilization, humanity and Christianity is something the average American is unable to understand or explain. The Christian Century should remove its publication office to Berlin and add Hindenberg and Von Terpitz to its editorial staff.

Ask a name over again, telephone or in person, until you are sure you have it right. But train yourself to get it right the first time.

DEATH OF NOTED WOMAN.

Few American women have had more extensive contacts with social and political history than Mrs. John A. Logan, whose death last week removes a figure cast in an unusual mould. Her obituaries naturally mention the fact that she was the originator of Memorial day. In a visit to Richmond in the spring of 1868 she was struck by the pathetic bleached flags and withered flowers on the thousands of Confederate graves about the Virginia capital, placed there on the Confederate Decoration day; she was instrumental in having Gen. Logan, then head of the G. A. R., set aside May 30, 1868, as the first Memorial day, and was prominent at the initial exercises at Arlington, where Grant, Sherman, Rawlins and many Cabinet officers were present. No woman was more conspicuous in the social life of Washington for a quarter century after the Civil War than Mrs. Logan. In her husband's political career, by no means a thoroughly creditable one, she took deep interest. She has recorded her opinion that society in the days when Nellie Sartoris ruled at the White House, before cocktails, cigarettees and a European stiffness had corrupted the native cordiality of Washington hostesses, was much superior to that of recent years. Those were the years of barrels of egg-nog every New Year's day; when Prof. Scala led the Marine Band; when Gail Hamilton and Kate Chase Sprague gave an intellectual tone to Washington affairs; when it would have been thought shocking had the President confined himself to the regulation state dinners, four evening receptions and a few musicales.

But Mrs. Logan is most distinctively to be remembered as a daughter of the border and wife of one of the principal border leaders in a period when it was the theater of great events. Born a Missourian, the eldest of thirteen children, early transplanted to Southern Illinois, where the people were mostly of Virginia and Kentucky stock, living in the large, genial Southern way, she was married at seventeen, her husband being then an ardent Democrat, a defender of slavery, and a man who hoped for the elevation of Douglas to the Presidency. Logan's decision to adhere to the Union after Fort Sumpter and his fiery appeals to his fellow-Egyptians did much to rally Southern Illinois to the Federal cause. Mrs. Logan was his faithful aid in all his activities. When he raised a volunteer force, she accompanied him to the field, was near the battle line at Donelson, Belmont, Fort Henry and Vicksburg, nursed her husband when he was dangerously wounded, and more than once performed services of magnitude in obtaining medical supplies and comforts for the Union forces. Later when Logan, known as a war Democrat, decided, in 1864, to support Lincoln and oppose McClellan for the Presidency, Mrs. Logan accompanied him on a prolonged speaking tour, which did much to roll up Lincoln's vote to the point it reached in Illinois. She had earned the place she took in Washington life after the war.

Clear the Way for a Big Easter—Spring—Summer Business

Come to Detroit March 12 to 17

In order that all goods selected during this week will be delivered in your store in time for the Easter trade all firms have planned for same day shipments.

DETROIT wholesale merchants have concluded arrangements for a special display of merchandise for the Spring and Summer trade—stocks that represent products of the leading manufacturing and style centers of the world—an exposition of dry goods and allied lines that will demonstrate the tremendous importance of the Detroit wholesale market. Merchandise is becoming scarcer and prices are advancing. Personal contact with the market brings more tangible results for your business. Take advantage of this most opportune time to come to Detroit—March 12 to 17.

Detroit's splendid merchandise service is the result of over half a century of commercial growth and development.

The Following Firms Will Welcome You to Detroit, March 12 to 17

EDSON MOORE & CO.,
Dry Goods, Hosiery, Underwear, Furnishing Goods.
Cor. Fort West & Mich. Cen. Railroad.

A. KROLIK & CO.,
Dry Goods, Notions, Furnishing Goods.
Cor. Jefferson & Randolph.

CROWLEY BROS., INC.,
Dry Goods, Notions, Furnishings.
Cor. Jefferson & Shelby.

BURNHAM STOEPEL & CO.,
Dry Goods, Hosiery, Underwear,
Cor. Bates & Larned.

GEO. F. MINTO & CO., INC.,
Men's Furnishing Goods.
339 West Jefferson.

KLEIN, GORDON & CO.,
Hosiery and Underwear.
329 East Jefferson.

C. A. FINSTERWALD CO.,
Carpets, Rugs, Linoleums, etc.
Corner Bates & Congress.

SHULER CARPET CO.,
Carpets, Rugs, Linoleums, Draperies.
122 E. Jefferson.

ALPERN-BRESLER-KANN CO.,
Manufacturers of Coats, Suits, Dresses.
325 E. Jefferson.

RABINOWITZ, EPSTEIN, NEWMAN, INC.,
Manufacturers of Dresses.
314 E. Jefferson.

GREENBAUM MFG. CO.,
Manufacturers of Dresses and Skirts.
122 E. Larned.

It's in the Detroit Market

WHAT THE PEOPLE WANT.

Commodities Which Everybody Buys and Uses.*

To those who have made an intensive study of food distribution, the great outstanding question of to-day which affects every phase of the business from manufacturer, wholesaler, retailer and consumer is "What do people want?"

The present era of merchandising is most extraordinary because of the vital changes which have taken place in this industry, and no greater example is afforded than in the selling of the product to the consumer. Due to a far-reaching economic change in our buying habits, we have come to believe that the majority of people prefer to sell themselves rather than feel that someone is making a sale to them.

This, then, shows us that people want to display a certain amount of independence, rather than dependence. On nearly every week day, twelve months in the year, there is a certain period devoted for the buying of food, either through telephoning the order or personally going to the retail food store. In either case, there is a certain contact, which, changed as it undoubtedly is from a few years ago, that has a definite bearing upon answering the question "What do people want?"

It seems a logical conclusion that the first satisfying requirement to the consumer is convenience. Your store may be selected as a purchasing place by the housewife for the very good reason that you deliver quality and service to a satisfying degree. This, however, is accomplished mainly by the personality of your store plus the way the merchandise is displayed and made easily available to the buyer.

Experience shows that successful businesses are built up from satisfied customers. Is the customer always right? Yes, absolutely. This, at least, is the policy that has been adopted by grocers who hold their customers. It is a policy that costs but little, too, for usually the customer discovers her mistake if she is wrong and rights things. The alert grocer goes to the utmost extreme to hold the friendship of any patron who may have become dissatisfied as the result of either the quality of the product or the kind of service rendered.

People, therefore, want convenience, quality and service. They like to buy where they do not have to spend too much time. They like to see and know what they are buying and getting. This is an age of swiftness, or at least the majority of us seem to think so. Even your best customers often become impatient if not waited upon immediately. Frequently they forget an article or several, as the result of their attention being diverted by what they consider lack of attention on the part of the owner or his sales people.

The grocer who is doing business to-day for his success to-morrow realizes that there will always be a to-morrow. He wisely concludes that quality must be a determining factor in promoting good will. He therefore

stocks such products as will make a reputation for him as a purveyor of good things to eat and dependable articles for household use. Once you have gotten people to respond to the appeal of good will, your success is assured.

Have you ever considered how many new and decidedly different kinds of foods have been placed upon the market in the past few years? Have you anticipated their possible popularity and made them available to your customers. New patrons are frequently added to a store simply because they have found it possible to purchase advertised brands of staple and specialty foods. Properly followed up, these new customers starting out with perhaps only a single item, eventually become very desirable customers.

How true it is, that while the consumer can always pick his dealer, the dealer cannot always choose his patrons? Intensive competitive conditions are to-day making the keen merchant all the stronger. He is eliminating such methods or merchandise which obstruct success to his business. Efficiently conducted retail stores will survive; inefficient ones will not. Isn't it apparent, therefore, that we must take our patrons into our confidence almost to the extent of disinterested partnership? Should they not know more and more about what you are endeavoring to do for them and through the application of this knowledge bring about a more gratifying understanding of your aims?

People want to buy where they can get the most for their money, whether it be convenience, quality, or service. The convenience of packaged foods is readily apparent during those periods of the day known as "rush hours" when you are either filling telephone orders for delivery or are personally waiting upon the trade. It is just as important that you be able to deliver the goods quickly to the customer who personally steps into your store, as it is to deliver them promptly in response to the telephone order from someone several blocks away. Anything to get the customer into the store—anything to hold his trade!

People want attention. It has been aptly said that "people and things comprise the world—advertising is the art of persuading people to buy things." Moreover, people are more interested in themselves and in other people, than in anything else. A housewife may be chatting with her neighbor and the merits of a certain food product are discussed. Incidentally, the name of the store from which it was purchased forms part of the conversation. This in itself is a certain form of advertising. If a product is advertised, few people care to admit they have not seen it advertised. They like to have you show them sufficient attention as to remind them of the advertised product.

The daily newspaper can be used profitably if the store is located where there is sufficient volume of trade that will respond to this particular kind of appeal. Nearly everyone reads a newspaper. What you have to tell of your offerings is news. News is information, and unless you inform the

public that you are in business they will patronize the store they are best acquainted with. Use mailing lists from time to time. Co-operate with aggressive manufacturers and wholesalers who are willing to assist you in merchandising their advertised products. Use plenty of neat price tickets featuring your special offerings. Make it easy for the customer to buy.

An analysis of the retail grocery business brings out the astonishing fact that there are in the United States, 335,212 stores with an average of seventy families or homes to each store. This average is not sufficient to enable the retail grocer to live according to American ideals. Too many are below this average and not enough above it. All the money received by the retail grocer does not stay in the business. Think how much of it goes to pay for merchandise, depreciation, upkeep, employes and not infrequently losses through carelessness. Your problem is how much money also stays right in your store as a dead loss through not knowing what people want.

The store showing the greater number of turn-overs a year proves that it is giving people what they want. The greater the number of stock turns, the healthier is the condition of the business providing an equitable profit is shown after all expenses, including a reasonable salary for the proprietor or manager, has been paid. A grocer selling wholly groceries and kindred lines should turn his stock over at least every four weeks on an average. Perishable commodities should turnover practically daily.

This enables you to always have fresh, bright, new stock on your shelves. Good will is built wonderfully from the appearance of your store, aside from what you have to sell. People want to buy where the store stimulates appetite the same as where a cafe displays and serves foods which encourage you to buy. Some of these views may sound idealistic, but we must, of necessity, look ahead rather than just see the sales of to-day. We are in business not for to-day only but for all the years in which we will devote our activities to business. Build to sell! Sell to build!

If we utilize our knowledge, foresight and energy we can surpass all previous efforts. To do this we must improve over our methods of the past. We assuredly have a most excellent basis for prosperity and we should build a far greater structure of commerce than in the past. It is up to every retail grocer to give his business a most careful study and analysis. Our most successful grocers are those who are constantly trying to know and to deliver what people want.

Look at your store through the eyes of the buying public. How does it compare with other stores? What is it the leaders in the industry are doing that you are not doing? Superior selling methods these days are a big help to moving merchandise profitably. Take a little more time to "read up," study what is being featured through national advertising and particularly what your own daily newspapers are portraying to the pub-

lic. Study your trade publications or association official organs as earnestly as you read the daily paper.

Attend your organization meetings regularly because the very session you might miss would be the one where you could have procured an idea of priceless value. Keep abreast of the times. Take inventory of your business and its prospects. Do not hesitate to confer with your wholesaler and manufacturer. We are all interested in this one great industry, selling commodities which everybody buys and uses—the greatest business game in the world—giving people what they want!

The Auto the Transportation of Democracy.

No vehicle devised by man has come into such wide use in so short a time as the automobile. There are approximately 10,250,000 motor cars and 1,250,000 motor trucks in the United States. Some authorities say the point of saturation is 17,000,000. You would think, from the congestion on city street and country highway in the summer time, the estimate of saturation point is too high.

The person afoot has to watch his step. Even then casualties are many. Traffic problems become more perplexing year by year.

One thing for which Henry Ford does not get credit is that, but for him, there probably would be vigorous opposition to the automobile and it would know many restrictions. If it were the vehicle solely of the rich or well-to-do, a class consciousness would have been aroused. But nearly half the automobiles are fords, and no longer can it be said truthfully that, "The rich they ride in chaises."

The vast majority of the fords are owned by wage workers or persons of modest income. The democracy of the automobile gives to it an immunity it otherwise might not command.

Of course if there were no fords there would not be such a crowding of the highways, at least as yet, but the fact remains that it is because of the ford and cars of relatively small cost that the automobile to-day has privileges, if not rights, that otherwise might be challenged, if not curtailed.

It is the vehicle of all the people as no other vehicle has been. And if it were used throughout the world to the degree it is in America, the total of passenger cars would be 184,250,000.

World recovery means as much for the automobile people as those of any industry in America. It is not improbable that the next twenty or thirty years will see the foreign field almost as big for the car makers as the domestic is now.

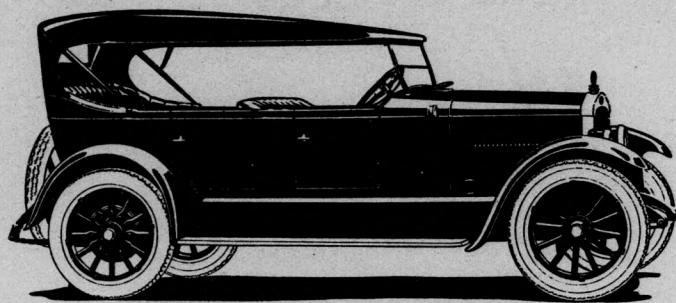
Who, twenty-five years ago, when the automobile was introduced, would believe that more than 10,000,000 passenger vehicles would be in use in this country to-day and about 5,000,000 of them by wage earners or salaried men and farmers?

Thus far the industry has had a tendency to prove its most sanguine prophets conservative.

Hand things to customers. Don't shove them or lay them down for them to pick up. Count change into the waiting hand, not on a change mat.

*Paper read at annual convention Retail Grocers and General Merchants' Association by Charles W. Myers, of Chicago.

What "Roamer Built" Means to the Public



Barley Six Five-Passenger Touring Car

Barley Six Roamer Built

Behind this moderately priced motor car stand the reputation, prestige, good-will, plant resources and facilities of one of the world's famous builders of high-grade automobiles.

It means that the Barley Six is designed and produced by the same organization, working with the same equipment and commanding the same resources that won world-wide recognition for the Roamer as America's Smartest Car.

It places the construction of the Barley Six in the hands of men whose whole training and experience has been in the fine car field.

It is the strongest insurance that can be offered the public of honest values honestly merchandised.

The Barley Six is frequently termed the most strikingly handsome car that can be maintained on a modest income. In appearance, in pleasing graceful distinctive sweep of lines; in appointments, fittings and in finish it will bear comparison with the costliest cars.

Barley Six cars are completely equipped. Regular equipment includes spare tire lock, cowl ventilator, windshield cleaner, motometer, genuine Liberty Silver radiator, drum type headlamps, cowl lights, tonneau light, dash light, combination stop and tail light, and satin finish, aluminum instrument board with full equipment.

Barley Six cars are finished in Blue, Gray and Green shades. Purchasers having choice without extra cost. The open car models are upholstered in genuine Spanish leather. You have your choice of Gray Spanish or Tan Spanish.

Like the Roamer every Barley Six is road tested before it is allowed to leave our factory. This is characteristic of the thoroughness and careful workmanship which prevails throughout every detail of construction. The Barley Six can never be allowed to detract from the good name and enviable reputation of the Roamer.

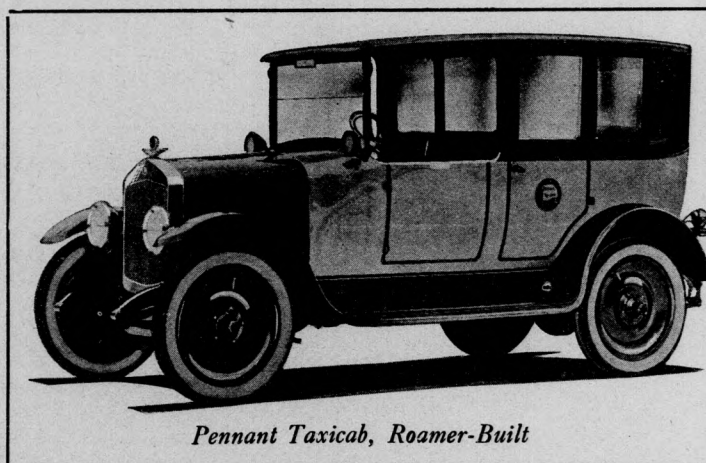
The ROAMER *America's Smartest Car*

From one end of the earth to the other Roamer has earned recognition as one of the world's finest motor cars.

There is a reason—in fact many reasons. One look at the Roamer will reveal the most apparent. When you observe the Roamer lines—beautiful, smart, distinctive—you can understand its strong appeal to critical motor car buyers.

A closer examination of the car will reveal other reasons. It will show the mechanical excellence, efficiency, durability, power and speed that make Roamer a natural selection of the most discriminating automobile purchasers in the world.

The opportunity for expression of individual tastes is unlimited as each purchaser is privileged to choose color of body finish, shade and texture of upholstering and top materials without additional cost.



Pennant Taxicab, Roamer-Built

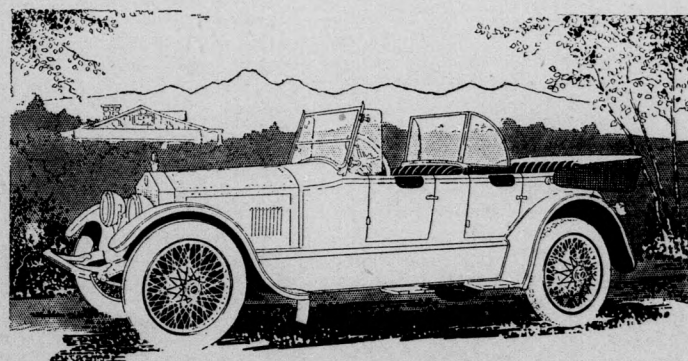
The Pennant Taxicab Roamer-Built

The Pennant Taxicab is a real built-for-the-purpose taxicab, every part of which has been specially constructed for and with the particular requirements in mind of taxicab service. Consequently the Pennant Taxicab will run up big mileage without running up big repair bills.

Every Pennant cab is thoroughly road tested by experts before leaving our factory. Thoroughness in every detail of construction is a guarantee of lasting satisfaction and reliable service.

Pennant Taxicabs pull a bigger percentage of pay miles than other cabs because of their unusually attractive appearance and comfortable riding qualities.

We are getting farther behind on deliveries every day. Operators needing cabs within thirty to fifty days should communicate with us immediately.



Roamer Four-Passenger Sport Model

BARLEY MOTOR CAR COMPANY, Kalamazoo, Michigan



Cited as a Possible Check to Prosperity.

In the opinion of one business observer, prosperity will not be checked in this present cycle by credit stringency but by what he calls a "labor stringency." By labor stringency he means not merely a shortage of labor in the matter of numbers, but also a tendency for such labor as is available to produce less than it receives in the form of wages. The shorter the supply of labor and the higher the wages, he argues, the less will be the average productivity of the worker. Now there have been isolated cases hitherto in which such a result as he predicts has been noted. Railway workers during the war supplied a good illustration. But the obstacle to accepting such a pessimistic view of the general industrial situation is to be found in the fact that profits are increasing. A recent report tabulating the earnings of twenty-seven industrial companies of the country shows that their profits in 1922 reached an aggregate of \$182,000,000, compared with \$74,000,000 in 1921. Such a showing would have been impossible if labor had been producing less than it received. Instead of tending to disappear, profits are becoming the usual thing, whereas in 1921 they were more the exception than the rule for the big industrial concerns.

In a survey of trade sentiment, based on reports to a Eastern manufacturing concern from twenty-nine district sales agents in the United States and Canada, neither manufacturing nor retail trade is reported as "quiet" in any case, and in only two districts is manufacturing activity rated as low as "fair." In eight districts it is reported as "very good," in thirteen as "good," and in three as "improving." Retail trade, however, shows the seasonal let-up, and in nine districts is reported as only "fair," while for six districts it is reported "very good," and for nine as "good." Some of the district managers see evident need for caution. Thus one says: "To-day it looks as though we would never get another slump, and this is the only bad feature we can see. Many hope

that we will get a slight reaction this summer, as the advance is now reaching too rapid a pace." Another says: "Business runs more risk of overexertion than of lessened activity. We must guard against excesses. It is significant that a fresh wage demand is being put forward or considered in a number of labor groups. Unless prices can be prevented from soaring, wage questions and troubles will unquestionably multiply. If carried very far, such developments will mark the beginning of the end of sound business prosperity in this country."

In the Grain Belt.

The Northwestern National Bank of Minneapolis has recently canvassed 346 bankers in Minnesota with regard to the progress made in the liquidation of farm debts. Replies from 218 were to the effect that farmers this season will pay up materially on past due interest, 199 stated that local debts would also be reduced, and 169 expressed the opinion that bank loans to farmers would be substantially liquidated. In fifty-six instances it was stated that there would be no improvement in conditions during the coming year, but these replies came mainly from potato-growing districts, in which the money return for the crop has been disappointing. Reports from bankers in the Dakotas and Montana revealed the same general situation. In the great majority of districts in this important agricultural area the farmers' condition is better than in 1921, and further liquidation of debts is expected between now and summer. The farmer's complaint now is not so much at the price which he receives as the prices that he must pay for his necessary articles. His purchasing power, although improving, is still subnormal.

Get your advertising in the newspaper in the place where it will be seen by the class of people you want to interest in what it says. And keep it in the same position each issue.

When you find it difficult to live up to the rules of the store, the trouble is probably yours, not the rules.

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.

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FAIR INCOME

YOUR choice of investments should be in keeping with current interest rates. By careful selection one can secure a fair income and at the same time properly safeguard the principal.

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Profits of Reserve Banks.

Two years ago the Reserve banks were being criticized in some quarters for making too much money. They made it by rediscounting the paper held by the member banks, and the latter must have found this operation helpful, and in many cases profitable also for themselves. If any fault is to be found with the Reserve banks making profits in that period it is not because their rates were high enough to make rediscounting operations on a large scale highly profitable, but because they delayed too long in making them high enough to discourage unwise borrowing in a period of inflation. But such a course was the last thing which the critics of high profits really desired. Meanwhile, the record of the Reserve banks in the way of profits during the past year should at least satisfy the critics for the time being. Thus, the net income of the Federal Reserve bank of New York dropped from \$26,000,000 in 1921 to \$3,700,000 in 1922. This was not peculiar to this institution, but was general throughout the system, and is due to the enormous shrinkage in rediscounts to member banks. The Federal Reserve system does most of its functioning in a time of financial stress, and consequently it is in such a period that its profits will necessarily be greatest. That is not the time, however, when the average individual is making much money, and the unthinking are consequently likely to criticize a banking institution whose earnings are growing rapidly when nearly every other concern is getting into "red ink."

Harks Back To the Days of the Indian.

Trufant, Feb. 27—The young folks are leaving the farms as fast as they possibly can. Many farms around here will be idle this summer. And, of course, when they can earn 40 cents per hour and better, we cannot blame them. Us older men who have to stay, and do stay, will be compelled to go slow, do what we can, and raise at least enough to feed ourselves and meet the most pressing debts. It will hardly do to continue on Government principles to keep on bonding. Farmers must pay up some time. They cannot go bankrupt with some ready cash in their pockets and perhaps start anew at the old stand; nor can they sell stock and squeeze out cowardly in that way. The only safe way found so far is to work longer hours and harder. Farm agents and fertilizer associations all seem to be an expense and while in some instance we might increase production a little, it seems the best thing for the farmer to do is to join the gompers gang—work fewer hours at better pay—for less production means better prices.

The influences that are causing the young people to leave their farm homes, and the farms idle, or at least unable to produce more than half their capacity, are still active. Many have gone, more will soon follow. So it looks to me now as though country banks will go into receivers' hands. But I will cease writing about this, which I do not believe can be remedied by law making, unless so be it our so-called lawmakers repeal about 90 per cent. of the laws passed during the last ten years and do away with practically all the offices created during that period. It might not be a bad idea for them to cut down their own salaries and go home, and grow produce; but let them not forget to pay our bonded debt and reduce our taxes. Last, but not least, let us be a free people again.

I have noticed the Tradesman's interest in insurance and economy. I enclose two yearly reports which may interest you. You will undoubtedly find some difference in running expenses, which spells economy. I am a policy holder in both companies.

I am not unlike other readers of the Tradesman and look for the poetry on the outside, as well as the inside. That one about the lone pine in the Upper Peninsula, coupled with the legend, that the Indians used it as a guide, just simply made me homesick, but I differ a little regarding the way it served to guide them, unless in the way it leaned or from the moss growing on it. It was originally all pine here; yet the Indians, cattle and myself could find our way without the aid of a compass some fifty-five or sixty years ago.

About that time I had the pleasure of being out with Captain Robinson, whom you mentioned in one of your late issues, helping to capture a deer. And he talked religion to me all the time we were out.

Well, friend Stowe, I am a poor writer, but it is storming out to-day, so I am just visiting with you. I often dream about the woods, the wild deer and the Indians, but more often of the lumber days. Those were days of hard work, but we did not mind that. We were proud of a big day's work accomplished. Now it is different.

Plainly, in my dreams, I see all the passed and gone times of long ago. When, waking up, I find myself in such a changed world—changed in every way—I can hardly consider myself a free man longer. Fortunately, I am the owner, or at least hold a warranty deed for, one square acreage of land—mind you, wild land—where there are pine, maple (sugar bush) oak, elm, cedar and many other varieties of trees, as well as a lake, a creek and a small river running directly through it. Good hunting, fishing and trapping are to be found in the vicinity. When I am there I feel at home, and proud as the owner of this little patch of what looks like the Indian country of long ago.

G. P. Rasmussen.

Outlook For Cotton.

Cotton prices last week reached the highest point since the big break that came in the wake of the spectacular rise of 1920. This reflects the increase in consumption following two abnormally short crops. The crop of last season, amounting to 7,977,000 running bales, was the smallest since 1896, and that of the present season, estimated at 9,964,000 bales, is the smallest since 1903. Meanwhile the cotton mills are having one of the most active seasons in their history. Consumption jumped from 527,000 bales in December to 610,000 in January, and the latter figure has only twice been exceeded, in March, 1916, when consumption was 613,000 bales, and in May, 1917, when it was 615,000 bales. Present prices will undoubtedly stimulate a large increase in acreage next year, and a convention has been in session in Atlanta during the current week to devise a campaign for more effective warfare on the boll weevil. Although the world's reserves have been reduced by more than 8,000,000 bales during the past two years, it is to be remembered that only a year and a half ago growers were much worried over their burdensome surplus, and although the crop pest has become much more serious since then, there is no reason to assume that the present condition of underproduction will be permanent.

Fourth National Bank GRAND RAPIDS MICHIGAN

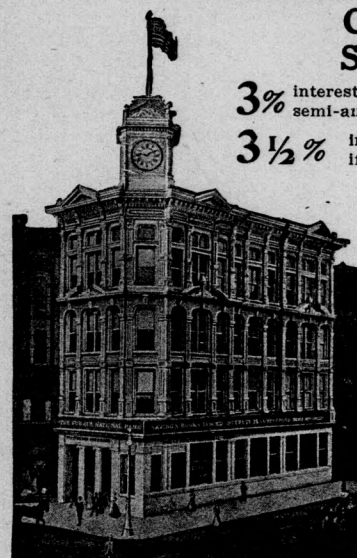
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Surplus \$300,000

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FOREIGN FINANCIERS.

Verbeck Insists Their Estimates Are Incorrect.

Grand Rapids, Feb. 27.—The London Times, in commenting on the debt situation, makes a comparison of the per capita taxation for Great Britain, France and the United States, which it claims was announced by the Chancellor of the Exchequer, in response to a request from the House of Commons, which is as follows:

Great Britain—Direct taxes, 210 shillings (roughly \$48.30); indirect, 122 shillings (\$28.06).

France—Direct, 242 francs (roughly \$15); indirect, 193 francs (\$12).

United States—Direct taxes, \$13.60; indirect, \$12.70.

As is usually the case with "authentic" statements made by foreign experts—and authors—this one is so erroneous as to create mirth among such as know about the degree of taxation borne by citizens of the United States.

Approximating the population of the United States at 100,000,000 (it is 110,000,000) for the purpose of each computation, we will first call the attention of this Chancellor of the Exchequer to the fact that, so far as Uncle Sam is concerned, we have no direct taxation; it is all of the indirect breed. Hence we conclude that when he refers to direct and indirect taxes, he means the aggregate of Federal, state, county, school and municipal taxes.

The Federal collector takes the first bite from the cherry. Approximately the Government, in the years 1918, 1919, 1920 and 1921, took from the people "roughly" \$14,000,000,000 in the aggregate, or \$3,500,000,000 per year, a per capita tax of \$35. Our State of Michigan gathered in \$15.34; individual counties, \$11.55; school districts, \$17.11, and municipalities varying percentages according to the extent of their folly in issuing non-taxable bonds, easily \$5 per capita, or an aggregate "roughly" of \$85 taxes for every man, woman and child in the Nation.

Many of us remember when the howl went up about the "billion dollar congress"—a bunch of pikers in money wasting as compared with the present breed of statesmen. The first billion dollar appropriation covered a period of two years and amounted to a per capita tax of \$4. This little item now approaches \$22. Even in the savage days of the "billion dollar congress" the folks complained about the greed of taxation.

Poor simps! They didn't even know what a tax collector looked like. Their taxes were one-sixth of what they are at the present day.

England talking about her taxes as compared with ours. If the statement referred to is correct she should take her medicine and look pleasant, because her tax men may become conversant with American methods and give her a real notion of taxation.

Also her tax men might get on to the fact that all free born American citizens, in addition to paying taxes aggregating \$85 per capita, are subjected to a still further tax—the tariff—making a further large addition to their roll, for the satisfaction of helping out the American lambs, by paying \$35 for a \$9 suit of clothes, etc.

Our aggregate taxes are nearly twice as high as Great Britain if her exchequer man is correct, and three

and one-half times as great as France, based on the same authority.

In actuality France pays less in taxes than she did before the war. This applies also to Italy, Japan and even Germany.

The statistics of 1921, as near as can be ascertained, showed that of the \$12,000,000,000 which the American people were able to save in that year, a shade more than two-thirds, \$8,400,000,000 went to the tax man and the balance, less than one-third was re-invested in the industries.

Great Britain is playing strong for sympathy, but if she settles in full, her experience will be a picnic as compared with what the "free borners" have ladled out to them as a regular diet.

There is all this talk about hours of labor for women and the contemplated amendment to the National constitution outlawing child labor. Much may be said on the subject of child labor and strong measures should be taken to prevent abuses such as we read of, but there is too much maudlin sympathy expressed by so-called philanthropists and reformers.

No doubt child labor exists to a degree far beyond what it ought to be, but there is child labor and child labor. The so-called "sweat shop" variety should be abolished. Children physically wrong should be protected, but a reasonable amount of work from the youngsters is much to be preferred to the evil of delinquency which we read about every day.

If you were a normal youngster and brought up on the farm, you got up in the morning and did your chores before school time, walked a mile or two through the snow to the school house, and before you partook of your evening meal you pulled off a second stint of "doing chores." If there was no school you stayed at home and did a man's work, enjoyed your meals, and your folks knew where to find you after supper. If you were unfortunate enough to be city bred, your parents, if they were not jelly fish, saw to it that you did work enough to keep you out of mischief. You carried newspapers (sometimes before daylight) mowed the lawn, split kindling wood, filled the wood box and performed numerous other duties useful and healthful.

If you played truant from school your teacher gave you a trouncing, which was usually followed up by an interview with "father" in the woodshed. Father didn't threaten to "bring the law down" on the schoolmaster because he occasionally resorted to corporal punishment.

Nowadays you would be educated to believe that work of any kind is degrading, would be prevented from performing honest labor if you had an inclination in that direction, and, if you were not favorably disposed toward the schoolmaster and "father" had a pull with the truant officer, you would have a clear right of way for the movies, or petty outlawries, and more or less dissipation, later to be followed up by dope shops or some reformatory.

Which of these processes do you suppose Harding, Marshall Field or Charles Schwab went through?

Will the enforcement of a child labor law make any difference with the hours of labor which a youth will perform on the farm? Certainly not! The law will exempt the farmer from penalties for non-observance, but the

town boy who ought, in his idle hours at least, to do something towards helping supply the family larder, will be protected from performing "degrading" labor by some short-haired female, or some society fadist, and eventually become a parasite on such as have accomplished something through honest industry.

Then there is all this nonsense about shorter hours for women! Will such an enactment make any difference with the hours of labor performed by the practical, helpful housewife?

Not all women are adapted to the professions. Some there must always be who will be compelled to earn their living by manual methods, and laws regulating their hours of labor will prove a serious handicap to them in their efforts to earn.

Already in many lines where women have heretofore been employed, employers have been compelled to dispense with their services and fill their positions with men, because of senseless restrictions.

This is especially true in hotel operation, as was developed in a discussion at a gathering of hotel men the other day. There had been a tendency to employ women to perform lighter duties heretofore allotted to men, such as table service, check rooms, elevator operation, etc. These women were anxious to work the required number of hours, were satisfied with their compensation and everyone seemed to be the gainer, until some fool legislator took it into his head that modern chivalry demanded that he should emancipate woman. His program went through and now thousands of women who were happy in the possession of good jobs have been transformed into alms seekers—or worse.

Laws designed to shorten the hours of labor for women and the prevention of labor by children have had as their sponsors in two classes, i. e., union sympathizers and reform fanatics.

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You know then that no matter what happens to you, your Executor and Trustee (if you have named this Trust Company) will be on hand to take care of everything as it should be done.

The ideal legacy, which is a regular income, can be so easily arranged, that the wonder is that more men who should do so, are not taking advantage of this service.

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"What Happened to His Wife?"

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What does the labor organizer and walking delegate care for the health, morals, hearts or souls of women or children? To his calloused mind they are no more nor less than chattels, but—they compete in the labor field. Hence this overwhelming desire on their part to emancipate these beings—from competition. They overwhelm legislative bodies by threats of political annihilation to secure enactments against these alleged "abuses" with the one selfish notion of eliminating competition.

The other class, always on the alert to protect humanity against itself, do so from an entirely different motive—notoriety.

Women and children who, for mental or physical reasons, are unfitted for labor should be afforded such protection as common sense would dictate, but the former should not be discriminated against if they are equipped to render service, and if the latter are deprived of opportunities to earn a livelihood because of curtailing educational advantages, should be provided with educational facilities even if forced to enjoy them.

A thorough going child labor enactment must be accompanied by compulsory educational provisions, one to be enforced concurrently with the other.

Perfunctory acceptance of legislative mandatory provisions will not answer, and the legislator who acquiesces in the enactment of laws so purely personal in character, should do so only after most carefully studying its various angles.

Frank S. Verbeck.

Worth of Canned Foods Overlooked.

Bankers long have regarded the canning industry as more or less experimental and the output of the canneries as perishable or difficult of sale.

They should understand that the industry has gone far past those stages and that its products have a definite and almost full producing capacity market or demand, and that the demand is growing and is being promoted by advertising co-operatively conducted, and that the industry is destined to grow and increase beyond the present comprehension or hope of its pioneers.

There always is a demand for food even when the demand for the other comforts of life are restricted. People must eat food to live, and canned foods are good foods, and economical, as well.

Canned foods represent the principle upon which banking is founded—thrift. Millions of dollars worth of food, which formerly was allowed to rot on the trees and in the gardens and fields for want of a convenient market are now sealed in cans and saved for use in periods of need.

Canneries, like all other manufacturing establishments, bring money into the communities where they are located, and pay it out locally for material and labor to the people, and the people deposit it in banks.

The output of the canneries is not only saleable at a profit usually, but it is transportable to all parts of the earth and will keep sound and desirable for many years. This cannot be said of any of the raw products, wheat, corn, butter, cheese, milk, or meats as they are all perishable. Even flour, corn meal and other cereals are subject to decay in time, and the fresh or green fruits especially are subject to quick decomposition.

Canned foods properly and cheaply

stored will keep sound and edible for ten to thirty years and are safe and reliable assets on which to lend money.

Bankers should realize that for a long time they have regarded the canning industry with inattention not to say indifference, but that it is growing rapidly and is destined soon to become the greatest manufacturing industry and the most valuable in the world.

John A. Lee.

Survey of Labor Efficiency.

In a countrywide study of a selected group of lumber mills, with a view to measuring the efficiency of labor in terms of a common unit, the Department of Labor has come to the conclusion that the outstanding fact is the utter lack of standardization in productivity, wages, hourly earnings, or labor costs. There were great variations in earnings and output not only between the different States but also between individual establishments within the same State. The minimum State average output reported for all employees was fifty feet per hour in Georgia, and the maximum was 117 feet per hour in Oregon. The lowest average output per man in an individual establishment was fifteen feet, and the highest was 323 feet. This variation is obviously not due so much to differences in individual efficiency as to the wholly different conditions under which lumber mills operate. Where there are enormous quantities of timber, as in the Gulf and Pacific States, machinery can be most profitably utilized and the output per man can be vastly increased. It is significant, however, that in Oregon, where the hourly rate of wages was at the maximum, the actual labor cost per unit of output was the lowest.

Makes a Special Drive To Win Neglected Market.

It often happens that a studied drive to secure a hitherto neglected market is the foundation of success. This is borne out by the growth of Lane-Bryant from a small retail store to their present proportions. They cater to the stout woman and when it is considered that fully 40 per cent. of the women over 15 years of age in the United States are more than normal size, the breadth of this neglected market impresses.

Likewise, Jacob Marmur of the Marmur Company, New York, made up his mind that he would go after the trade of the much abused fat boy. He solicited the aid of the jobbers, writing them that if the teased, abused and mistreated fat boy, who was forever being taunted about his ill-fitting clothes, could be induced to buy the new line, the volume of sales would be large. The line was called "Reg'lar Fellers' Clothes," and the task begun of dressing up all the fat boys in the country like "Reg'lar Fellers."

At the same time, it was suggested to the dealers that they advertise their stores as "headquarters for future football captains." This appeal to the boys' hero-worship was well directed and in conjunction with the "Reg'lar Fellers'" campaign, was productive of results.

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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.

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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.

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BANK OF HEALTH.**You Cannot Permit Your Balance To Run Low.**

You cannot permit your balance at the Bank of Health to run low any more than you can at your commercial bank. It means danger, but danger with far more serious consequences in the long run. A cartoon appeared not long ago which was of striking significance. It depicted a man on the shore of a desert island digging feverishly in the sand and piling up by his side great heaps of golden dollars. In the foreground, sailing away, was a ship, and on the stern of that ship was painted the name "Good Health." Of what earthly interest were these piles of golden treasures to the man who was clawing them out of the sands, when he should finally look up and see that the ship Good Health had sailed out of view in the horizon?

A man of middle life tends to slip into a rut and as he slides more and more along that groove, his perspective narrows until he is quite unable to see over the edges. He may not be like the man in the cartoon, marooned on the desert island, but he has unquestionably lost his way. Then youth and its guiding star of hope and interest begin to fade out of his sky. His perception for material things is strong and keen but it is concentrated upon money and power—things which become of less and less value as his physical condition deteriorates. He finds to his surprise, if his attention is called to it, that he is shambling along. Physical elasticity has gone out of him. He even feels hurried and hustled when the young people with their ceaseless activities, push him about. His life outside his office becomes spent in resistance to the drive and pressure of these keen young spirits with their everlasting desire to be doing something. If someone at the club or even at his home gets his favorite chair, he cannot sit comfortably in another but feels irritable until it is surrendered to him. His muscles have grown stiff, his joints creak, and outside his business interests his mind is irresponsible. Then begin the serious rerogating movements. He tends to stoop, his shoulder blades begin to stick out, his chest hollows in, and his abdomen bulges. Thus the drift continues, and he slides steadily downward physically, for Nature has already begun to look upon him as something that encumbers her plans and she is preparing to push him off the boards, to make way for more virile and ambitious successors. And what folly it all is, for this man at fifty might still be young, supple and resilient, enjoying all the good things in life, and keeping fairly up with the procession of dancing, living spirits, had he not permitted himself to fall into the rut of slack physical condition, and remained in it until it has shut him hopelessly within its confines. Why is Nature so inexorable to the modern man of business? It is because she decreed that we were all meant to earn our bread by the sweat of our brows. Instead of doing this, we have our food brought to us on a platter—many times far too

much of it—and we earn it with practically no physical effort or stretching of the muscles, but simply by work with out brains. Civilization has shut us within its four walls. We become wild animals in a state of captivity, and we fail to realize what this means. Civilization has brought us ease, comfort, luxuries. It has given us the automobile and the telephone. It has heaped upon us time-saving devices, and with the time-saving devices it has stolen away from us physical activity. Too many men never think of walking, even moderate distances, if the motor car or trolley is at the door. Stealthily then this civilization is depriving us of that essential to good health, physical exercise and fresh air. A man attends meeting after meeting in close, confined, smoke-laden rooms, and he is pleased if he does not have to go outside the building to reach his second meeting. An outdoor man can eat anything that does not eat him first. If we were all on perpetual vacations, hunting, fishing, golfing, or doing any of the outdoor things during the period when the sun was up, there would be no need of cautioning as to diet or vigorous exercise. The food would taste good and would digest, and the body would keep in condition. But, unfortunately, few of us are so situated as to be able to spend the greater part of the year in pleasure of this kind. The majority have their living to make, and that living grows more and more expensive. Power and the amassing of money become the main end, and few indeed realize the losses on the health side which are accumulating as an offset. And there is another phase of this, quite as important, because the reasoning is built upon a fallacy. Many a man thinks in middle life that having spent ten or eleven months in this enervating, physically lowering and health debilitating pursuit of money, he can, by taking a month's orgy of exercise, make up for it. This fallacy has cost many middle-aged men their lives, for Nature does not do things in this way. She does everything slowly and gradually, little by little, everything with systematic regularity, but steadily every day. She has little patience with orgies. She never hurries in her processes, but she is absolutely inexorable and the man who thinks that he is different from all other men, finds sooner or later that she steps up and taps him on the shoulder and then he realizes of how little value is his money, and power, and that at last he has run up against something from which there is no "appeal to Washington." Many also think that rushing to a gymnasium for a couple of hours at the end of a day and exercising violently and vigorously is an answer to the problem, but it is not. For the same bowl of vitality, which provides for the daily work provides also for these efforts, and it may very well be that in this way a man is really burning the candle at both ends and finds himself, after a time, coming to his office tired. In other words, the very exercise that ought to build him up is still further depleting him. The youth may physically exhaust himself and restore the balance with eight or ten hours sleep,

but even the youth ought not to push himself to the point of exhaustion too frequently. And as for the middle-aged man, such extremes are fraught with danger. Exercise should be relaxation, pleasure, and after forty-five not carried to the point of physical exhaustion. What is really the best recipe is some moderate stretching, supplying exercises, which keep the body pliable, functioning normally, and the circulation in good condition. Then let the man seize upon play whenever the opportunity offers, and by daily conditioning through moderate exercises, he is all the more ready to enjoy his play, he is better at it and can take it in larger doses with safety.

Walter Camp.

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\$20,000,000.00 Assets

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Insures All Classes of Property

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A. D. BAKER, Sec.-Treas.

Incident of School Days in Lincoln's Time.

Feb. 20—Patriotism ran rampant in the days of the Civil War.

No more patriotic people ever lived than those who inhabited the lumber woods at that time. There were a few Copperheads, but these learned after a time to keep their mouths closed where the Union was concerned.

Mothers and fathers who lost sons in battle for the Union were not easily excited and yet slurs from the lips of Southern sympathizers did not tend to make these parents friendly toward the enemies of their country.

The school children partook of the ideas of their parents at home and there were many set-to's between the small fry on the road to and from the schools.

During the presidential campaign which resulted in the election of Lincoln, the small boys indulged in contests as to which should win the political battle.

A small boy came to school one winter morning, a few weeks after the election of Lincoln, bearing a bright, red-runnerd frame sled, with the name "Little Giant," painted across the top.

"Your Old Abe got elected," cried the boy with the new sled, "but my sled can outrun any other in school."

Sam Gustin disputed this. His old board sled, without a speck of paint, was a smart coaster and had never been beaten. The girls all favored Jimmie and his Little Giant, because, no doubt, of its greater beauty.

"I challenge you for a race with your Old Abe sled," yelled Jimmie, "and Nettie Slocum'll ride with me."

"No, she's to ride with me," denied Sam, but the prettiest girl in the school cast a longing look at the new sled and went right up and sat down on it, to the intense chagrin of the boy who thought more of Nettie than he did of any other girl in school. Their fathers were Union men, too, and this Jimmie Bascom's father was an avowed secessionist.

Sam bit his lip as he saw the prettiest girl in school take her seat on the Little Giant. Her brother was a Union soldier and it didn't seem quite right for her to ride on a rebel sled. She never glanced once at Sam and his old board-runnerd coaster.

"Ready?" called Jimmie, planking himself down on the rear of his sled. "Wait a minute." Sam glanced about seeking a companion. The girls all held back save one, Nancy Franks, daughter of the poor widow who took in washing for a living and whose son was down in Tennessee facing rebel bullets.

"Will you ride with me, Nancy?" asked Sam.

"That I will, Sam," cried Nancy, "and we'll beat that little red rebel all to bits."

There was a sparring of hands and a cheer as the two sleds with their human freight started down the hill.

"Beat him, Jimmie, beat him, Jimmie," screamed the girls.

It was a race for fair, as the loggers would say. Sam gritted his teeth and felt the old sled fairly jump through the air.

"Goody! Goody!" screamed dumpy little Nancy, as the nose of her sled shot past that of the other. Really the little red sled was "not in it" with honest Old Abe, which made the goal a dozen length ahead of the Little Giant.

Cheers greeted the victory, and Jimmie with his new sled went back up the hill quite crestfallen. The girls and boys seemed to see new light after that and could not say enough for Old Abe. Later in the season, or rather the following winter after Lincoln had been some time President, a grand exhibition was held at the school house.

Many patriotic pieces were spoken by the pupils, the school room being crowded with patrons of the school.

It was Sam Gustin's desire to show off before Nettie Slocum. He recited one of the new war songs and waved the flag as an accompaniment. Others did well but Sam could see that his effort had been the best received, so that he felt repaid for his loss of caste with the girls on a previous occasion.

And then, near the conclusion of the exhibition, little Jimmie Bascom, the son of the town secessionist, came out to recite. Many expected to hear something rank from the boy, but they counted without their host.

Jimmie, with a flag across his shoulders, the end of which he tossed now and then, recited a patriotic piece which had just been published, the last verse of which ran something like this:

To fence in the Union without any bars

Old Abe is at work by the light of the stars,

And when he is done, and when he is through

He'll paint it all over with Red, White and Blue.

Such a shout went up as to shake the rafters of the old school room. Jimmie's piece capped the climax and some of the boys yelled themselves hoarse. Such patriotism from the lips of the town Copperhead's boy was enough to astonish the natives.

"My Little Giant" got there that time anyhow," chuckled Jimmie as the teacher handed him a pair of skates, which was the prize to be awarded the one who recited the best piece that evening.

Sam went to the victor and assured him that he was glad he had won.

"You deserve the prize, Jimmie," assured his rival, shaking the hand of the victor warmly. Old Timer.

Earning Position of Railways Steadily Improves.

When a business revival sets in its effects upon the railroads are in some ways different from those noted in the case of manufacturing enterprises. The latter not only enjoy the benefit of expanding trade, but also have an additional opportunity to increase their earnings through the general rise in prices. The railways on the other hand, can increase their net income only through an expansion of traffic. Rising prices, instead of meaning more income for the roads, mean greater expenditure for equipment, fuel, and other supplies. Their rates are fixed by public authority, and only at rare intervals, as in 1920, are they subjected to a complete readjustment to meet new conditions of costs. During the past year, while wholesale prices rose about 13 per cent, some freight rates were actually reduced. Yet, on account of the increase in traffic the earning position of the principal roads of the country showed substantial improvement during 1922. For that year the Class 1 roads earned 4.14 per cent. on their tentative valuation, compared with 3.28 per cent. in 1921. For December they did still better, earning 5.15 per cent. against only 3.32 per cent. in December of the previous year. The improved showing in 1922 was made in spite of two expensive and demoralizing strikes. So far during the current year the situation has been growing still more promising, as is attested by the most recent figures of car loadings, which are far ahead of the best previous record at this time of the year.

The sale you almost made didn't put any money into the cash register,



Franklin said:

"Waste neither time nor money, but make the best use of both".

You waste time when you weigh and wrap sugar by hand. You waste money when you pay for bags, twine and labor required.

FRANKLIN PACKAGE SUGARS

will save you both time and money. Make the best use of both.

The Franklin Sugar Refining Company
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

"Back to Shredded Wheat"

"Back to normalcy" is the slogan of the National Administration at Washington—but "Back to Shredded Wheat" is the slogan of most people who have tried all the new cereal foods. Most people like to experiment with new food products, but they always come back to good old reliable

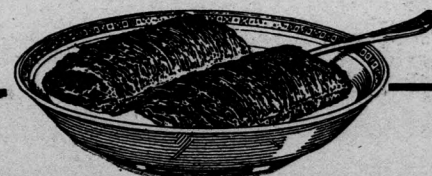
Shredded Wheat

the one universal, staple whole wheat cereal, eaten all over the world, in all climes, by all sorts of people.

"Back to Shredded Wheat" is also a good slogan for our distributors because they know that it fills all the requirements of a perfect all-day food—clean, wholesome, nutritious—always the same high quality, always a good fair profit for the dealer.

MADE ONLY BY

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



REPRESENTATIVE RETAILERS

C. P. Dressler, Veteran Meat Dealer of Grand Rapids.

Charles P. Dressler was born in Wurtemberg, Germany, June 29, 1855. He came to this country when 16 years of age, locating near Terre Haute, Ind. After working on a farm about six months, he decided to learn the meat business and served an apprenticeship in a meat market in Terre Haute from 1871 to 1873. In May of the latter year he came to Grand Rapids, finding employment with John Mohrhardt, who was then engaged in the meat business on Monroe avenue and has always been considered the highest type of an all round meat dealer Grand Rapids ever had. He remained with Mr. Mohrhardt about 2½ years, retiring therefrom Dec. 1, 1875, to engage in the meat business on his own account at 345 South Division avenue. For six years he had a partner in the person of Louis Schuschart. He bought him out in 1881, since which time he has conducted the business alone at the same location. This means that on Dec. 1 he will have rounded out forty-eight years as a meat dealer at the original stand. He says his present intention is to continue two years longer and retire from business after he has fifty years to his credit on Dec. 1, 1925.

Mr. Dressler was married Jan. 19, 1878, to Miss Freidricka Mayer, of Grand Rapids. They had one daughter, who died a short time ago at the age of 44 years. Mr. and Mrs. Dress-

ler lived in their own home at 504 Division avenue for forty-five years, but have lately made their home at 345 Sheldon avenue.

Mr. Dressler is a member of the Woodman, Maccabees and Lutheran church on Mt. Vernon avenue. Aside from these connections, he has no other fraternal or religious relations. He considers his success due to the fact that he has always bought good meat and treated his trade fairly and avoided all the wastes he could possibly in connection with his business. He bears his years with becoming modesty and looks forward with much pleasure to his ultimate retirement from business, after having rounded out fifty years as a retail butcher.

The Story of Cold Storage.

Once upon a time, as the fairy stories begin, I had a chance to see the markets of New York City after midnight, when an army of men worked to feed the city for the ensuing twenty-four hours—each night that must be done. I thought, "what would happen if trains and boats and trucks stopped running or were delayed?" Yet, sometimes they are delayed, but we don't starve, though the babies do have a hard time to get milk enough, the reason being that milk is not a cold storage commodity. I found that out on another trip to a great, modern cold storage warehouse, where I saw ice cream in storage, but no milk for the babies. However, I did find out why grown-ups don't go hungry for half the year or more, and why, in-

stead of being limited to foods canned, dried and salted we can have also fresh meats, fish, fruits and vegetables the year round, not to mention April eggs and June butter.

That cold storage warehouse seemed to me like all the fairy tales come true. Aladdin's lamp could hardly bring together more food treasures from all the world; reindeer from Alaska reminded one of Santa Claus; thousands of barrels and boxes of apples, like the sleeping beauties they are, lay waiting for the call to serve the human race. Throughout the house reigned Jack Frost, that tricky sprite, who spoils our gardens, nips noses and fingers, yet etches wonderful forests on our window panes. But in the cold store he is a good fairy. Like steam and electricity, frost has been set to do a great task for the world, with the result that during the past quarter century have been developed many of these fortresses of defense against famine. It has been a logical development, too, because the refrigerated warehouse is to the large city what the icebox is to the household.

Big cities are big customers—they must provide great reservoirs for the water supply, great tanks for gas, great coal yards. They are big eaters, too, and the food storages are as essential as reservoirs, if great cities are to be evenly and continuously fed. There must be much planning ahead, as did Joseph in Egypt, that the crops in time of plenty may be stored for days of famine.

In Joseph's day foods were preserv-

ed by drying, salting and smoking, using the camp fire and the desert sun. Then man found spices and sugar helped to ward off molds and parasites.

But these are not fresh goods, nor will they give us enough of the vitamins that come from green things. The danger is that since seeds and grains, sugar, dried fruits, etc., are more easily transported and stored, that the dietary of the city will lack proteins, fats and fresh vegetables and fruits.

Because of the vital connection between food and health, the cold storage industry has co-operated with the Department of Health to tell the story of cold storage. In its exhibit at the Grand Central Palace last week were shown, just as they are kept in cold storage warehouses, eggs, chickens, fish, meat, fruit, butter, celery and other products. All are in an insulated box cooled by mechanical refrigeration. A "movie" pictured just how these foods went to and from the warehouse, and a cooking demonstration right at the exhibit enabled all to decide for themselves whether or not the foods tasted good.

The snow-drift, the spring-house, the well, and the cellar were the great-grandmothers of the cold storage warehouse, and the household refrigerators are its un-educated relatives.

Modern storehouses no longer depend on ice, but any desired temperature is provided by mechanical refrigeration without any contact be-



THE Brecht COMPANY
ESTABLISHED 1853 ST. LOUIS

Illustration shows a typical Brecht installation. Modern display counters and refrigerators will add 50% to the appearance, economy and sales power of your store. Let us tell you why Brecht six-inch refrigerators are preferred by progressive market men. Ask about their ice-saving features.

1853 We Keep Faith 1923
With Those We Serve

THE BRECHT COMPANY
Established 1853

1231 Cass Ave., St. Louis, Mo.
New York, N. Y. 174-176 Pearl St.
Chicago, Ill. Monadnock Bldg.
San Francisco, Calif. 67 Second St.

MAIN OFFICES AND FACTORIES: ST. LOUIS, MISSOURI

tween the chemicals, used and the goods in storage.

Without cold storage we could not have fed our soldiers during the war, nor could our great cities have the diversified foods which the dieticians insist upon.

We have almost forgotten that perishable foods are nearly all produced only in certain seasons, yet there is a steady demand for perishable foods. Long ago the country housewife stored June butter for the winter supply, but the cold storage warehouse does it far better than she did. Eggs are produced in greatest abundance in the early spring. Housewives put these early spring eggs into salt, water glass, or a cool, dry cellar, to extend the egg season, but the cold storage warehouse keeps millions of cases each containing thirty dozen of these April eggs, in cold dry rooms, fresh and sweet, to tide over the winter shortage and to feed us when the hens grow lazy in their life work. Why grudge them a vacation, with a cold storage warehouse to care for their earlier products?

Even though New York City is on the coast, it must cold-store the excess fish catches in the summer to care for the days when, because of winter weather, fishermen cannot ply their trade. Also certain varieties of fish are caught only at certain seasons, and so must be held in storage if they are to be a year-around supply. Dealers should keep frozen fish frozen until sold, then thaw in the cold air. When thawed in water, there is a loss

of flavor. This applies to poultry also.

Poultry is a strictly seasonal product. Broilers and soft meated roasters must be harvested like fruit, in the late summer and fall. They cannot be obtained at any other season of the year, and must be stored to supply the demand.

Did you know that cheese must be kept in cold storage? Over eight million pounds were thus stored in 1922 in New York. The bulk of the cheese is produced in the summer time when June grass makes much milk. Truly, the storage warehouse is a sort of traffic policeman in regulating the passage of the food supply to the people. Of course, there are people who yearn for the simple, fresh diet of the country. They forget that in large cities it is not feasible for the individual household to keep a cow, a pig and hens, and carry on a vegetable garden.

The cold storage warehouses of New York and vicinity are estimated to be capable of storing 300,000 tons of various types of perishable foods. Prices are stabilized by the extension of the natural season of a product, and distribution is over a far greater territory than if there were no such storehouses to keep foods in good condition until they are needed. Many still consider that this great industry is mainly employed in pampering the idle rich, but the proportion of costly luxuries handled is small compared with that of staples like dairy products, eggs, fish, poultry, celery, apples, etc. The daily meals of those who barely pay an income

tax are far more appetizing and luxurious than were those of Queen Elizabeth. The slavery of men brought food luxuries to the ancient Roman Emperors. We have harnessed the forces of Nature to bring fresh foods of high quality, in good condition, to the Nation for the good of all.

Anna Barrows.

Buys the Block They Have Occupied

St. Johns, Feb. 27—The Kenyon block, occupied by O. P. DeWitt & Sons, wholesale grocers, has been purchased of Andrew Eldridge by O. P. DeWitt.

Mr. DeWitt plans to make a great many improvements with an estimated expenditure of between \$4,000 and \$5,000. He expects to convert the third floor, which has been used for a dance hall for several years, into a storage room. He will have heavy timbers put in, beginning at the basement, and going up to the top, to bolster the building up and make it stronger. The place will be rewired. He will also have the hand elevator taken out and an electric elevator of larger capacity installed. The new one will run from the basement to the third floor, and will be so constructed as to carry heavy loads and will be fire proof. Mr. DeWitt has not as yet let the contract for the elevator, but expects to do so soon.

The addition of the third floor makes a total of 20,000 square feet of floor space now used by the firm.

Mr. DeWitt started in business in St. Johns forty-two years ago as a retail merchant in the building now occupied by VanSickle & Glaspie. Twenty years later he branched out into the wholesale business. He then occupied the building where the gas company is now located, on East Walker street. For the past thirteen years, however, the firm has been in its present quarters, corner of Clinton

avenue and Railroad street, and their business has increased to such an extent that it has been necessary to make this last addition.

Glass Bangles Making a Hit.

Not the least of the active selling novelties in the more popular-price lines of jewelry at the moment are glass bangle bracelets. From one to eight of these bracelets, which come from India and which are available in a number of colors, are worn at one time, the different colors producing an effect that can be obtained by no other type of bracelet. They come in three sizes, and the colors that may be had include red, orange, yellow, green, blue, violet, brown, wine, etc. The general retail selling price of the bracelets is \$1 a "strand," which makes the bangle effect cost the wearer practically any price she wants to pay. Despite the fact that the bracelets are made of glass, they will stand considerable hard usage. In a demonstration yesterday they were dropped about four feet on a rug covering a concrete floor and did not break.

She Was Modest.

"Now," said the bridegroom to the bride, when they returned from their honeymoon, "let us have a clear understanding before we settle down to married life. Are you the president or the vice-president of the society?"

"I want to be neither president nor vice-president," she answered. "I will be content with a subordinate position."

He—What position is that, my dear?
She—Treasurer.

Hart Brand Canned Foods

FRUITS

Red Sour Cherries	Black Raspberries
Red Raspberries	Pears
Strawberries	Plums
Blackberries	Peaches
Gooseberries	Apples

VEGETABLES

Peas	String Beans
Corn	Green Lima Beans
Pumpkin	Red Kidney Beans
Succotash	Squash

HART BRAND canned foods are prepared from the finest products of the garden, orchard and farm. They are gathered and packed in the most prime condition.

HART BRAND canned foods are sterilized by heat alone and packed under the most sanitary conditions.

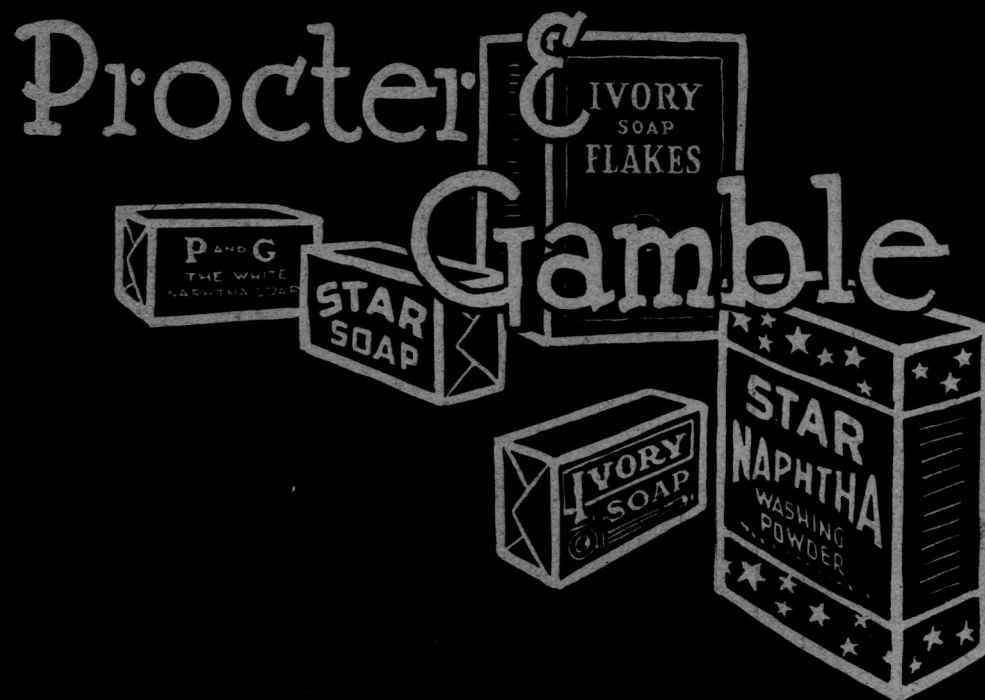
JUNE GARDEN PEAS fresh to your table from **HART BRAND** cans ready to serve.

Put the Summer Garden in Your Winter Pantry.

HART BRAND gives you selection from the finest garden peas, the best succulent sweet corn, the highest quality string beans, lima beans and succotash.

Michigan Canned Foods for Michigan People

Prepared by W. R. ROACH & COMPANY
Main Office: GRAND RAPIDS, MICHIGAN



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the better it sells



The Procter Gamble Distributing Co.
CINCINNATI, OHIO

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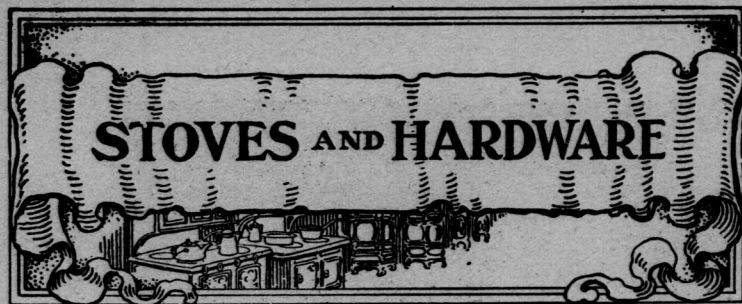


The less it's known
the harder it sells

The Procter & Gamble Distributing Co.
CINCINNATI, OHIO

BRANCHES: *Send Mail Orders to Nearest Address*

Atlanta	Chicago	Denver	Los Angeles	New Orleans	Pittsburgh	Seattle
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How a Hardware Dealer Goes Out After Business. Written for the Tradesman.

I have in mind a certain hardware dealer who is still young but who—in conjunction with his brother—has made a success of two successive businesses, both carried on under difficult conditions in the face of keen competition.

The first business was launched in a small village. There was a fairly good agricultural country surrounding the place; but there was also keen competition of successful and long-established hardware stores. The new firm went in, however, to do business, developed new lines of trade, found new customers, and finally turned over their business as a going concern of substantial proportions.

Their second venture was in a new town in a mining district where they are still carrying on business.

The head of the firm is a strong believer in outside canvassing, particularly for purposes of business getting in a small or new community.

"I do most of it myself," he told me. "In the old days before we had a car, I'd hitch up some fine morning and start out to do a little calling. Sometimes I would stay away a whole week. Generally I was away for one night at least. In this way I first got to know the people in the district personally. It is all right to meet people in a business way, to talk to them over the counter; but you don't get to 'know' them until you visit under their own roof and perhaps stay for a meal. They begin to entertain for you a far different feeling of friendship than they extend to a mere business acquaintance. A trade built up on the foundations of personal acquaintanceship is as firm as the rock of Gibraltar.

"I soon got to know every man within a radius of 15 or 20 miles. You may be sure that I never refused to make an acquaintance. Sales are frequently made in the most unlikely places. What is more, I do not allow these friendships to drop. I make it a point to see each man regularly, and as often as I can.

"If a man were looking for immediate results from outside canvassing, he might at first be disappointed. Orders often do not come at once; but they are certain to come in time. That is, of course, if you are fitted for this style of work. Some very good and

successful hardware dealers are not. I enjoy it.

"Personality is the secret of success. A man without a good personality would drive business away, instead of drawing it to his store. He must readily make friends, adapt himself to conditions, and assimilate new ideas rapidly.

"If a dealer who was highly opinionated and argumentative, or the possessor of a stiff or repellant manner, went out to get business in this way, he would soon find that he was making a failure of it. Results would be exactly the opposite to what he had anticipated.

"As an old employer of mine used to say, 'If you lack personality, stay right at home. For that matter, you might as well go out of business.'"

This dealer's trips have one main object in view. He goes out to sell agricultural implements. Naturally that is the line which appeals most to the farmer. He conducts his canvasses for the most part from the standpoint of implement sales. But he never neglects an opportunity to sell other goods.

For instance, he may be trying to sell a farmer a new binder. The farmer is interested and shows that he would like to invest in a new machine. But prudent scruples hold him back. "I'm afraid I can't afford it this year," he says. "You see, the barn will need new roofing this spring and I'm thinking of painting the house. It has needed it for years. Guess the old binder will have to do for another year."

The dealer leaves for his next call perfectly contented. He has lost the sale of a binder, but he has marked down in the little morocco covered memo book he always carried handily, the following items:

April 1. Sell John Stubbs roofing for barn.

April 15. Sell John Stubbs paint for house.

These memos are never lost sight of. They spell sure business and a good profit. About April 1 a letter is written to John Stubbs, or, if possible, a personal call is made. There is only a small chance of failure to land an order for ready roofing for the barn and paint for the house.

This process has, in the last ten or fifteen years, been followed out in hundreds of cases.

As to specific instances where new customers were made or valuable business done as a result of these calls, the dealer states there are scores of such cases.

"In fact, nearly every call made leads to business in the end. The people you call on come to see you when

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.

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.

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.

they drive into town. You get some of their business; gradually it all comes your way.

"As for specific instances, I could tell of lots of cases where I have canvassed for one thing and landed orders for something different, but equally profitable."

The great bulk of the business thus secured is new business. Because the dealer sells a man a cream separator, it does not follow that the man would have bought of his own accord later on, perhaps from some other dealer. No, he would probably have continued indefinitely in the old way. Therein lies the chief advantage of outside salesmanship, as this dealer sees it. It is not the advantage it gives you over competitors who stay behind their desk or counter, but the opportunity it presents of getting the "dormant trade"—the business which needs to be stirred up and which would never materialize if the dealer waited for it to develop itself and come to him.

First, foremost and all important, however, are the direct results. Thus, on March 1 of one year, this firm had a train load of implements shipped into town to fill orders gleaned from the surrounding district. Delivery day was marked by some special ceremonies. There were thirteen carloads in all of farm implements. These were unpacked and assembled and a long parade started. The procession contained many original floats arranged for the most part by customers of the firm. Two prizes were given for the most original outfits. A banquet was afterward held, at which there were about 200 present, the guests including a great number of farmers from the neighboring district as well as prominent citizens of the town. A band was in attendance. After the dinner speeches were delivered. This "delivery day" is an annual event with the firm.

Another small city firm has developed an ingenious method of prospecting for new business. Every auction sale conducted in the firm's territory is attended by a representative. When an implement is put up for sale, close tab is kept on the progress of the bidding, and the names of the bidders are jotted down. In this way the firm finds out what farmers in the vicinity are looking for implements of a certain kind. The mere fact that the farmer bids on a certain implement is a pretty sure hint that he wants to buy one—if not second hand, then new. It is the firm's business to sell him a new one. No time is allowed to elapse unnecessarily before the salesman for the firm calls on each man who is down on the list. As a result, the firm has developed a considerable business in this line.

In connection with outside salesmanship in builders' hardware the experience of a dealer in a small town within an hour's ride of a large city may be cited. This hardware dealer heard that a contractor from the city had begun work on the construction of a building in town. He promptly interviewed the contractor. The latter laughed at the suggestion that he buy his goods locally, saying he could buy cheaper in the city. The dealer,

nothing daunted, offered to submit prices and the contractor agreed to supply a list of the builders' hardware required. The result was an order for \$136 to begin with, and considerable later business.

Victor Lauriston.

Canned Food Buyer Must Be an Expert.

There is an impression among the canners that the wholesale grocery distributors of canned foods are thoroughly posted and do not need special information as to qualities and grades of canned foods and that all their buyers are experts of long training.

That is a mistake. Most of the buyers and department managers of wholesale groceries who buy the canned foods are well informed but there is a large percentage who are not. There are many wholesale grocery houses in the interior cities doing a small business, who have but one buyer for all lines. It is impossible for one man intimately to understand all the lines handled in a wholesale grocery business, as the number of lines handled by a small wholesale house is virtually as great as the number handled by the larger houses, though the quantities are smaller.

It would be well for a wholesale house with a limited business to adopt the department system as is the custom with the larger houses, and delegate a part of the buying on one or two lines to the bookkeeper or the house salesman or the stenographer or one or two of the ablest salesmen.

All purchases could be referred to the proprietor or principal buyer for a time, until the department or line buyer becomes familiar with the requirements and the result soon would show in an increased interest and increased sales and profits. There was once a large Chicago house known to employ a man for a buyer of canned foods who could not tell the difference between a standard and a fancy canned tomato. The house went into liquidation. In another wholesale house the president would not trust any one else to do any buying. He was cautious and never would buy anything new or go out of the beaten path, and would not try to learn anything new about goods. The house dragged along unable to meet real competition, and finally made an assignment.

John A. Lee.

He Spoke Plainly of Germans.

General Degoutte, the French commander in the Ruhr, has a great reputation as a fighting soldier, but he also uses words with skill as well as energy. This is shown by some remarks made by him while discussing with a representative of the Associated Press the situation and prospects as he saw them.

"Germany," he said, "never will fight unless she is stronger, or believes she is stronger, than her adversary. The moment she feels that an opponent is the more powerful she surrenders." Then he became reminiscent. "She pleaded and begged for an armistice under circumstances in which the Allies would have considered that they had just begun to fight." And he added, in contrast: "We did

not quit after Sedan. We fought to the finish, we lost and we paid." The close was a warning: "If she forces another battle on us she will not stay our hands by crying 'Kamerad.'"

That is not suave language, but is it not true that neither England nor France would have thought of giving up while they had the enormous power of resistance possessed by the Germans in November of 1918? There was, too, the surrender of Germany's great fleet without the firing of a single shot—an act so humiliating, so shameful, that the officers and men in the other ships turned away their eyes as from an indecent spectacle.

There is something in what Benjamin Franklin said about selling for cash: "He that sells upon trust loses many friends and always wants money."

The Fool Motorist.

To warning signs
He paid no heed,
And now he's gone
Where there's no need.

Don't allow your newspaper advertising to be contaminated by being placed next to trashy patent medicine and other undesirable advertisements.

NATIONAL DETECTIVE BUREAU Investigators

A progressive organization, managed and personally conducted, by two widely known investigators, that renders invaluable service and information to individuals, stores, factories and business houses.

Headquarters
333-4-5 Houseman Bldg.
Phones

Day, Citz. 68224 or Bell M. 800
Nights, Citz. 68225 or 63081

ALEXANDER MacDONALD
STEPHEN G. EARDLEY

"Hello, Hiram"

The Candy Bar That Satisfies

DE BOLT CANDY CO.
Kalamazoo, 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.



Walker
MUSKEGON
MICHIGAN

Makes
Good
Chocolates

TO MICHIGAN MERCHANTS

PUTNAM'S "DOUBLE A" CANDIES

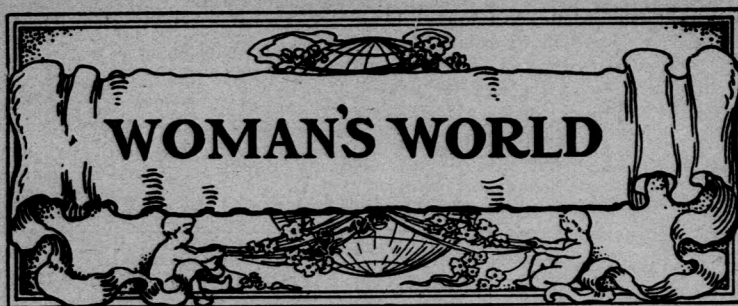
Are Made in Michigan,
With Sugar Manufactured in Michigan,
From Beets grown in Michigan,
By people who live in Michigan,
And who help pay taxes in Michigan.
In fact, they are strictly a Product of Michigan.

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.



Beautiful "Home" In Which Boy Had Only "Quarters."
Written for the Tradesman.

"Oh, Don never comes in here or up the front stairs. I couldn't have him in here on my new rugs with his muddy feet. He's perfectly satisfied to go up the back way to his own quarters."

She said it with a jolly laugh—this beautiful woman to whose house I was taken by a friend of hers and mine. It was a beautiful house, too, and I could well understand why even the best-behaved dog should not be allowed in this wonderfully furnished drawing room. Pretty good training, I thought, to make a dog always use the back stairs.

The picture of the well-trained dog was swept from my mind a moment later, by some further remark disclosing the fact that "Don" was not a dog, but her eight-year-old son, her only child.

"Doesn't he feel a little out of it?" I asked, as soon as the idea really reached me.

She looked at me queerly, as if the thought never had occurred to her before.

"Why, I don't—well, possibly he might, I suppose, but he has his dog and his lessons, and the back stairs are nice stairs, and perfectly safe; I saw to that when we planned the house. Not narrow, steep stairs, where a child might fall. And I don't mind his going through the kitchen as some of my very aristocratic friends might. His old nurse looks after him very carefully. And the servants adore Don. He's eight years old."

I didn't see why she should be explaining so carefully to me, a stranger; I fancied that some new idea was troubling her vaguely as she went on:

"You see, he breakfasts early, before I am up—he has to go to school, of course. It's a very nice school and he enjoys it immensely. He has luncheon at school, and plays out of doors until time for his supper, which he has with his nurse. He really has very good manners—thanks to her. And in the evening he studies and reads until bedtime, when he comes down to say good night to us—unless we are out somewhere. So, you see"—she smiled again her lovely smile—"he has no need to come in here much."

The room was wonderfully beautiful. Draperies and rugs were attuned in color; there were deep sofas, low lamps with soft-hued shades; a magnificent fireplace. The windows were hung with golden hued silk making a beautiful frame for the vista of autumn hued hillsides and glittering water in the distance. The child could

not enjoy this beauty or participate in his mother's enjoyment of it.

"Are his feet always muddy?" I asked.

"Oh, of course not!" she rippled. "But you know how boys are—don't you?"

"Yes, I've had two," I said. And I added perhaps a bit maliciously. "They always enjoyed their home, and were very proud of it. All of it."

"That's unusual," she said, icily, "for boys. With girls, perhaps. Girls are different."

She changed the subject. She still smiled, but I felt as one feels when a cold wind darkens a smiling lake. I felt the cold in my heart. I pitied that little fellow. And I pitied his mother, too.

Day in and day out, going through his routine of life; and "beyond the pale," so far as his own family was concerned. Beauty all about him, and permitted to see only the edges of it. His own "quarters," reached through the kitchen and the atmosphere of the servant life, spelled "home" to him. Occasionally, of course, the dining room, and a pilgrimage once in a while of an evening when his father and mother happened to be at home, to go through the form of "good night" with them. What must be the meaning of the word "home" to his growing mind, every minute living and growing by what it fed on?

Muddy feet. It is so easy to teach a little boy to change his dirty boots for house shoes. And to make such a home atmosphere that they will desire to protect the beautiful things that contribute to it.

The home belongs to the children as much as it does to their parents. They should not be shut out of any part of it. Not to disturb mother when she is resting or having callers is a part, and a very important part, of their reasonable training in consideration for others, but—Dear me, why are parents so blind? So selfish? By and by they will wonder why their children fly off and show no "right feeling" towards their elderly parents.

What happens—what certainly will happen in the case of "Don"—is that the boy soon learns to seek his amusement elsewhere. He will go to the other boys' homes. He may find in the homelike atmosphere surrounding some girl that his parents do not approve of at all what he never found in his own "home."

"We have about decided to sell this house," our hostess said, as we were leaving. Then she looked sharply at me, as if she was hearing the thought that flashed through my mind:

"I don't wonder. It's only a beau-

Who Establishes The Price?

We, the manufacturers of K C Baking Powder establish the price by showing it on the label and in the advertising.

Selling such merchandise protects your profits.

It is not necessary for you to sell K C for less and take a loss.

Where the price is not shown on the package or in the advertising the consumer does not know the right price and you are burdened with establishing it.

Save your time and insure your profits in offering your customers

K C

Baking Powder

Same price for over 30 years

25 ounces for 25¢

The government bought
millions of pounds

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

tiful shelf. But no matter how you search, or build, you cannot have a home until you make one for your boy." Prudence Bradish.

(Copyrighted, 1923.)

Duty of Legislature To Probe Extravagance.

Grandville, Feb. 27.—There are many things this Legislature might do to benefit the people of Michigan, which, at the present rate of progress, does not seem likely to take place.

If the infamous sparrow law, in which farmers are authorized to poison the best small bird in the State, is still on the statute book, it should be repealed and the sparrow given a clean bill of health, with a proviso that he is to be classed with the robin and other harmless insectivorous members of the feathered tribe.

I note that a farmer in another state has called the robin an undesirable bird, one that should be destroyed in the interest of horticulture. Of course, when numbers are taken into consideration, robin redbreast is far more destructive than the sparrow. There has been, however, a sort of sentiment favoring the robin from time immemorial and legislatures are careful how they tread on old-time reverence for our feathered friends.

The time is coming—is almost here, in fact—when the sparrow, whose fall the Creator takes note of, will come into his own and be regarded with as deep favor as is now the robin or wren.

Our present Legislature could do nothing more humane than to fix up the game laws of the State so that no bird of whatever feather is ostracised. Very few things in nature were created in vain and very few of God's creatures should be destroyed for the sake of lessening their numbers in this world.

It seems that various kinds of insects were created as food for the birds, and when man interfered with the workings of nature in so far as to decide upon the public slaughter of certain species of birds, he went contrary to nature and in thus doing flooded the country with insect pests which, in turn, built up great poison factories throughout the land, which manufacture bug destroying poisons, which have taken the place of the one time insect devouring birds. Which is more preferable, birds or deadly poisons? You pay your money and take your choice.

If the churches of this country had taken up the cudgel in favor of birds versus poisons, we should not have to-day the dead and dying orchards, the scale-covered trees and vines, the birdless fields and woods, the great swads of poisons which help to fill the coffers of drug dealers. Instead there would be smooth, delicious fruit, unscabbed and untainted by dope from spray pumps. The general health of the people would be better and there would be music of the pretty songsters heard from every roadside throughout the land.

Has not the Legislature enough to do provided it gets down to business and overturns much of the false and foolish legislation of past years? Every legislator has a hobby. Let such a one get right down to his inner consciousness and read aright what is in his inmost soul. If after this he decides against justice to birds his heart is certainly hardened against all argument in favor of decency and self respect.

Of course, there are other questions almost as important to look after. Since the new road system went into effect, the State of Michigan has been robbed right and left, with a degree of hilarious debauchery that makes an honest citizen blush for his country.

It is safe to say that at least 25 per cent. of the money spent on Michigan roads has been thrown away. Even

the farming community caught the fever for reckless spending, and millions of the people's money has paid the penalty of too deep a trust in men in public places.

The old-fashioned overseers of highways was even preferable to the present wild extravagance on our public roads. Money makes the mare go all right and certain classes of men make the money go.

There have been too many men boosted into public places, especially where the roads are concerned, who knew how to rake in the dollars while knowing less than a child about the how of road building.

Green college boys have been thrust forward to inspect work being done on the roads of our State, who were better fitted to rock the cradle in some baby nursery and whose knowledge of road construction was absolutely nil. And these officials have drawn the highest salaries for doing work about which they were absolutely ignorant.

Who is to blame for all this?

Read the story of Michigan's climbing taxes, of the many useless jobs which have helped swell expenses while the tax-ridden freeholders paid the bills and sometimes mortgaged farms for the purpose of meeting these inflated tax rates.

Again we ask, who is to blame? Somebody surely is and it is the province of our legislators at Lansing to find out the facts and see to it that a lot of this useless expense is cut out. Men who stand around, looking wise, as they "inspect the highway," might better be sent back to desk or field, while men of practical knowledge fill their places.

Since the kaiser's war a certain class of people have run amuck with the finances of the State. It is high time this muck-running was cut out, and cut to the quick, regardless of who it hits.

Professors in our schools and colleges seem to have no idea of the value of money, recommending, as they do, the raising of millions of dollars in the carrying out of certain fads and fancies of their own along building lines.

The Legislature should probe and probe to the bottom, and see to it that this cancer of extravagance is cut out, root and branch. Old Timer.

Living Costs Slightly Lower.

Owing to the recent decline in food prices, the index of living costs prepared by the National Industrial Conference Board dropped one-half of 1 per cent. between December 15 and January 15. On the latter date the index, which is based on the budget of a representative wage earner's family, stood at 58.1 per cent. above July, 1914. During the month ending January 15 there were no changes in the index numbers for shelter, fuel and light, and sundries, but the index for clothing rose from 156 to 160, while that for food dropped from 147 to 144. Since food has been given over three times as much "weight" as clothing in the compilation of the combined number, its decline more than offset the rise in the price of the latter group. The index is now at the lowest point since last November, but is 2.3 per cent. above the low point reached in August, 1922, and 22.7 per cent. below the peak reached in July, 1920.

Good Advice.

A placard in a Minneapolis restaurant is said to read thus:

If your wife can't cook

Don't abuse her

EAT HERE

and keep her for a pet.

DAY BY DAY

the popularity of Larabee's Best Flour is growing. This is due not only to the excellence of the flour itself, but also to the whole-hearted advertising efforts we are putting behind it. You need

Larabee's Best Flour

if you are conducting a service grocery today.

Distributors of LARABEE'S BEST FLOUR

Rademaker-Dooge Grocer Co.	Grand Rapids, Mich.
Hume Grocer Company	Muskegon, Mich.
Nelson & Matthews	Carson City, Mich.
McMorran Milling Co.	Port Huron, Mich.
Abrams Burt Co.	Eaton Rapids, Mich.
Richard Early & Son	Kalamazoo, Mich.
Phillips Produce Co.	Battle Creek, Mich.
Tanner & Daily	Bay City, Mich.
Beaverton Elevator Co.	Beaverton, Mich.
Breckenridge Farmers Elevator Co.	Breckenridge, Mich.
Harrington Coal Co.	Holland, Mich.
Michigan Butter & Egg Co.	Lansing, Mich.
Merrill Farmers Elevator Co.	Merrill, Mich.
J. A. Kenney & Son	Mt. Pleasant, Mich.
F. Mansfield & Co.	Remus, Mich.





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-Treasurer—Fred Cutler, Ionia.
Manager—Jason E. Hammond, Lansing.

Trimmings For Hats.

Despite the growing vogue of flower trimmings, and there is hardly a type of hat which does not boast of them this season, there is also marked interest in plumage trimmings. For that matter, according to the current bulletin of the Retail Millinery Association of America, it is a long time since the trimmed hat has been so thoroughly "in." The bulletin goes on:

"Ostrich blades, clipped short and stubby and laid one on the other to produce ombre effects; 'willow' tassels that are pendant from under the brim, burned-peacock fancies that stand erect, glycerine blades, and birds of pasted feather, with full blades glycerined for tail plumage, are among the notable offerings.

"Above all, however, comes burnt goose. It is destined to supplant peacock for summer. It is seen in long, flat pads, almost wing shaped, in bow effects that cover the entire broadsided mushrooms across back, side or front, and in the underbrim fancies that are in such high esteem just now. Bright blue, golden brown, purple, navy and black are the popular shades of the burnt goose now selling.

"Roses rule the flower trimmings with violets a close second. Flat silk, cord-edged roses, both full-blown species of many-shaded petals and those simulated by stitching, vie with the lacquered cups of lilies, gardenias and berries. Small lemons, tiny apples, and currants and grapes mingle with the flower decorations."

Gay Colors For Women.

Summer clothes are to be a riot of color, according to a well-known authority, who has just returned with the latest spring fashions. Although he agrees that American designers find ideas during their visits abroad, he maintains that for the American woman the domestic models are far superior to those sold in Paris. He says that our ideas are quite as original as those of the foreign designers, and believes that the only reason for trips of our couturiers to Paris is for the exchange of ideas which is necessary in any big business industry.

"The extremely long gowns are no longer seen in Paris," said the expert. "The formal gown is from three to five inches from the floor and the dancing frock, or informal gown is fully six or eight inches from the floor. These gowns were principally of silver, although white frocks with white

marabout trimming are much in favor. The effect is altogether girlish and distinguished.

"The really important features of the smart woman's toilette are the accessories she chooses, and more particularly the hat she wears. There is a decided vogue for wearing hats with dinner and evening gowns, which prepares the way for the large picture hat, although the metal turban remains a favored headdress. At Monte Carlo, the young Princess of Belgium set the fashion for wearing the large black hat with long lace cascading at the side to far below the waist line. She wore this type of hat both at afternoon and evening functions. It is a charming suggestion for American women, who wish to emphasize the charm of a fragile summer frock.

"The 'coal scuttle' hat, simply trimmed with peacock or straight ostrich feathers flying toward the front, will undoubtedly be one of the fashionable and popular hats of the coming season, inasmuch as the smart world featured it abroad. Afternoon dresses were of velvet printed in Persian colorings, and made in such soft weaves that this type of gown will be worn late in the season.

"All white predominates, although a brilliantly embroidered blouse enlivens some of the white suits. Pleated skirts are also popular in these models. The separate jackets are also popular."

Buying of Corsets.

While manufacturers say the early spring corset buying has been in good volume, some of them are inclined to believe that most of the orders are yet to be received. Those models which are in accord with the new silhouette, which is flat across the back with straighter hips, have had the best demand. Advances in prices of webbing and corset fabrics have been met by manufacturers, but it was said that they will not generally affect the spring quotations, although some houses may make increases for the latter part of the season. The fall level of quotations will, however, reflect the added cost of manufacture in the standard merchandise.

Strap Buckles Selling Again.

With the returning vogue for strap pumps for women there has come about a revival of the request for strap buckles. They are wanted principally in the five-eighths and three-quarter inch sizes, with some demand for seven-eighth-inch buckles. They are selling in novel and conventional shapes and the popular finishes include military bronze, bright and dull jet, and nickel. While the manufacturing trade is using few Colonials at the present time, retailers catering

to a high-grade clientele in some parts of the country continue to take them in a fair way. There is also a reported fair amount of buying of cut steel buckles by these merchants.

Announce Higher Rug Prices.

Price lists, effective March 1 and showing an average advance of about 7 per cent., are being sent to the trade by the wholesale department of W. & J. Sloane, selling agent for the Mohawk Carpet Mills, Inc., and C. H. Masland & Sons. The new quotations cover rugs and carpets to be shipped during the remainder of the Spring season, and the price comparisons are made with the initial Spring list, which became effective on Nov. 1 last. All orders at the new

prices are accepted subject to the mill's ability to fill up to and including April 28. Selling arrangements and terms are generally the same as those contained in the original Spring list.

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.

AN INVITATION

To MICHIGAN RETAIL DRY GOODS MERCHANTS
attending the Convention at Grand Rapids on March 6-7,
1923.

Be sure to call on us, make our establishment your Headquarters, meet your friends here.

Our lines are open for your inspection, and we are sure to have something to interest you.

This is your opportunity to combine Business with pleasure, while in Grand Rapids.

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Quality Merchandise—Right Prices—Prompt Service.

Duro Belle

Human Hair Nets

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

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Dress Goods.		Comfortables, Indian Blankets & Bath	
32 in. Wool Mixed Storm Serge	42 1/2	64x78 Blanket Comfortables	2 50
36 in. All Wool Storm Serge	77 1/2	66x80 Comfortables	3 10
44 in. All Wool Storm Serge	97 1/2	72x80 Comfortables	3 25
50 in. All Wool Storm Serge	1 20	64x78 Comfortables	3 00
French Serges proportionately,		66x80 Comfortables	3 50
Danish Poplar Cloth	42 1/2	66x84 Two in one	3 50 3 75
Julliards Novelty Checks & Plaids	1 85	72x90 Bath Robe Blankets with	
54 in. All Wool Coating	1 50 2 00	Cords, Tassels & Frogs	4 00
Linings.		Crib Blankets.	
30 in. Black Satine	20	30x40 Stitched	72 1/2
36 in. Satine, black & colors	30 37 1/2	30x40 Scalloped	77 1/2
36 in. Percaleine	16 1/2	36x50 Scalloped	1 00
Windsor Cambric	12	36x50 Bound	1 40
36 in. Radiant Charmeuse	48 1/2	Camp Blankets.	
White Goods.		Camp Blankets	2 50
33 in. Soft Finish	22	Auto Robes.	
36 in. Soft Finish	25	Auto Robes	2 50
44 in. Soft Finish	31	Wool Blankets.	
54 in. Soft Finish	38	66x80 Wool Mixed	5 75 6 25
All Linen Finish 1/2c yard more.		66x80 All Wool	7 50 8 50
Ginghams and Wash Goods.		70x80 Wool Mixed	6 50 7 50
27 in. Plain Colors	15 17 1/2	70x80 All Wool	8 50 12 00
27 in. Checks & Plaids	17 1/2	Comforts.	
32 in. Checks & Plaids	19 1/2	Small sizes cheap Grades	22 50
32 in. Checks & Plaids, better		Larger sizes, better grades	24 00 48 00
quality from	23 1/2 32 1/2	Sheets.	
32 in. Tissues	35 45	63x90 Pequot	15 95
32 1/2 40 in. Voiles	18 1/2 37 1/2	63x99 Pequot	17 35
40 in. Organdies, all colors	42 1/2	72x90 Pequot	17 35
42 in. Romper Cloth	22 1/2	72x99 Pequot	19 00
27 in. Apron Ginghams	12 1/2 14 1/2	81x90 Pequot	18 85
27 in. Cheviots	17 1/2	81x99 Pequot	20 65
Plisse & Serp. Crepe	20 27 1/2	63x90 Pepperell	13 45
36 in. Challies	15 1/2	63x99 Pepperell	14 71
32 in. Madras	25	72x90 Pepperell	15 50
32 in. Suitings, from	22 1/2 35	72x99 Pepperell	16 86
36 in. Chiffon, from	32 1/2 42 1/2	81x90 Pepperell	16 45
27 in. Poplins	32 1/2	81x99 Pepperell	18 01
36 in. Poplins, from	27 1/2 42 1/2	72x90 Lockwood	16 25
Percales.		72x99 Lockwood	16 69
36 in. 64x60	Lights 16, Darks 17	81x90 Lockwood	16 75
36 in. 68x72	Lights 16 1/2, Darks 17 1/2	81x99 Lockwood	18 34
36 in. 80x80	Lights 21 1/2, Darks 22 1/2	Cheap Seamless Sheets	
Crashes.		Cheap Seamless Sheets	13 50
18 in. P. Bleached	22	Cheap Seamed Sheets	
18 in. P. Brown	21	Cheap Seamed Sheets	9 00
Other grades accordingly and less	10%.	Pillow Cases.	
16 in. Irish Imp. Br. Linen Crash	16 1/2	42x36 Pequot	4 32
15 in. Bleached Toweling	9 1/2	45x36 Pequot	4 56
17 in. Glass Toweling, Red Stripe	12 1/2	42x36 Pepperell	3 90
18 in. Absorbent Toweling	15 1/2	45x36 Pepperell	4 14
16 in. Blea. Linen Crash, from 20 to 25		42x36 Lockwood	3 95
		45x36 Lockwood	4 20
		Cheap Pillow Cases	
Diaper Cloth.		Cheap Pillow Cases	2 25
18 in. Red Star	1 35	Bedspreads.	
20 in. Red Star	1 45	72x84 Bedspreads	1 50
22 in. Red Star	1 55	Better qualities and larger sizes up	5 00
24 in. Red Star	1 70	Carpet Warp.	
27 in. Red Star	1 85	White Peerless	50
Damask.		Colors Peerless	56
64 in. Mercerized	62 1/2	Oilecloth.	
72 in. Mercerized	72 1/2	5-4 White	3 20
58 in. Mercerized	45 1/2	5-4 Meritas White	3 70
58 in. Bates or Imp. Hol. Red Dmk.	75	5-4 Meritas Fancy	3 60
		6-4 Meritas White	4 70
		6-4 Meritas Fancy	4 60
Pattern Cloth.		Batts.	
58x72 Mercerized	1 25	3 lb. Quilted Cot. Batts	33 per batt
Larger sizes, good qual. from 2 50 3 00		3 lb. Plain Cotton Batt	75 per batt
Towels & Wash Cloths.		8 oz. Small Cotton Batt	10 1/2 per batt
Turkish Towels from \$2.25 to \$9.00 depending on size and quality, and whether plain or fancy.		10 oz. Small Cotton Batt	12 per batt
Huck Towels from 62 1/2c to \$6.00 per doz. depending on size and quality and whether part linen, hemstitched, etc.		12 oz. Small Cotton Batt	16 per batt
Wash Cloths from 45c per doz. to \$1.50 depending on size and quality and whether plain or fancy.		1 lb. Wool Batts	1 45 per batt
Bath Sets from 75c to \$1.30 each.		2 lb. Wool Batts	2 50 per batt
Draperies.		Wide Sheetings.	
22 in. Cretonne	16 1/2	7-4 Pequot Bleached	50
Harmony Art Cretonne	25	8-4 Pequot Bleached	55
Normandy Silkoline	19 1/2	9-4 Pequot Bleached	60
36 in. Better Grades Cretonnes from 25c to 62c, depending on quality.		10-4 Pequot Bleached	65
Scrims & Etamines, from 10% to 19%.		7-4 Pequot Brown	44
36 in. Plain & Fancy Marquisettes from 16 1/2c to 32 1/2c, depending on quality.		8-4 Pequot Brown	50
Curtain Nets from 25c to 62 1/2c, depending on width and quality.		9-4 Pequot Brown	55
Blankets.		10-4 Pequot Brown	60
45x72 Cotton Felted Blankets	1 07 1/2	7-4 Pepperell Bleached	42
50x72 Cotton Felted Blankets	1 20	8-4 Pepperell Bleached	47
54x74 Cotton Felted Blankets	1 55	9-4 Pepperell Bleached	52
60x76 Cotton Felted Blankets	1 75	10-4 Pepperell Bleached	56
64x76 Cotton Felted Blankets	1 85	8-4 Pepperell Brown	42
68x80 Cotton Felted Blankets	2 30	9-4 Pepperell Brown	47
72x80 Cotton Felted Blankets	2 50	10-4 Pepperell Brown	52
Seconds about 5 to 10% less.		7-4 Lockwood Bleached	43
Singles and Single 2nds proportionately.		8-4 Lockwood Bleached	48
64x76 Barlan Heather Plaid	2 30	9-4 Lockwood Bleached	53
72x80 Barlan Heather Plaid	2 90	10-4 Lockwood Bleached	58
Seconds about 5 to 10% less.		8-4 Lockwood Brown	43
Singles and Single 2nds proportionately.		9-4 Lockwood Brown	48
60x76 Woolnap Plaids	2 50	10-4 Lockwood Brown	53
64x76 Woolnap Plaids	2 65	Tubings.	
68x80 Woolnap Plaids	3 35	42 in. Pepperell	30
72x84 Woolnap Plaids	3 70	45 in. Pepperell	31 1/2
Seconds about 5 to 10% less.		42 in. Pequot	36
Singles and Single 2nds proportionately.		45 in. Pequot	38
60x76 Woolnap Plaids	2 50	42 in. Cabot	30
64x76 Woolnap Plaids	2 65	45 in. Cabot	31 1/2
68x80 Woolnap Plaids	3 70	4-4 Bleached Cottons.	
72x84 Woolnap Plaids	4 15	Lonsdale	20
Seconds about 5 to 10% less.		Hope	17 1/2
Singles and Single 2nds proportionately.		Cabot	17 1/2
60x76 Woolnap Plaids	2 50	Fruit of the Loom	17 1/2
64x76 Woolnap Plaids	2 65	Auto	17 1/2
68x80 Woolnap Plaids	3 70	Big Injun	15
72x84 Woolnap Plaids	4 15	4-4 Brown Cottons.	
Seconds about 5 to 10% less.		Black Rock	16
Singles and Single 2nds proportionately.		Velvet	15
60x76 Woolnap Plaids	2 50	Giant	15
64x76 Woolnap Plaids	2 65	Cheaper Cottons	10% to 12
68x80 Woolnap Plaids	3 70	Cambrics & Nainsooks.	
72x84 Woolnap Plaids	4 15	Knights	21
		Berkley, 60	21
		Old Glory, 60	19 1/2
		Diamond Hill	17

Cambrics & Nainsooks.		Childs Waists.	
Knights	21	"Cub" Knit Waist	2 25
Berkley, 60	21	"Bear" Knit Waist	3 75
Old Glory, 60	19 1/2	Muslin Waist	2 25@3 50@4 50
Diamond Hill	17		
Ticking.		Boys' Underwear.	
Straw Ticking	17	Fleece Union Suits, Heavy	7 00/2
Feather Tickings from	28 1/2@30	Egypt Ribbed Union Suits	Rise .75 4 25/20
Fancy Satine Tickings from	29 1/2@35	"Hanes" No. 958 Ribbed U. S.	Rise .62 1/2 6 00/20
36 in. Imp. Hol. Ticking	37 1/2	Part Wool Union Suits, all sizes	Rise .62 1/2 12 00
Denim.		50% Wool Union Suits	13 00/20
220	25	Heavy Fleece Vests & Pants	Rise .75 3 00/16
240	23	Part Wool Vests & Pants	Rise .37 1/2 5 50/16
260	21 1/2	Spring.	
Prints.		Boys' 72x80 pin check Ath. Stan. S. 4 75	
In Various colors	11 1/2	"Hanes" 756 & 856 72x80 pin check	
Cheese Cloth.		Athletic Suit	6 12 1/2
36 in. Bleached Curity Gauze	07	Misses' Underwear.	
Better Grades	07 1/2@08 1/2@10	Vellastic Vests & Pants	3 00 1/16
Flags.		Heavy Fleece Union Suits	Rise .37 1/2 6 50/2
Small Spearheads, doz.	1 90	Med. Weight Fleece Union Suits	Rise .62 1/2 5 50/2
Larger sizes from 4x6 ft. to 10x15 ft.		Part Wool Union Suits	Rise 1.00 13 50/2
ranging from, each	\$2.00@8.00	Vellastic Fleece Union Suits	Rise .75 7 00/2
Napped Goods.		Spring.	
25 in. White Shaker	12 1/2	Misses Gauze 12 cut Union Suits	4 25
27 in. White & Twill. Shaker	12 1/2@14 1/2	LSSI "Sealpac" Athletic Suits	8 50
Cashmere Twill	16 1/2	Ladies' Underwear.	
27 in. Light Outings	13 1/2@14 1/2	7 lb. Brush Back Vest & Pants, Reg.	7 25
27 in. Dark Outings	14 1/2@15 1/2	Heavy Fleece Vest & Pants, Reg.	8 25
36 in. Light Outings	16 1/2@17 1/2	Wool Vests & Pants	Reg. 15 00 Ex. 16 50
36 in. Dark Outings	17 1/2@18 1/2	Med. Wt. 8 lb. Ribbed U. S.	Reg. 8 00 Ex. 9 00
Notions.		11 lb. Brush Back Union Suits, Reg.	12 25
Star Snaps, gro.	60	Silkateen & Wool U. S.	Reg. 23 00 Ex. 25 00
Kohinoor Snaps, gro.	70	Mer. & Wool Union Suits	Reg. 23 00 Ex. 25 00
Wilsnaps, gro.	75	Spring.	
Satin Pad S G Garters, doz.	2 00	1x1 rib, 12 cut Vests, Dou. extra	3 00
Sampson fly swatters, doz.	75	1x1 rib Bodice Top Vests	Reg. 2 15 Ex. 2 35
Roberts needles, per M.	2 50	1x1 rib Tu. V. N. vests, lace tr. Reg.	2 25
Stork needles, per M.	1 00	12 cut, lace & cuff knee Union	6 25
Self Threading Needles, paper	06 1/2	Suit, Double Ex.	
Steel Pins S. C., 300, per box	43	1x1 rib, band & bodice top lace	5 00
Steel Pins M. C., 300, per box	45	union suits	Reg. 5 00 Ex. 6 00
Brass Pins S. C., 160, per box	43	Men's Underwear.	
Brass Pins S. C., 300, per box	75	Red Label Shirts & Drawers	9 50
Brass Pins M. C., 300, per box	80	Red Label Fleece Union Suits	17 00
Coats Thread, doz.	59	Black Label Shirts & Drawers	9 00
Clark's M. E. Thread, doz.	59	Black Label Fleece Union Suits	15 50
J. J. Clarks Thread, doz.	56	168 Hanes U. S. 16 lb. cot. ribbed	13.62 1/2
Belding Silk, 50 yd. doz.	90	San. Fleece Shirts & Drawers	7 00
Cobro Silk net with elastic, gro.	4 50	"Hanes" rib. shirts & drawers	8 00
Gainsborough Hair Nets		Wool Shirts & Drawers	14 00
Single Strand	80	San. Fleece Union Suits	13 50
Double Strand	1 00	Heavy Ribbed Union Suits	13 50
Wolverine nets, gro.	9 00	Part Wool Union Suits	36 00
Arrow Net, gross	9 00	Mer. & Wool Union Suits	24 50
Duro Belle, doz.	90	100% Wool Union Suits	54 00@57 00
R. M. C. Crochet Cotton, per box	75	Spring.	
B. & O. N. T. Cro. Cotton, per box	90	Lawrence Shirts & Drawers	7 00@7 50
Silkene Crochet Cotton, per box	90	Bal rigan Shirts & Drawers	25
Sansilk Crochet Cotton, per box	55	Balbriggan Ecu Union Suits	3 00
M & K or Dexters Knit. Cot., white,		Ribbed, Ecu Union Suits	3 75
per box	1 50	64x80 pin check nainsook, Ath. S.	3 75
Black and colors	1 75	72x80 pin check nains. Ath. Suits	6 25
Allies Yarn, bundle	7 50	Fancy striped nainsook	8 00
Fleishers Knitting Worsted Skeins	2 30	B. V. D. Athletic Suits	12 50
Fleishers Spanish worsted balls	2 60	Fancy Strip Madris	9 00
Fleishers Germant'n Zepher Balls	3 70	Bathing Suits for Spring Delivery.	
Fleishers Saxony Balls	3 70	Men's all pure worsted, plain	22 50
Fleishers Knitting Worsted Balls	2 60	All pure worsted with chest stripes	27 00@32 00
Fleishers Scotch & Heather Balls	2 90	Ladies pure worsted plain	25 00
Excella Suspenders, doz.	4 50	Ladies all pure worsted striped and	27 00 up
President Suspenders, doz.	4 50	color combinations	
President Suspenders, Ex. Heavy	6 00	Men's Dress Furnishings.	
Infants' Hosiery.		Slidewell Collars, linen	1 60
Cotton 1x1 Rib Hose	1 00	Flannel Night Shirts	10 50@13 50
Combed Yarn 1x1 Rib Hose	1 85	"Liline" Collars, per box	35
Mercerized Lisle Hose, Cashmere		"Challenge" cleanable, doz.	2 75
Silk Hl. & toe, 60% Wool Hose	4 12 1/2	64x60 percale dress shirts	8 00
Silk & Wool Hose	6 12 1/2	68x72 percale dress shirts	9 50
Children's Hosiery.		Fancy Madras Dress Shirts	13 50@21 00
BS No. 1 Cotton Hose	2 22 1/2	Silk & Satin Strl. on good gr.	22 50@36 00
2 Thread 200 Needle, 3 lbs. on 9	2 50 3	Men's Work Furnishings.	
Hose	R. 10 F. .05	No. 220 Overalls or Jackets	16 50@19 50
Misses 300 Needle Combed Yarn	2 25 7	No. 240 Overalls or Jackets	15 00
Hose	R. 10 F. .05	No. 260 Overalls or Jackets	13 50
Misses Cot. 28 oz. Dou. card. Hose	1 35 7	Stiefels, 285, rope stripe, Wabash	
Misses Merc. 344 Needle Hose	3 35 7	stripe Club or Spade overall or	
Hose	R. 10 F. .05	jacket, 2 seam triple stitched	16 50
Ladies' Cotton & Silk Hosiery.		Black sateen work shirts	10 50@12 00
176 Needle Cotton Hose	1 35	Golden Rule work shirts	8 00
220 Needle Cotton Hose	1 50	Piece dyed work shirts	7.62 1/2
222 Nee. Co. Yarn, seam back Hose	2 50	Best Quality work shirts	9 00@16 50
232 "Burson" rib top, out size Hose	4 25	Boys' Furnishings.	
232 "Burson" rib top, sole Hose	4 25	Knickerbockers	6 00@15 00
220 Needle Mercerized	4 00	Mackinaws, each	4 25@8 50
Pmt. 100, lisle, hem top	4 00	Overalls, Brownies, etc.	6 50@9 00
460 Needle Top full Mercerized	4 75	Youths' overall, 265 Weight	10 25
Fibre Silk Hose 1/2	4 62 1/2	Coverall Heavy Khaki	12 00@16 50
12 Strand Pure Silk Hose	12 00	68x72 Dress Shirts	8 50
Pmt. 110 Silk & Fibre	8 50	"Honor Bright" Stiefels Wabash	
260 N'die 18 in fibre boot mock sm.	6 75	Stripe Romper, red trim	9 00
10 Strand 18 in. Boot Silk	9 00	"Honor Bright" Khaki Romper,	
Ladies' Full Fash., 42 Gauge, all		Red trim	8 50
Silk Hose	19 50	"Honor Bright" Plain Blue Romper,	
Ladies' Fleece & Wool.		Red trim	8 50
220 needle, 2 lb. combed yarn	2 25	Ladies' Furnishings.	
200 needle, 2 1/2 lb. comb. yarn hose	3 00	Middy Blouses, red, green or navy,	
200 n'die, 2 1/2 lb. O.S. comb. yn. hose	3 25	Parker & Wilder, wool fan, each	4 00
176 needle out size Hose	2 50	Tricollotte Overblouses, each	3 25
Men's Hose.		64x60 Percale aprons, Lights	8 50
E. & F. Hose Cotton	1 50	64x60 Percale aprons, Indigo	9 50
Record, med. weight Cotton	1 90	Boys' Furnishings.	
R. & D. Heavy Cotton Hose	1 60	Knickerbockers	6 00@15 00
176 Needle Cotton Hose	1 35	Mackinaws, each	4 25@8 50
220 Needle Combed Yarn Hose	2 15	Overalls, Brownies, etc.	6 50@9 00
200 needle full mercerized Hose	2 00	Youths' overall, 265 Weight	10 25
240 needle fibre plated Hose	2 75	Coverall Heavy Khaki	12 00@16 50
Pure Thread Silk Hose	6.00	68x72 Dress Shirts	8 50
Nelson's Rockford socks, bdl.	1 50	"Honor Bright" Stiefels Wabash	
Nelson's Rockford socks, bdl.	1 70	Stripe Romper, red trim	9 00
Nelson's Rockford socks, bdl.	1 90	"Honor Bright" Khaki Romper,	
2 1/2 lb. Wool Sox	3 25	Red trim	8 50
3 lb. Wool Sox	3 50@3 75	"Honor Bright" Plain Blue Romper,	
		Red trim	8 50



Leghorn Fowls Failure as Dual-Purpose Stock.

Some years ago a good friend of mine developed a new variety of chickens, something really new and distinct. In due time his creation was officially recognized by the American Poultry Association and seemed well started on the road to public popularity. Its admirers proclaimed that these wonder-fowls possessed "all the good qualities of all the breeds." But something happened. The buying public did not respond, enthusiasm gave way to indifference and now one rarely sees any of these truly beautiful fowls. At the last Madison Square Garden show but four lone specimens were exhibited.

The moral here is found in the fact that it doesn't pay to attempt to spread over too much territory; that no one breed of fowls can possess all the advantages and be free from the disadvantages of all the breeds. Under such conditions it is plain that the best breed for any poultry man is the one which in largest measure possess the characteristics which best fit into his plan of operation.

There is so much to be said in favor of every breed which has won popular favor that the interested breeders of each one may be pardoned for becoming most enthusiastic when discussing their favorites. But such "boosting" often leads the beginner astray, frequently causes him to choose birds which really are not best suited to his needs and causes him to be disappointed when his stock fails in some respect to live up to the all-embracing claims made for it.

This is a day of specialization in agriculture as well as in business and the professions. We do not expect our slender-legged trotters to do the work of the sturdy draft horses. In hogs, the lard type and the bacon type are not combined in one animal. Dairymen use the dairy type of cow, the Jersey, Guernsey, Ayrshire or Holstein, while producers of beef turn to the Shorthorn, Hereford or Angus. Sweet corn for the family table and flint corn for feeding poultry do not grow on the same stalk. And just why some poultry men will assert that birds of a given kind are the most beautiful, the hardiest, the best layers and the finest table stock, passes understanding.

Just now the Leghorn breeders are up in arms over a growing tendency on the part of dealers in table poultry to make price discriminations against Leghorns as compared with the heavier breeds. Under the leadership of A. F. Rolf, the brilliant and resourceful secretary of the White Leghorn Club, the Leghorn men are putting up

a stiff fight against what they consider the unfairness of the packers and produce men. Further, they are giving good advice to the producers of Leghorns, urging the latter to properly fatten and condition their birds, young and old, before sending them to market, thus making a great improvement in average quality of the stock so'd. This is, I believe, a most constructive movement.

I hold no brief for the middle men who buy and sell the great quantities of market poultry which each day go to the tables of city folk. As a consumer I sometimes feel that retail prices are too high; as a producer I have often lifted my voice in lamentation over the small returns from shipments of poultry. Yet I am not prepared to prove that I have ever been unfairly treated either as a buyer or seller. If there is too wide a spread between the price paid to the producer and that paid by the consumer the fault probably may be found more in our system of collecting and distributing food than in the part played by any single link in the long chain which connects the farm with the city table.

For several years the buyers of table poultry in the great markets of New York and Philadelphia have paid more for stock of the heavier breeds than for Leghorns. In June of last year the Chicago buyers served notice that after July 1 "receipts will be sorted and Leghorns sold separately—prices paid for Leghorn stock generally at a sharp discount."

The Leghorn breeders—and their number is legion—do not relish such action, as it means a considerable reduction in the receipts from the sale of the annual crop of cockerels and the old hens which have passed their days of usefulness as layers. They seem to feel that they are the victims of a conspiracy of some kind which is designed to depreciate the value of their products. In this attitude justified by the facts in the case?

I have talked the matter over with a personal friend who handles a large volume of the choice table poultry which is distributed in New York City. He tells me that the retail dealers are the men who, in the last analysis, control the market situation and determine the grades of stock. These men know what their customers, the buying consumers, prefer and they make their purchases accordingly. If these retail dealers demand heavy, we'll

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fattened stock it is safe to assume that the public demands it; if they object to Leghorn fowls on the ground that these are too small and are inclined to be rather hard and tough, and to Leghorn broilers (cockerels) of the usual broiler weight because the large combs make the birds appear to be older than they really are, it is entirely probable that they are merely reflecting the views of the consuming public. Whether such opinions are correct or incorrect makes but little difference in the practical results.

I know from experience that Leghorns, broilers and adult fowls alike, are mighty good eating provided they are properly conditioned. I know, too, that in this cosmopolitan city of New York the Italian trade quite generally prefers Leghorns. But market conditions are determined by what the great majority believe.

For the production of quick-grown squab broilers, weighing a pound or slightly better, nothing is better than a Leghorn. But when grown under ordinary conditions a Leghorn cockerel dressing two pounds in weight, the standard broiler, carries a comb which makes him look much older than he really is. Consumers as a rule do not know this and in their ignorance often object to these "old (?) chickens." In the great majority of cases, Leghorn hens, usually two or three years old are taken direct from the laying pens and shipped to market. Who will say that these old, hard-working birds make the most desirable table poultry?

The Leghorn reigns supreme among the specialists in the production of table eggs and is also becoming firmly entrenched on the general farms. To be regarded as the most profitable egg producer, the egg machine, is fame enough, for any one breed. Why should we attempt to blind ourselves to the fact that the very things which make the Leghorn excel in this special field work to its disadvantage as choice table stock?

Consider the outstanding points. Leghorn specialists point to the fact that these wonderful layers are small in size and more of them can be kept in a house of given size—but heavy-weight birds top the dressed poultry market; that Leghorns grow rapidly and mature early—but this means that the males get hard fleshed, become "staggy" earlier than males of the slow growing breeds; that Leghorn hens convert all their feed into eggs and do not lay on flesh and fat—but thick-fleshed, fat birds are preferred for the table; that Leghorn hens are very active and are profitable layers for two or three years—but activity and age do not improve the quality of the flesh.

If growers of Leghorns will face the situation, recognize that because of their size and other characteristics Leghorns are at a disadvantage when sold in competition with birds which are naturally heavier and fatter, they will be in a position to take the necessary steps to offset this handicap. Give the markets a steady supply of Leghorn stock, which has been so managed as to bring out all the good qualities of the breed as considered from the standpoint of the buyer of

table poultry, and the present unpleasant situation will in due time correct itself to a certain extent. Such action will be a service to the consuming public and bring more money to the pockets of the producers.

F. H. Stoneburn.

Variations in Agricultural Prices.

The renewed advance in cotton prices serves again to emphasize the irregularity in the trend of prices of agricultural products. While cotton and wool growers have profited by the changes in prices during the past year, producers of potatoes, oats, live stock, and dairy products have not shared in this prosperity. The Department of Agriculture has recently made an estimate showing that farmers received 19.09 cents per gallon for whole milk in 1922, compared with 22.19 cents in 1921 and 30.10 cents in 1920. For butter farmers received 35.23 cents per pound in 1922, compared with 37.16 cents in 1921 and 54.25 cents in 1920. Dairy products as a whole had a value at farm prices of \$2,090,000,000 in 1922 compared with \$2,352,000,000 in 1921 and \$3,018,000,000 in 1920. This shows that while some sections of the farming population are in greatly improved economic condition others still lack a great deal of being "out of the woods." Farmers as a class are said to represent about 40 per cent. of the purchasing power of the country, and the Department of Agriculture estimates this purchasing power as now a third less than in 1913. This would be equivalent to a decline of about 13 per cent. in the purchasing power of the country as a whole, as it was in 1913. Such figures are of course only rough guesses, but they serve to emphasize what is without doubt the greatest domestic obstacle to the advent of full prosperity.

Price Maladjustments.

While the general average of wholesale prices, as indicated by the index of the Bureau of Labor Statistics, has shown no change since October, there has been much shifting since then in the indices for separate groups of commodities. The index for farm products in January was unchanged from November; that for food products was 2 points lower; that for fuel and lighting was 8 points lower, and that for metals was unchanged. In the case of all the other commodity groups there were advances. The index for the cloths and clothing group advanced 4 points between November and January; that for building materials 3 points; that for chemicals and drugs 4 points and that for house furnishings 5 points. There is not as pronounced a tendency for the maladjustments between the various groups to correct themselves as one would like to see. That is, the groups whose indices are highest above the general average are showing more tendency to advance than those which are below the average. The only exception is to be found in the fuel and lighting group. The rise in this group during the past summer was excessive, as a result of the coal strike, and there was a pronounced recession between October and December. In January, however, although fuel prices were far out of line, the advance was renewed, and the index rose 2 points.

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on your shelves, always fresh, always
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An all year 'round fruit

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WHOLESOME

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Mail us your orders.

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, Feb. 17.—In the matter of Steve Copek, bankrupt, formerly engaged in the retail bakery business at Hartford, an order was entered calling the first meeting of creditors at the referee's office on Feb. 28, for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of Franklin B. Miner and Nelson O. Bates, bankrupts, of Kalamazoo, there being no assets over and above the bankrupt's statutory exemptions, and no cause to the contrary being shown, orders were entered by the referee closing the estates and recommending the discharges of the bankrupts. The record books and files were returned to the clerk of the court.

In the matter of the Moline Milling Co., bankrupt, of Moline, the trustee having filed his second supplemental final report and account showing disbursements of all the funds in the estate, the referee made an order discharging the trustee and closing the estate, whereupon a certificate was also made recommending the discharge of the bankrupt.

Feb. 19. Samuel M. Gerber, engaged in the retail clothing and dry goods business at Kalamazoo, and against whom just before Christmas an involuntary petition in bankruptcy was filed, submitted a written offer of composition of 40 per cent. in cash to all his creditors except those entitled to priority of payment under the bankruptcy statute, whereupon the matter was referred to Referee Banyon for the purpose of calling special meeting of creditors to consider the offer of composition prior to an adjudication in bankruptcy. The schedules filed with the offer of composition disclose the following liabilities and assets:

Prior or Secured Claims. \$96.35
City of Kalamazoo, taxes 250.00
American Sign Co., Kalamazoo 250.00
National Cash Register Co., Dayton 185.00
\$531.35

Unsecured Creditors.

M. Adams & Son, New York \$62.75
A. S. Adelman & Co., Chicago 522.00
Adriamach Knit Goods Co., Ballston, N. Y. 129.25
Ainsworth Shoe Co., Toledo 215.40
Altman & Co., Chicago 114.75
American Maid Co., Chicago 22.04
American Suit Case Co., Chicago 201.50
Arblang Cravat Co., New York 46.68
Aron Brothers, New York 207.76
Axman Weiss Shoe Co., New York 88.45
Badger Raincoat Co., Pt. Washington, Wis. 156.75
Willison Bal Co., Newark 62.50
J. W. Baldwin, Grand Rapids 51.30
Barne Mfg. Co., Berne, Ind. 142.50
Herold-Bertsch Shoe Co., Grand Rapids 250.02
Blum Brothers, Chicago 515.81
Irving Brandt & Co., Chicago 33.37
Bray Robertson Co., Louisville 271.50
Brunliet & Schaefer Co., Milwaukee 55.40
Butler Bros., Chicago 531.11
Central Music Co., Chicago 377.08
Central Shoe Co., St. Louis 463.20
Chick Shoe Co., Chicago 69.15
Charles F. Clark, Chicago 96.00
Cluett, Peabody & Co., Chicago 160.60
I. Cohen Mfg. Co., Chicago 228.60
Colin & Sarna, New York 181.50
Colorfast Shirt Co., New York 245.63
Colt Cromwell Co., New York 68.30
Continental Jewelry Co., Cleveland 90.00
Cummings Bros., Saginaw 66.50
Curtis Leger Fixture Co., Chicago 75.00
Columbia Cap Co., New York 225.62
S. Deiches & Co., Chicago 144.75
H. T. C. Dovenmeule & Son, Chicago 305.65
E. Eisenger & Co., Chicago 739.43
Sigmund Eisner & Co., Red Bank, N. J. 181.50
Elbro Knitting Mills, Milwaukee 219.26
H. & L. Epstein, St. Louis 102.00
S. Folz & Sons, New York 300.00
L. Friedman Neckwear Corp., Milwaukee 118.50
Gem Clothing Co., Milwaukee 206.25
J. Glick Suspender Co., New York 174.47
Goodrich Rubber Co., Chicago 549.67
G. R. Dry Goods Co., Grand Rapids 516.62
Grp Bow Tie Co., Omaha 63.28
Gutman, Carpenter & Selling Co., Chicago 334.83
Hagerstown Shoe Co., Hagerstown, Md. 146.10
Hackner Bros., Chicago 119.75
R. P. Hazzard Co., Gardiner, Me. 824.10
A. Herman Co., New York 156.50
Jos. Herman Co., New York 135.00
H. Herzog, Chicago 97.20
Hess & Hopkins Co., Rockford, Ill. 140.12
Heyman & Alexander Co., Chicago 197.05
Hersh & Weingart, Chicago 71.25
Hoosier Factories, Michigan City 200.00
Hoosier Glove & Mitten Co., Chicago 327.25
Henskamp Bros. Co., Keokuk, Ia. 84.00
Indiana Shoe Corp., Marion, Ind. 276.00
International Bath Robe Co., New York 148.50
International Handkerchief Co., New York 60.00
J. W. Jackson & Sons, Indianapolis 260.50
Barnett Jafec, New York 284.50
Juvenile Clothing Co., New York 205.50
King Brand Co., St. Louis 505.64
B. Kremen, Chicago 216.50
A. Krolak & Co., Detroit 903.59
L. & R. Overall Co., Cincinnati 206.90

Last Long Hosiery Co., Cleveland 75.94
J. H. Levy, Chicago 182.66
Oscar Levy, Cincinnati 178.50
Lexington Shoe Co., New York 401.10
Luedke Schaefer Shoe Co., Milwaukee 176.40
Lurie Mfg. Co., Chicago 308.00
Marion Rubber Co., Chicago 125.52
Marquette State Industries, Marquette 317.21
Metcalf Neckwear Co., Cleveland 229.47
Middleton Mfg. Co., Milwaukee 87.00
Midwest Mfg. Co., Chicago 66.84
Military Sales Co., Chicago 476.69
Milwaukee Knitting Mills, Milwaukee 189.15
Geo. F. Minto & Co., Chicago 294.77
Mishawaka Woolen Mfg. Co., Mishawaka 314.16
Meyer Mfg. Co., Youngstown 105.30
Nevin Glove Co., Buffalo 111.00
Northwestern Mfg. Co., Milwaukee 120.00
NuWay Suspender Co., Adrian 60.84
Office Bros. Mfg. Co., Columbus 394.50
S. Phillipson & Co., Chicago 351.89
Phoenix Shirt Mfg. Co., Chicago 32.68
Prashker Bros., New York 120.75
Preston Shirt Co., New York 304.50
Pyramid Pant Co., Michigan City 293.25
The Roush Co., Cincinnati 366.01
Regal Spear Co., Chicago 221.41
Robinson Bros., Toledo 607.73
Regal Underwear Co., New York 52.00
Rosenwasser Bros., Long Island 390.00
H. A. Saton & Co., Chicago 144.81
Schiller, Stein & Co., Detroit 67.10
Schoenfeld & Schoenfeld, Detroit 212.50
Selz, Schwab & Co., Chicago 360.25
Shapers & Butler, New York 224.63
F. J. Shuts Coff, Amsterdam 17.97
Sam Silverstein, New York 241.50
Slands Mfg. Co., New York 241.60
Smith-Wallace Shoe Co., Chicago 72.00
S. & S. Shirt Co., Philadelphia 120.00
Standard Clothing Mfg. Co., Cleveland 165.00
Standard Garment Co., Toledo 185.00
Supreme Clothing Co., Chicago 74.75
N. Simon & Co., Chicago 89.04
Symon Bros. & Co., Saginaw 368.29
Tanger Hyman Shirt Co., New York 155.25
Textile Shirt Co., Cincinnati 135.00
Union Hosiery & Underwear Co., Chicago 217.76
The United Novelty Co., Lancaster, Pa. 80.89
United States Rubber Co., Chicago 496.06
Van Camp Hardware Co., Indianapolis 254.00
House of Van Prag, New York 105.00
Victor-Vassar Knitting Mills Co., Detroit 118.88
Vinsonhaler Shoe Co., St. Louis 165.60
Arthur N. Ware & Co., New York 81.50
S. Wasserman, New York 628.00
Western Shoe Co., Toledo 746.40
Wolfson Co., Chicago 52.29
Werkman Shoe Co., Chicago 73.80
Carson, Pirie, Scott & Co., Chicago 93.40
Chippewa Shoe Co., Chippewa Falls 235.50
J. N. Jackson Co., Chicago 217.62
Gazette, Kalamazoo 944.22
McClure, Tritschler Parrish Co., Columbus 1,187.79
M. Rudolph & Co., Chicago 31.56
Stone Glove Co., Chicago 53.85
The Hettrick Mfg. Co., Toledo 26.20
Garrison Wagner, St. Louis 48.38
\$31,823.25

Assets.

Stock in trade \$14,882.42
The referee entered an order calling a special meeting of creditors prior to the adjudication in bankruptcy, at Kalamazoo, on March 3, for the purpose of passing upon the alleged bankrupt's offer of composition, proving claims, the examination of the alleged bankrupt, also the acceptance or rejection of the offer of composition and the transaction of such other business as may properly come before the meeting.

Feb. 20. In the matter of the Package Machinery Co., a corporation of St. Joseph, bankrupt, the trustee, pursuant to notice duly given to all creditors, sold the assets of the bankrupt estate at public auction and the assets of the bankrupt estate were purchased by the Machinery Exchange Supply Co., of Benton Harbor, for \$5,450, being nearly the appraised value of the property. Unless cause to the contrary is shown, an order will be made confirming the sale and directing the trustee to deliver the property to the purchaser.

In the matter of H. H. Roth, Penn township, Cass county, the trustee was directed to file his final report and account for the purpose of calling the final meeting of creditors, declaring a final dividend and closing the estate.

Feb. 21. In the matter of the Palace Lamp Co., a corporation, bankrupt, of Benton Harbor, the trustee filed his final report and account, showing total receipts of \$4,751.89 and disbursements of \$1,346.88, and a balance on hand of \$3,405.01, with the request that the final meeting of creditors be called for the payment of administration expenses and the declaration and payment of a final dividend and the settlement of any contested claims.

In the matter of the Co-operative Plumbing Co., the final meeting of creditors was held and the trustee's final report and account considered and approved and allowed. Administration expenses were ordered paid in full. A first and final dividend of 4.6 per cent. was declared and ordered paid on all claims filed to date. Creditors having been directed to show cause why a certificate should not be

made recommending the bankrupt's discharge, and no cause being shown, it was determined that such favorable certificate be made. The trustee was authorized not to interpose objections to the bankrupt's discharge, whereupon the meeting adjourned without day.

Feb. 23. Price W. Perry, engaged in the retail hardware business at Bangor, filed voluntary petition and was adjudicated a bankrupt and the matter referred to Referee Banyon. The following are listed as creditors:

Secured or Prior Claims.
Township of Bangor, Van Buren county, taxes \$50.00
John S. Waller, Bangor 1,340.00
\$1,390.00

Unsecured Claims.

Sunlight Aluminum Co., Milwaukee \$53.76
James Heddon & Sons, Dowagiac 39.95
Belknap Hardware Co., Louisville 13.81
Butler Bros., Chicago 63.77
Cleveland Metal Products Co., Cleveland 471.39
Buhl Sons Co., Detroit 1,200.00
Standard Oil Co., Benton Harbor 4.50
Diamond Red Paint Co., Chicago 101.10
Pittsburg Plate Glass Co., Grand Rapids 207.50
Silver Creek Novelty Works, Dowagiac 4.08
Richard Wilcox Mfg. Co., Aurora 5.36
Detroit Vapor Stove Co., Detroit 244.10
Baldwin Stove Co., Cleveland 88.99
Henry J. Heystek Co., Grand Rapids 28.56
Pioneer Rubber Mills, San Francisco 66.50
H. D. Edward & Co., Detroit 21.41
Great Western Oil Co., Grand Rapids 89.47
Acme White Lead & Color Works, Detroit 113.90
Lockway Stouck Paper Co., Benton Harbor 52.99
U. S. Register Co., Battle Creek 50.44
Chicago White Lead & Oil Co., Chicago 350.49
Edwards & Chamberlain Hardware Co., Kalamazoo 487.21
Fulkerson Bros. Handle Co., Puxico, Mo. 26.25
The Schafer Co., Decatur, Ind. 84.93
The Robeson Cutlery Co., Rochester 137.27
H. Leonard & Sons, Grand Rapids 96.15
Rochester Stamping Co., Rochester 78.50
The Beckwith Co., Dowagiac 300.00
The Rudy Furnace Co., Dowagiac 179.66
The Glidden Co., Cleveland 260.00
Morley Brothers, Saginaw 249.74
Indestructible Paint Co., Chicago 133.45
Atlantic Stamping Co., Rochester 58.51
Nat'l Sewing Machine Co., Belvidere, Ill. 25.85
Union Paint & Products Co., Chicago 48.50
Hibbard, Spencer, Bartlett Co., Chicago 27.05
Louden Machine Co., Chicago 21.47
Youells Exterminating Co., Westfield, N. Y. 25.00
J. E. Blackburn & Sons, South Bend 3.00
Olney National Bank, Hartford 133.00
Airway Electric Appliance Co., Toledo 96.53
Rutland Fire Clay Co., Rutland, Vt. 14.63
N. Eikenhout & Sons, Grand Rapids 4.55
Western Plumbing Supply Co., Chicago 17.88
Master Mechanics Co., Cleveland 96.90
Peninsular Stove Co., Detroit 377.99
S. S. Evans, Kalamazoo 212.50
American Lawn Mower Co., Muncie 39.37
Levi De Haven, Bangor 500.26
\$7,208.19

No assets were scheduled over and above the bankrupt's statutory exemptions, whereupon an order was made requesting the bankrupt, pursuant to General Order 10, of the Supreme Court of the referee's office prior to calling the first meeting of creditors.

In the matter of Louis J. Bressin, individually, and Bressin & Schad, a partnership, composed of Louis J. Bressin and Roscoe D. Schad, of Allegan, the trustee filed his supplemental final report and account, showing the disbursement of all funds, with request that the estate be closed and he discharged as trustee. The referee thereupon entered orders closing the estate and recommending the discharge of the bankrupts. The record book and files were returned to the clerk of the court.

Feb. 24. Ephram G. Corning, engaged in the shoe repairing business also retailing shoes at Hartford, filed a voluntary petition and was adjudicated a bankrupt and the matter referred to Referee Banyon. The following are listed as creditors:

Secured or Prior Claims.
Village of Hartford, taxes \$5.99
Citizens State Bank, Decatur 405.00
Champion Shoe Co., St. Louis 410.00
Bradley Metcalf Co., Milwaukee 400.00
Oscar Nordstrom, Linsburg, Kas. 225.00
\$1,445.99

Unsecured Claims.

Decatur Co-operative Co., Decatur \$23.00
James Hurst, Decatur 45.00
McCook & Brigham, Decatur 23.00
King Candy Co., Decatur 9.25
Wedgell Rubber Co., Fort Wayne 24.94
Messner, Yarnell Co., Fort Wayne 13.30
Fribergers Bros. Co., Fort Wayne 48.00

McIntyre Burrell Co., Green Bay 39.85
J. P. Younker & Sons, Grand Rapids 39.85
Swart Berg Bros. Co., Grand Rapids 126.00
Hirth-Krause Co., Grand Rapids 8.00
Thompson-Ellers Co., Chicago 26.03
Edward F. Schmidt Co., Chicago 93.00
National Leather Co., Niles 75.00
Smith-Lockwood Whip Mfg. Co., Westfield 23.00
Shipley & Vaux Shoe Mfg. Co., Philadelphia 71.40
George M. Hulmer Shoe Co., Auburn, Pa. 44.10
Wynberg Shoe Mfg. Co., Milwaukee 126.00
Olney National Bank, Hartford 30.00
Gleaner Co-operative Co., Hartford 30.00
Oscar Nordstrom, Linsburg, Kas. 120.00
Kalamazoo Gazette, Kalamazoo 9.00
Cable Sales Co., Kalamazoo 9.52
Chippewa Sales Co., Chippewa Falls 61.16
M. C. Mortimer, Hartford 16.00
Clare Leach, Hartford 5.25
\$1,225.65

There are no assets over and above the bankrupt's statutory exemptions and the calling of the first meeting of creditors has been postponed until deposit for costs has been made by the bankrupt.

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BARLOW BROS. Grand Rapids, Mich.

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We are making a special offer on
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GRAND RAPIDS, MICHIGAN



Leading Patterns in Shoes For Spring

Every retail shoe merchant along Fifth avenue and on the side streets leading from the avenue caters to a particular clientele which in a large measure decides the class and type of merchandise carried.

One merchant may find his largest business is done with models showing the regulation French vamp, while another merchant soon learns his customers demand a shoe with a semi-French last. Still another offers only models which have a modified vamp, the toes being slightly pointed, and, of course, there is always the store specializing in footwear offering corrective features.

The entire collection, however, is influenced by that illusive, but powerful thing, called style, and all models shown incorporate in their making the new ideas brought about by a change of season.

At present the leading patterns for spring are the modified colonial, which is perhaps smartest in beige, cocoa or gray suede; strap cut-out pumps in patent, for day-time wear, and satin or silver for evening. Every type of oxford is shown, from the regulation wing tip model in calf to the extreme type in black satin, slashed within an inch of its life, but preserving perfect lines.

All other effects, and their number is legion, are merely variations of these three patterns. Trimmings offer many interesting features and there is noticeable a pleasing harmony in style.

Perhaps it is the rather bad weather or the interest in sports, promoted by the preparation for the journey Southward, which has suddenly stimulated interest in the regulation oxford.

It is hinted a sandal with a low heel is soon to appear, but as yet we have seen only the Greek and Spanish types with a high Spanish heel. The one-strap cut-out pump is an excellent variation of this type, a modification in fact, and one of its features is that it is as good in colored leather for Southern wear as in silver cloth, brocade or satin for evening.

The large tongue Colonial has been discarded in favor of a Colonial trimmed with contrasting leather which runs from the tongue in saddle strap effect, or with an extremely narrow, sharply pointed tongue. This is smartest on models in black satin.

Madame Bob, recognized as an artist in designing and making of shoes with an individual air, favors a brown suede pump with a rather high saddle strap of black patent leather and a Spanish heel. An oval bronze buckle makes this model suitable for

semi-formal wear. It is shown also in black and evening brocades.

Bob's dress oxford appears with a tan suede upper section and quarter and vamp of black patent leather. The heel is a high Spanish. A pair of cut-out one-strap pumps in gray suede carry low Spanish heels and patent leather vamps.

Not every woman who buys smart footwear is well shod, for the effect of a shoe may be ruined by poorly matched hosiery or by being worn with the wrong frock. For example, I saw in a smart restaurant one of our most charming and popular actresses wearing a silk frock, gray woolen hosiery and black and gold brocaded opera slippers. About as impossible a combination as could have been assembled!

Woolen stockings should never be worn with a shoe which has decorative features, such as cut-outs, buckles, embroidery or other fanciful features, but with sport shoes or regulation oxfords only.

Many of the leading merchants are teaching their salesmen to advise customers when to wear certain shoes and what stockings to wear with them.

This is being done in the Walk-Over stores, and certainly the results must be such as to bring the customers back. These stores are showing an interesting walking pump for general wear. It appears in otter colored suede and is equipped with a saddle strap in Russian calf, the boxwood heel being covered with the same. The model is cut down slightly at the sides and has a decidedly tailored air of smartness.

This same house finds the crossed strap slipper with a high Spanish heel successful for both semi-formal day wear and for evening, and offer it in plain black satin, black brocade, silver brocade and Paisley metal cloth. Its popularity has been so great that re-orders have already been placed.

Before the New York streets were cleared of the recent snow it was noticed that the over-gaiter with an astrakhan cuff was much worn.

Many of the singers leaving Century Opera House where "Blossom Time" is playing wore them, and they were much seen in the shopping district.

Just as soon as possible the New York woman returns to more decorative footwear and brighter weather brought out decidedly chic examples of the shoemaker's art.

A woman all in black wore a pair of dull black kid pumps with Spanish heels, finished with a clover shaped tongue.

Lenore McDougall.

Herold-Bertsch Shoes

Michigan  Made



Stands the Barnyard Acids

Among the hardest tests of a service shoe are the destructive barnyard acids. Thousands of Michigan shoe dealers satisfy their farmer customers by selling them the H-B Hard Pan chocolate numbers, the uppers of which are specially retanned to resist these acids. Check up your stock of Hard Pans (they wear like iron) and order now what you'll need for a complete assortment for Spring.

HEROLD-BERTSCH SHOE COMPANY
GRAND RAPIDS

Michigan Shoe Merchants:

That's it exactly, it pays to advertise. We want to back you in an advertising campaign, gratis, for the following lines:

Rouge Rex Shoes
More Mileage Shoes
Ruth Shoes
Shur Snug Felt Line
Hi Kr Shoes
Playmate Shoes

With motion picture slides, booklets, birthday books, kites, cut outs, signs, newspaper cuts, etc.

From hide to you.

HIRTH-KRAUSE COMPANY

Shoe Mfgs. and Tanners

Grand Rapids, Mich.



Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 27—One of the first signs of spring is the advance in price of gasoline.

Residents along the big trunk lines leading from Flint, Lansing and Detroit are setting up their annual spring wail about the way Michigan highways are being worn down by the constant stream of automobiles which are being driven out of the State. It is estimated that an average of 5,000 cars per day are thus disposed of. That means 5,000 people from other states are spending at least two days in Michigan, leaving with merchants, hotels, gas stations and garages close to \$75,000 every twenty-four hours or better than \$500 per minute. Michigan's tourist crop during the summer season has been estimated at one hundred million dollars. Add to this the income from our winter tourists and it makes quite a neat little sum. Therefore, it is well to think a little before starting anything which may check the stream of dollars coming into our State from those who buy Michigan-made automobiles and drive them away at their own expense along a trail they pave with gold.

It is estimated that over fifty members of the United Commercial Travelers living in Grand Rapids hold membership in other cities. No doubt all of them would be glad to affiliate with the Grand Rapids Council if they were asked to do so. It is hoped that all members of the U. C. T., regardless of where they belong, will attend the annual banquet Saturday, March 3, in the Pantlind Hotel. It will afford an opportunity to become acquainted with men and women they will be glad to know.

"Bob" Dolson covers more territory perhaps, than any other salesman traveling from Grand Rapids. He is so accustomed to sleeping cars it is hard for him to rest in a bed that is not be tossed about all night long. From Denver to Detroit or Minneapolis to Omaha is but an incident in his young life. Yet "Bob" is very much awake to the things that are going on in the business world. He says money is tight in the Northwest, that Kansas and Nebraska have about recovered from a serious financial slump and that the Southern cities are again coming to the front. Also that money seems more plentiful in Michigan than most any other state. While in Kansas City last week "Bob" attended a meeting of the You-See-Tea Club, where he got some valuable pointers, which he passed on to Walter Lawton, with the result that every traveling salesman at the several Grand Rapids hotels knew of the club luncheon at the Pantlind. This accounted for the large number of visitors Saturday noon.

An unusually large number of fires have occurred during the past year, many of which have been charged to the careless handling of lighted cigarettes. Some smokers evidently do not know that a cigaret stub will hold fire to the very last strand unless crushed out or stopped by moisture. Traveling salesmen meet more people in all walks of life than any other organization or class of men in the country. In these days of propaganda it would be easy for them to start a world-wide campaign against dropping a lighted cigaret anywhere. By

example and suggestion, without annoyance or injury to anyone's feelings, they could sponsor a habit of "killing fire in the fags." By so doing millions of dollars in property and many lives could be saved from destruction. In return, each would find his own insurance premiums reduced, whereas, if fires continue up to the recent records, will certainly increase.

Senator William Pearson, of Boyne Falls; Albert Stoll, secretary of the State Conservation Commission and A. T. Stuart, in charge of Michigan's twenty-seven fish hatcheries, were guests of the You-See-Tea Club Saturday noon.

All visitors to the Builders and Traders exhibit in the Klingman building this week are invited to call at the U. C. T. booth in charge of E. E. Zech and his assistants.

W. G. Warner, of Cleveland, in a recent article on "Psychology in Commerce," says: "The commercial man, by the very nature of his calling, must deal with the real facts of life as it exists, with the human element, with materials raw and finished and with the various products of thought and action. Whatever line of commercial enterprise he follows he is up against conditions, not theories; facts, not fancies."

The "gabby" scribe received a thirteen-pound great Northern pike from his fishing partner, D. E. Matheson, of Roscommon.

W. B. Wells is around again, after a three weeks' illness. Although he will not be able to partake of those dainties on the bill of fare, Mr. Wells promises to attend the annual U. C. T. banquet Saturday evening.

Labor day is a great day for some people. Years ago we were a parader, just once. The union officials got a graft of ten cents on our hot, five cents on our cane and then marched us to a beer garden where they got a further graft of twenty-five per cent. on all the booze we consumed. We quit parading and, refusing to pay the \$5 which we were fined, were thrown out of the union.

A red-blooded he-man from our of the West came in to see us the other day. His wife was behind him and lovingly urged him along. She wanted us to give him some kind of a job to earn his tobacco. She said she could earn enough for food, shelter and clothing; but that the red-blooded one was a hound pup for tobacco and she felt he should work for it.

Mrs. Keech is seriously ill at the home of her daughter, Mrs. Charles S. Rogers, on Fuller avenue. Owing to her advanced years and a complication of diseases, little hope is entertained for her recovery.

Michigan now has forty-eight State parks, the largest number owned by any state in the Union. The latest addition is one of 400 acres at Keweenaw Point, the most Northern point of land in the United States.

Morris W. Osborn, the shingle man for Barclay, Ayers & Berch, made his annual visit to the You-See-Tea Club Saturday. Mr. Osborn is a charter member of the Club.

Albert Gerdel, of Escanaba, State representative for the Cudahy Co., was a visitor at the You-See-Tea Club Saturday. Mr. Gerdel is credited with having organized a United Commercial Travelers Council in his

home town in a single afternoon, starting them off with a membership of thirty-five.

No one has had luck. It is only a state of mind. Learn a lesson from every incident. If you go wrong, right yourself and you will find thousands of good people in the world glad to help you help yourself.

Buddah was born about 600 years before Christ and Mohammed was born about 600 years after Christ. The former taught humility; the latter blood and iron. This would give us thought, but when we remember Ireland had a line of kings in direct line for 2,000 years before she embraced Christianity, we feel we had better let the world wag along as it will and concern ourselves only with trying to do some good for America.

The toothless hag you see is the female who once decorated the brewers' and saloon-keepers' paradise—the dance-hall and cabaret. The sweet-faced old lady is the one who tended her flock and served her God, and gave to the world more than she took out of it, in acts of charity, courtesy and kindness.

Charles W. Hails, of Decatur, Ill., in a recent lecture, pays his compliments to fat men in the following words: "The fat men, as a general rule, are jolly, good-natured fellows. Everybody likes to do things for a fat man, because such men are too fat to do things for themselves. So it is human nature to like to help them. Fat men enjoy all the good things of life. Likewise, the fat men are good judges of humanity in general. They demand bodily comfort and plenty of room. Their judgment in business matters and values is always nearly correct. They know the value of money, because, being fat, they realize that if they ever have to resort to physical labor, they will be handicapped by their bulk. They make ideal salesmen because of their

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

I-I

Michigan

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.

Livingston Hotel GRAND RAPIDS

European

Rates \$1.25 to \$2.50 per day

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.



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.

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.

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.

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.

good business judgment and also because everybody likes them."

It is estimated that the average business letter costs 23 cents, including postage, of course. Telegrams within the United States average 60 cents each, according to the same authority.

Capt. Walter N. Burgess has been called to Cleveland, Ohio, to attend the annual meeting of salesmen for the Kenny-Levan Co. It is to be regretted that Mr. Burgess may not return in time for the annual banquet. As chairman of the banquet committee, he saw to it that all work incident to the annual affair had been done before leaving town Monday morning. In fact, so far as the banquet committee was concerned, the affair could have been staged one week in advance of the date set.

Our socialistic and radical friends wanted to destroy the government because Liberty bonds sold below par. Now they want to destroy the government because they claim we capitalists have all the bonds and they are selling above par. The fellow who sticks by Uncle Sam is the fellow who wins. If you hear an orator finding fault with our government, swat him. We will bail you out if you get pinched.

We never believe statistics and always check them up. Many years ago a fellow out in Nebraska borrowed \$100 and agreed to pay 10 per cent. per month compound interest. The creditors sued and got a Landis verdict for several trillion dollars and some small change. We went over the statistic hound's figures and found the man thirty-five cents out. Statistics is not an exact science.

Watered stocks are bad, but watered labor is worse. Heaven knows the mechanic has been lying down on us since the war. Labor union officials have been telling the workingman how he is abused. We suggest that the workingman look about him and he will find that nearly all successful business men were workingmen a few short years ago.

H. Burr Lee, business manager of the Petoskey Daily News, telephones the "gabby" scribe that the business blocks destroyed by fire last week will be rebuilt as soon as the ruins have been cleared away, and while summer visitors may come before the work is done, nevertheless there will be a bigger and better Petoskey than ever before. No time will be lost in getting started with new stocks of merchandise housed in modern buildings.

ADD GABBY

When Prison Warden Harry L. Hulbert of Jackson, was introduced at the hardware convention here two weeks ago, the audience might have looked startled except for the fact that the Association is very close to State activities and has been working with the Michigan industries conducted by the warden. He briefly told of the industrial activity of the prisoners and the way in which they were being taught various trades and occupations. He brought the convention to its feet when he told of issuing an order to find a prisoner with hardware experience and how after a thorough search had been made through the entire lot not one hardware man could be found.

The Ft. Myers (Florida) Press has this to say about Grand Rapids' most famous nature photographer: "Uncle Louie" Winternitz, of Grand Rapids, a popular guest at the Royal Palm Hotel, had on exhibit to-day in the Dutch room of the hotel a fine selection of marvelously tinted photographs of Fort Myers and its environs. He has by the artistic selection of these fine views which he tints himself made an enviable name for himself at Field Museum in Chicago, to which institution he presented 100 of his pictures, and elsewhere. Some of the most artistic work he has done with his camera and brushes are views of birch trees near his home up in Michigan. His brilliantly colored pictures of the Seminoles are unequalled. "Uncle

Louie" is affording the guests of the Royal Palm Hotel a rare treat by exhibiting his splendid works of art. It is said that he has done more to advertise the genuineness of tropical Florida by hand tinted photographs than any other person.

The entertainment furnished by the Committee at the You-See-Tee Club luncheon, Saturday, Feb. 24, sure did furnish a treat. Mrs. Dr. C. T. Wolford, in her pure, sweet soprano voice, gave two high class solos and then came back for an encore with two Negro ballads. Adding much to Mrs. Wolford's voice was the accompaniment of Leon Petsch. The only regret from the Club members was that Mr. Petsch and Mrs. Wolford could not stay longer. A rising vote of thanks was given them before the close of the meeting and a hearty invitation extended to each of them at some future day to again be the guests of the You-See-Tee luncheon club.

The luncheon for Saturday, March 3—which, by the way, is also the annual meeting of Grand Rapids Council, No. 131, United Commercial Travelers—will be called at 12 o'clock at the Pantlin Hotel. There will be some Supreme and Grand officers here that day. They will be the guests of the luncheon club and the entertainment part will consist of fancy dancing by little Donna and Betty Le Blanc. Their accompanist on the piano is Miss Esther Martin. It is expected that the crowd attending the luncheon Saturday, March 3, will probably be the largest which has ever sat down at the You-See-Tee tables. Arrangements are going to be made for more tables and more chairs will be placed in the Rotary room, so there will be ample room to seat all who may attend. Don't forget the change in this hour from 12:45 to 12 o'clock sharp, so that the luncheon will be all over at 1:15.

E. K. Powers opened the first candy factory and bakery in Grand Rapids. One of his several apprentices was the late Charles H. Hoffman, to whom Powers sold the business several years later. Powers engaged in the purchase and sale of real estate and owned the ground upon which the public reservoir is located in 1873, when the city constructed the initial water works system. Powers demanded and obtained from the city a substantial price for the property. Later he purchased and platted a tract of land at the junction of Eastern avenue and Hall street. He was a brother of William T. Powers and the father of Benjamin Powers, of the Powers & Butler Co.

In a letter written by Charles K. Seymour, of Los Angeles, formerly of Grand Rapids, sorrow is expressed on account of the death of Dan W. Tower and W. N. Fuller, whose friendship he enjoyed many years. Mr. Seymour said: "When I was learning my trade in the job printing office of W. C. Dennis, I lived on the farm, which is now the corner of Eastern avenue and Burton street. I took the street car (horse) at the corner of Madison avenue and Hall street at 6:10 in the morning and Dan used to take the same car from near where he lived. He was a carver with Nelson Matter & Co. I got acquainted with him then and we had been warm friends ever since. It certainly gave me a pang to hear of his passing."

John B. Olney.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 27—Dave LaMere, the well-known DeTour lumberman, was in the city last week on business. He says the only difficulty he encounters when visiting the Soo is the uncertainty of the stages on the homeward trip, due to the condition of the roads at this season of the year. An air route would have the monopoly of the passenger business. The Upper Peninsula Fair Association

held a meeting at Manistique last week and the dates decided on for the circuit this year are as follows:

First week in September, Newberry and Canadian Soo.

Second week in September, American Soo and Marquette.

Third week in September, Escanaba and Pickford.

Fourth week in September, Manistique and Allenville.

All the secretaries attended the meeting and predict a very successful year for the fairs. Most of the fairs are planning extensive improvements to their buildings and grounds.

The happy smile on Conductor Bill Talbot's face last week is accounted for as follows: Bill, who is an ardent fisherman, has been doing considerable fishing through the ice this winter. Sometimes his luck has been good and sometimes the reverse, but the other night he was in luck. The herring were running good; in fact, they were running so good Bill couldn't hit them. The reason was that a thirteen pound pike was soldiering on the job. When he passed Bill's searchlight he lingered just a little to long and he was hit right behind the head. Bill succeeded in landing him safely and is now satisfied that he is a real fisherman.

"It isn't so much what you do, so long as you do it."

The proposed new cemetery for Seymour Hill has been turned down by our city commission. Evidently it would have robbed the future generation of the opportunity which belongs to them.

"Everybody thinks himself a judge of human nature."

On opening the will of the late George Kemp, it was learned that Mr. Kemp had willed all his dock property to the city. Upon the death of his wife and three sons, the dock property will become the property of the city. It is doubtful if the dock property could be replaced to-day for less than a half million dollars and it will become of considerable more value if the proposed deep waterway proposition is carried out. City officials are highly pleased over the matter and it is expected that official action in the way of expressing appropriation and thanks will be adopted at the next meeting.

Leonard Hodges, member of the Hodge Bros., well-known news dealers here, and J. Probasco, licensed aviator of this city, are going ahead with their plans for establishing an air service in the Soo. Order for their plane has been placed and it is expected to arrive in the near future. A committee appointed by the city commission has arranged for a landing site so that the Soo will be in line to take care of all aircraft which may pass this way. Not only would the landing be appreciated by local aviators but also by outsiders who would undoubtedly make a trip to the Soo if the city maintained a proper landing field.

"A bright educator some day is going to discover that students ought to know how to spell."

W. R. Cowan, of the firm of Cowan & Hunt, returned last week from a business trip to New York.

Gianakura Bros., proprietors of the American confectionery store here, who recently cabled a message of sympathy to the Queen of Greece, following the death of King Constantine, received a cable from Queen Sophie last Wednesday, in which she expressed her sincere thanks and appreciation of their message.

Putting off until to-morrow that which ought to have been done yesterday is putting a debt upon to-day.

Ed. Rapin, who for the past year has been in charge of the dining room at the Belvidere Hotel, has leased the Lake View Hotel and will take possession this week. Mrs. Spence Hall, proprietress of the well-known summer resort at Albany Island, will take

over the dining room of the Belvidere for the present.

Our hockey team will be disappointed in learning that there will be no rink built here this winter. The rink was turned down at the public meeting held last week when it was preferred to delay the matter for future consideration. For the present at least the big games will be played in the Canadian Soo.

J. C. Gannon, of Marquette, was a business visitor here last week in the interests of the Gannon Grocery Co., at Bay City.

J. E. Norton, proprietor of Norton's Point, the famous summer resort near Curtis, has moved to Engadine for the winter and has taken over the confectionery store formerly owned by Roy Bowman.

Fred Shaw, of the Gamble-Robinson-Shaw Co., has returned from an extended visit in the South. Fred finds a vast difference between the climate here and that of Cuba, but prefers his home town even though his hands blister from shoveling coal in the "frozen north."

William G. Tapert.

Corporations Wound Up.

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

Lansing Motor Sales Co., Lansing.
J. H. Buckers Mfg. Co., Detroit.
Hillsdale Manor Land Co., Detroit.
Rathfon, Seent & Co., Port Huron.
Curtis Detroit Sales Co., Detroit.
Grand, Smith & Co., Flint.
United States Phosphate Co. of Michigan, Detroit.
Beckwith Veneer Co., Grand Rapids.
Mercantile Acceptance Corp., Detroit.
Jonesville Ice Co., Jonesville.
Jerome Realty Co., Detroit.
Superior Creamery Co., Ontonagon.
Rice, Veneer & Lumber Co., Grand Rapids.
Petoskey Garage & Sales Co., Petoskey.
Cochran & Phillips, Detroit.
Haselschwerdt Motor Sales Co., Grass Lake.
Ames-Built Sales Corp., Detroit.
Cunningham Auto Co., Detroit.
A. L. Zeckendorf Co., Detroit.
American Racing Derby, Inc., Detroit.
William H. Sacks Building Co., Detroit.
Three R. Sales Co., Saginaw.
Famous Clothing Co., Lansing.
McConnell Shoe Co., Jackson.
Community Mausoleum Construction Co., Ovid.
Kalamazoo Tire Co., Kalamazoo.
Paper Engineering Co., St. Joseph.
Paw Paw Grape Juice Co., Ltd., Paw Paw.
Peninsular Hunting & Fishing Club Co., Northland.
North Park Bridge Co., Grand Rapids.
Wykes-Schroeder Co., Grand Rapids.
Palmar Realty Corp., Detroit.
Bijou Theater Co., Port Huron.
Metropolitan Jewelry Mfg. Co., Detroit.
Auto Primer Co., Battle Creek.
Mt. Elliott Ave. Land Co., Detroit.
Highlands Building Assn., Wayne.
Crystal Lake Building Assn., Frankford.
Bush, Musk & Co., Allegan.
Cass Blvd. Garage Co., Detroit.
Jackson Suburban Home Co., Jackson.
Halperin Bros. & Davis, Inc., Detroit.
Waterliet Co-operative Assn., Waterliet.
Bursma, Cole & Hoek, Inc., Grand Rapids.
General Leasing Corporation, Detroit.
Paul G. Dunn Co., Inc., Detroit.
Godsmark, Durand & Co., Battle Creek.
North-Fischer Lumber Co., Battle Creek.
Union Finance and Realty Corp., Detroit.

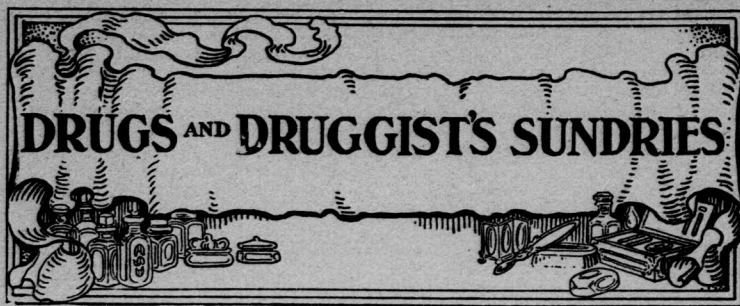
Harrison Parker Down and Out.

Chicago, Feb. 27—The resignation of Harrison M. Parker, founder of the Co-operative Society of America, an organization having 90,000 stockholders and at one time \$11,000,000 in resources, as a trustee, marks the complete severance of Parker's connection with the concern, it was said.

In his letter of resignation Parker said the Society had had a long and bitter struggle. He declared that opposition of a kind he did not anticipate developed to the Society's co-operative stores, which through Federal court proceedings were twice closed, and added that "my expectations that enough believers in co-operation would rally to its support were not fulfilled."

"The property," he said, "will eventually pass out of our hands."

Edward A. Kessler was chosen as Parker's successor.



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.

Progressive Advertising in Retail Drug Stores.

Volumes have been written on advertising by men far better equipped to write on this extensive subject than I, but the fact remains that druggists, as a whole have been neglectful in using this magic wand of modern business.

We go through various theoretical cycles in business, such as the era of efficiency, exclusive agency and dealers imprint, but the effect of advertising is more apparent and its result positive. As electricity is an invisible force that moves the wheels of commerce, so too, advertising is that compelling force that makes the consumer use certain specific commodities and patronize certain definite stores. Advertising builds prestige and establishes a tangible value in the purchaser's mind, its appeal is psychological.

Advertising too revolves in a cycle, for methods that were formerly successful and definite have been discarded for newer ideas. A few years ago National Magazine advertising established value and prestige in the consumer's mind and also lessened buyers resistance. It established prestige, because it costs considerable money to advertise through this channel. It established value, because magazines investigated the manufacturer who bought this space and rejected any that made false statements and claims, it lessened buyers resistance, because psychologically, if it merited prestige and established mind value, it was acceptable as the best to be had.

In my estimation this field became so overrun that in a majority of cases it is just general publicity, and used frequently to sell the retailer rather than the consumer.

So many other lines of business are using advertising who are competing with the retail drug store that it seems imperative for the retail druggist to advertise more to hold his ground. I will treat of methods later.

The majority of druggists, when advertising is mentioned, developed nausea. They vaguely picture a cut price war and a slashing of profit.

While advertising does not necessarily have to involve cut price, the fact remains that cut prices are advertising. It has the price appeal for business on some article of established value and prestige. Conditions locally should govern advertising on price appeal—as it is rarely profitable unless volume is considerably increased.

Advertising for retail druggists may be divided in two classes—specific and indirect. Billboards, programs, moving picture slides are forms of indirect advertising. They keep your store name before the buying public and create Good Will. Specific advertising comprises the advertising of some article or articles of merchandise or sales involving varied merchandise on certain days.

The methods I would recommend in establishing an advertising campaign are briefly as follows:

Based on last year's business, I would allow 2 per cent. of my total sales for an advertising fund. I would open an advertising account in my ledger and hold it within that amount.

Next: I would decide, if possible, what I wanted to advertise and how, whether I wanted to build some department in my store or advertise the store in general and how.

It might start with your store front, how long has it been since it was painted? Did you paint it the conservative blue or green? Put on a coat of deep orange, stripe it with black. Use black type on an orange back ground—Oh! Clashing colors—yes—but it makes 'em look.

What's on top of your store shelving? A lot of stock—build some frames and have full sheet cardboard signs in attractive lettering—put up and notice how it brightens your store. If you have cases to the ceiling and the upper case contains reserve stock, paste paper signs on the glass panels, use little copy and big headings, i. e.—Kodak, Thermos Bottles, Germicidal Soap, Our Own Cough Syrup, etc., build atmosphere for a live store—Then allot a small amount of your advertising fund for general advertising. Don't put too much money in this method because results are not tangible and consequently, you are apt to get discouraged. Use some movie, church program, or billboard, or any method you think best adapted to your local condition. I would also suggest you popularize some slogan in your general advertising to identify your store, as:

"Try Jones Drug Store First"—
 "A Good Drug Store"—
 "Get It at Jones"—

"Nothing Too Good for the Sick"—or any other you might have in mind. Under general advertising you might mail calendars, blotters or circular letters to your trade and physicians.

On specific advertising, you may use circulars or newspaper. Run a Gold Fish Sale—"Free Balloons"—"Free Ice Cream Cones to the Kids."—Combination Sales at discounts, or a 5c sale. Have two anniversary sales a year if the popularity of the sale warrants it. Create the impression you are extremely liberal. The public likes to feel that they are enjoying an advantage. Buy sundries at \$4 per dozen, and after you have figured a 40 per cent. mark-up, sell it at 3, 7 or 9 cents more—deal in odd pennies—it gives the impression of a cut price and the public likes it. If you can buy some article at a reduction, figure your legitimate mark-up and let the public also enjoy the privilege of a reduced price. You'll get turnover sooner than if you mark it up regular and tried to take the little extra profit for yourself.

Keep your trade talking about you and your store, and you will be frequently commented on as a "Live Wire." That comment means you've got the battle half won, because it indicates you have secured a most coveted asset, i. e., Good Will.

In conclusion, I would suggest you read all the comments on Drug Store Advertising that come to you—get enthused—and go after it.

J. A. Wilkerson.

In the Drug Store.

In a certain drug store there is a glass bowl on a stand with single goldfish in it. On the outside of the bowl is a placard bearing the following answers to questions which the druggist has become tired of answering in person:

This is a goldfish. It is alive.

There is only one of it. We got it from a boy.

We do not know where the boy got it.

It has never died. We do not know how old it is.

We feed it when we want to.

It eats what we give it.

That is water it is in.

We got the water from the faucet.

We have had the fish ever since we got it.

Yes, we had more of them, but this one is all that is left.

If it sleeps we do not know it.

We change the water as often as we want to.

We do not know how long it will live.

We do not miss the water it drinks. When there is too much water in the tank we take part of it out.

We do not know how large it will grow.

We can catch it, but we don't want to.

That is all we know about it. It is not for sale.

If you cannot do a thing well, do it as well as you can and keep trying to do it better.



STRAIGHT
SIZE—

*The Johnson
Original 10¢ Cigar*

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN

For Complete Soda Fountain Equipment BOTH NEW AND REBUILT

—SEE—

GRAND RAPIDS STORE FIXTURE CO.

Now's the Time for this Season.

7 Ionia Ave., N. W.

Grand Rapids, Mich.

Grand Rapids Calendar Co.

572-584

Division Ave., S.

Publishers

Grand Rapids,
Michigan

ADVERTISING SPECIALTIES

Late News From Michigan's Metropolis.

Detroit, Feb. 27—A merchandise exposition, displaying dry goods and allied lines, will be held in Detroit, March 12-17, by eleven of the leading wholesale establishments. The stocks will represent the products of the world's greatest manufacturers and style authorities. Merchandise shown will be for the spring and summer trade. Besides demonstrating the growing importance of Detroit as a wholesale market, the exposition will serve to prove to buyers in the Detroit region the importance of personal contact with the wholesalers, the latter believing that this brings about, for the buyer, more tangible business results. Although there is a conceded growing scarcity of merchandise, with higher prices forecast in various lines, the period selected for the exposition will find stocks of Detroit wholesalers at their peak. Several New York concerns in the ready-to-wear field have recently opened branches in Detroit, thus assuring immediate delivery of this class of goods.

Fifty wholesale houses are expected to send spokesmen on the fourth trade promotion trip, the coming one March 8 and 9, to Bay City, of the series being conducted by the wholesale merchants' bureau of the Board of Commerce. The party will leave in a special car over the Michigan Central Railway on the morning of March 8, arriving in Bay City at noon. Calls will be made on Bay City business houses in the afternoon. At 6 o'clock the business men of that city will be entertained at dinner at the Hotel Wenhonah. This program will be repeated at Saginaw the following day, with dinner at 6 p. m. at the Hotel Bancroft. The party will return to Detroit the next morning.

Charles Harris, formerly with Henry C. Weber Co., is now buyer and department manager at T. B. Rayl Co., having in charge the house-furnishing department. Mr. Harris originated many novel merchandising ideas, acquiring a reputation for originality such as to make him a well-known figure in the business to which he has devoted so many years.

Leslie C. Hatcher, formerly with the Baumgartner store, where he serv-

ed for five years, and also one of the partners of the Hughes & Hatcher store, sold out his interest last June and opened up a leather goods, hat, clothing, golf and general furnishings store. The business grew so rapidly that Mr. Hatcher was forced to enlarge his quarters, and he is now ready to announce in a short time the opening of a complete store for men. Mr. Hatcher, being an ardent golfer, will specialize in needs for the golf enthusiast. The slogan of the store will be "Quality without Extravagance," and a business creed "to deal with my fellowman so that he will return to reward in friendship greater than the dividends on my invested capital."

Want Silverware for Sales.

Sellers of medium-priced silverware tell of an excellent business at present in all the kinds of goods that can be used for sale purposes. The demand is especially strong, apparently, for the more popular-priced hollow ware in Dutch and platinum effects. Among the other articles that are selling well are console sets to retail at \$10 and up, and fruit bowls and other ware known to the trade as centerpieces. These are doing well in quantities that can be retailed upward of \$5. From all accounts, the business being placed just now by out-of-town buyers bulks considerably larger in the aggregate than that of merchants in and around this city.

You Got the Sales Because

You presented your best business-like appearance.

You knew your customer.

You saw the day's display in the windows.

You stood during the entire sale.

You understood the customer's buying power, and showed goods about right in price.

You allowed nothing to interfere with your selling.

You confined yourself to the things you knew of.

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	1 80	
Borix (Xtal)	17 1/2 @ 25	Amber, crude	2 00 @ 2 25	Aloes	1 45	
Carbolic	54 @ 61	Amber, rectified	2 25 @ 2 50	Arnica	1 10	
Citric	62 @ 70	Anise	1 25 @ 1 50	Asafoetida	2 40	
Muriatic	3 1/2 @ 8	Bergamont	5 00 @ 5 25	Belladonna	1 35	
Nitric	9 @ 15	Cajeput	1 50 @ 1 75	Benzoin	2 10	
Oxalic	20 1/2 @ 30	Cassa	3 25 @ 3 50	Benzoin Comp'd	2 65	
Sulphuric	3 1/2 @ 8	Castor	1 44 @ 70	Buchu	2 55	
Tartaric	40 @ 50	Cedar Leaf	1 50 @ 1 75	Cantharides	2 85	
Ammonia		Cintronella	1 00 @ 1 20	Capsicum	2 20	
Water, 26 deg.	10 @ 13	Cloves	3 00 @ 3 25	Catechu	1 75	
Water, 18 deg.	8 1/2 @ 13	Cocoonut	25 @ 35	Cinchona	2 10	
Water, 14 deg.	6 1/2 @ 12	Cod Liver	1 30 @ 1 40	Colchicum	2 80	
Carbonate	20 @ 25	Croton	2 00 @ 2 25	Cubebs	2 30	
Chloride (Gran.)	10 @ 20	Cotton Seed	1 25 @ 1 35	Digitalis	1 80	
Balsams		Cubeb	8 50 @ 8 75	Gentian	1 35	
Copaiba	60 @ 1 00	Eigeron	4 00 @ 4 25	Ginger, D. S.	1 80	
Fir (Canada)	2 50 @ 2 75	Eucalyptus	90 @ 1 20	Gualac	2 20	
Fir (Oregon)	75 @ 1 00	Hemlock, pure	2 00 @ 2 25	Gualac, Ammon.	2 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	1 60	
Barks		Lard, extra	1 35 @ 1 45	Iron, clo.	1 35	
Cassia (ordinary)	25 @ 30	Lard, No. 1	1 25 @ 1 35	Kino	2 40	
Cassia (Saigon)	50 @ 60	Lavender Flow	5 25 @ 5 50	Myrrh	2 50	
Sassafras (pw. 45c)	@ 40	Lavender Gar'n	1 75 @ 2 00	Nux Vomica	1 65	
Soap Cut (powd.)	15 @ 20	Lemon	1 50 @ 1 75	Opium	3 50	
Berries		Linseed Boiled bbl.	@ 1 06	Opium, Camp.	35	
Cubeb	1 50 @ 1 75	Linseed bld less	1 13 @ 1 21	Opium, Deodorz'd	3 50	
Fish	25 @ 30	Linseed, raw, bbl.	@ 1 04	Rhubarb	1 70	
Juniper	7 @ 15	Linseed, ra. less	1 11 @ 1 19	Paints.		
Pricky Ash	@ 30	Mustard, artifi. oz.	@ 50	Lead, red dry	14 1/2 @ 14 1/2	
Extracts		Neatsfoot	1 25 @ 1 35	Lead, white dry	14 1/2 @ 14 1/2	
Licorice	60 @ 65	Olive, pure	3 75 @ 4 50	Lead, white oil	14 1/2 @ 14 1/2	
Licorice powd.	70 @ 80	Olive, Malaga,	2 75 @ 3 00	Ochre, yellow bbl.	@ 2	
Flowers		green	2 75 @ 3 00	Ochre, yellow less	2 1/2 @ 6	
Arnica	25 @ 30	Orange, Sweet	4 50 @ 4 75	Putty	5 @ 8	
Chamomile (Ger.)	40 @ 50	Origanum, pure	@ 2 50	Red Venet'n Am.	3 1/2 @ 7	
Chamomile Rom	1 75 @ 2 00	Origanum, com'l	1 00 @ 1 20	Red Venet'n Eng.	4 @ 8	
Gums		Pennyroyal	2 50 @ 2 75	Whiting, bbl.	@ 4 1/2	
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	I.	10 00 @ 10 25	Alum	08 @ 12	
Aloes (Cape Pow)	25 @ 35	Sassafras, true	1 50 @ 1 80	Alum, powd. and	09 @ 15	
Aloes (Soc. Pow.)	70 @ 75	Sassafras, arti'l	1 00 @ 1 25	Bismuth, Subni-	3 85 @ 4 00	
Asafoetida	65 @ 75	Spearment	4 50 @ 4 75	trate	3 85 @ 4 00	
Pow.	1 00 @ 1 25	Sperm	1 80 @ 2 05	Borax xtal or	07 @ 13	
Camphor	1 20 @ 1 30	Tansy	14 00 @ 14 25	powdered	07 @ 13	
Gualac	@ 90	Tar, USP	50 @ 65	Cantharades, po	1 75 @ 5 00	
Gualac, pow'd	@ 1 00	Turpentine, bbl.	@ 1 66 1/2	Calomel	1 75 @ 1 99	
Kino	@ 75	Turpentine, less	1 73 @ 1 81	Capsicum	55 @ 55	
Kino, powdered	@ 80	leaf	6 75 @ 7 00	Carmine	6 00 @ 6 60	
Myrrh	@ 85	Wintergreen, sweet	3 75 @ 4 00	Cassia Buds	25 @ 30	
Myrrh, powdered	@ 95	birch	3 75 @ 4 00	Cloves	47 @ 50	
Opium, powd.	11 00 @ 11 20	Wintergreen, art	1 00 @ 1 25	Chalk Prepared	14 @ 14	
Opium, gran.	11 00 @ 11 20	Wormseed	6 00 @ 6 25	Chloroform	57 @ 6	
Shellac	1 05 @ 1 20	Wormwood	12 50 @ 12 75	Chloral Hydrate	1 35 @ 1 81	
Shellac Bleached	1 10 @ 1 25	Potassium		Cocoe Butter	11 60 @ 12 25	
Tragacanth, pw.	2 25 @ 2 50	Bicarbonate	35 @ 40	Corks, list, less	40 @ 50 1/2	
Tragacanth	2 50 @ 3 00	Bichromate	15 @ 25	Copperas	2 1/2 @ 10	
Turpentine	25 @ 30	Bromide	45 @ 50	Copperas, Powd.	4 @ 10	
Insecticides		Carbonate	30 @ 35	Corrosive Sublim	1 45 @ 1 63	
Arsenic	18 1/2 @ 30	Chlorate, gran'r	23 @ 30	Cream Tartar	35 @ 45	
Blue Vitriol, bbl.	@ 7 1/2	Chlorate, powd.	16 @ 25	Cuttle bone	55 @ 75	
Blue Vitriol, less	8 1/2 @ 15	or xtal	16 @ 25	Dextrine	4 1/2 @ 15	
Bordeaux Mix Dry	14 @ 29	Cyanide	35 @ 50	Dover's Powder	3 50 @ 4 00	
Hellebore, White	20 @ 30	Iodide	4 61 @ 4 84	Emery, All Nos.	10 @ 15	
powdered	20 @ 30	Permanganate	25 @ 40	Emery, Powdered	8 @ 10	
Insect Powder	50 @ 85	Prussate, yellow	45 @ 55	Epsom Salts, bbls.	@ 3 1/2	
Lead Arsenate Po.	23 @ 41	Prussate, red	65 @ 75	Epsom Salts, less	4 1/2 @ 09	
Lime and Sulphur	15 @ 20	Sulphate	35 @ 40	Ergot, powdered	@ 1 50	
Dry	09 1/2 @ 24 1/2	Roots		Flake, White	15 @ 20	
Paris Green	30 @ 43	Alkanet	25 @ 30	Formaldehyde, lb.	20 1/2 @ 30	
Leaves		Blood, powdered	30 @ 40	Gelatin	1 50 @ 1 60	
Buchu	1 75 @ 1 90	Calamus	35 @ 75	Glassware, less 55 %		
Buchu, powdered	@ 2 00	Elecampane, pwd	25 @ 30	Glauber Salts, full case 60 %		
Sage, Bulk	25 @ 30	Gentian, powd.	20 @ 30	Glauber Salts, bbl.	@ 03 1/2	
Sage, 1/4 loose	@ 40	Ginger, African,	55 @ 60	Glauber Salts less	04 @ 10	
Sage, powdered	@ 35	powdered	55 @ 60	Glue, Brown	21 @ 30	
Senna, Alex.	75 @ 80	Ginger, Jamaica,	60 @ 65	Glue, Brown Grd	12 1/2 @ 20	
Senna, Tinn.	30 @ 35	powdered	42 @ 50	Glue, White	25 @ 35	
Senna, Tinn. pow.	25 @ 35	Golden Seal, pow.	5 50 @ 6 00	Glue, White Grd.	25 @ 35	
Uva Ursi	20 @ 25	Ipecac, powd.	@ 3 00	Glycerine	24 @ 32	
Oils		Licorice	40 @ 45	Hops	65 @ 75	
Almonds, Bitter,		Licorice, powd.	20 @ 30	Iodine	6 30 @ 6 75	
true	7 50 @ 7 75	Oris, powdered	30 @ 40	Iodoform	7 30 @ 7 55	
Almonds, Bitter,		Poke, powdered	30 @ 35	Lead Acetate	18 @ 25	
artificial	4 00 @ 4 25	Rhubarb, powd.	85 @ 1 00	Lycopodium	1 00 @ 1 15	
Almonds, Sweet,		Rosinwood, powd.	30 @ 35	Mace	75 @ 80	
true	80 @ 1 20	Sarsaparilla, Hond.	@ 1 00	Mace, powdered	95 @ 1 00	
Seeds		ground	@ 1 00	Menthol	12 00 @ 12 25	
Buchu	1 75 @ 1 90	Sarsaparilla Mexican,	@ 50	Morphine	8 70 @ 9 60	
Buchu, powdered	@ 2 00	ground	@ 50	Nux Vomica	@ 30	
Sage, Bulk	25 @ 30	Squills	35 @ 40	Nux Vomica, pow.	15 @ 25	
Sage, 1/4 loose	@ 40	Squills, powdered	60 @ 70	Pepper black pow.	32 @ 35	
Sage, powdered	@ 35	Tumeric, powd.	15 @ 20	Pepper, White	40 @ 45	
Senna, Alex.	75 @ 80	Valeran, powd.	40 @ 50	Pitch, Burgundy	12 @ 15	
Senna, Tinn.	30 @ 35	Leaves		Quassia	12 @ 15	
Senna, Tinn. pow.	25 @ 35	Buchu	1 75 @ 1 90	Quinine	72 @ 1 33	
Uva Ursi	20 @ 25	Buchu, powdered	@ 2 00	Rochelle Salts	30 @ 40	
Oils		Sage, Bulk	25 @ 30	Saccharine	@ 30	
Almonds, Bitter,		Sage, 1/4 loose	@ 40	Salt Peter	11 @ 22	
true	7 50 @ 7 75	Sage, powdered	@ 35	Seidlitz Mixture	30 @ 40	
Almonds, Bitter,		Senna, Alex.	75 @ 80	Soap, green	15 @ 30	
artificial	4 00 @ 4 25	Senna, Tinn.	30 @ 35	Soap, mott cast.	22 1/2 @ 25	
Almonds, Sweet,		Senna, Tinn. pow.	25 @ 35	Soap, white castile	@ 11 50	
true	80 @ 1 20	Uva Ursi	20 @ 25	Soap, white castile	less, per bar	@ 1 25
Seeds		Oils		Soda Ash	3 1/2 @ 10	
Buchu	1 75 @ 1 90	Almonds, Bitter,		Soda Bicarbonate	3 1/2 @ 10	
Buchu, powdered	@ 2 00	true	7 50 @ 7 75	Soda, Sal	03 @ 08	
Sage, Bulk	25 @ 30	Almonds, Bitter,		Spirits Camphor	@ 1 35	
Sage, 1/4 loose	@ 40	artificial	4 00 @ 4 25	Sulphur, roll	3 1/2 @ 10	
Sage, powdered	@ 35	Almonds, Sweet,		Sulphur, Subl.	@ 4 @ 10	
Senna, Alex.	75 @ 80	true	80 @ 1 20	Tamarinds	20 @ 25	
Senna, Tinn.	30 @ 35	Seeds		Tartar Emetic	70 @ 75	
Senna, Tinn. pow.	25 @ 35	Buchu	1 75 @ 1 90	Turpentine, Ven.	50 @ 2 25	
Uva Ursi	20 @ 25	Buchu, powdered	@ 2 00	Vanilla Ex. pure	1 75 @ 2 25	
Oils		Sage, Bulk	25 @ 30	Witch Hazel	1 47 @ 2 00	
Almonds, Bitter,		Sage, 1/4 loose	@ 40	Zinc Sulphate	06 @ 15	
true	7 50 @ 7 75	Sage, powdered	@ 35			
Almonds, Bitter,		Senna, Alex.	75 @ 80			
artificial	4 00 @ 4 25	Senna, Tinn.	30 @ 35			
Almonds, Sweet,		Senna, Tinn. pow.	25 @ 35			
true	80 @ 1 20	Uva Ursi	20 @ 25			

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
No. 2 Cans Spinach	Mich. Cheese
Nutmegs	White Pepper
Oils	Parowax
Nucoa	No. 10 Cans Spinach
Smoked Meats	Brick Cheese
	Semdac Liquid Gloss

AMMONIA
Arctic Brand
16 oz., 2 doz. in carton.
per doz. 1 75
I X L, 3 doz., 12 oz. 3 75
Parsons, 3 doz. small 5 00
Parsons, 2 doz. med. 4 20
Parsons, 1 doz., lge. 3 35
Silver Cloud, 3 ds. sm. 4 80
Silver Cl'd, 2 ds., med. 4 00
Silver Cloud, 2 ds. lge. 6 70
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. 12 75
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. 31 20
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, 8 oz., doz. 2 25
Ryzon, 16 oz., doz. 4 05
Ryzon, 5 lb. 18 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 ds. sm. 3 80
Silver Cloud, 2 ds. lge. 3 30
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 5 45
Quaker Puffed Wheat 4 30
Quaker Brfst Biscuit 1 90
Ralston Purina 4 00
Ralston Branzen 2 70
Ralston Food, large 3 60
Saxon Wheat Food 3 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

BROOMS

Standard Parlor, 23 lb. 8 00
Fancy Parlor, 23 lb. 9 50
Ex. Fancy Parlor 25 lb 10 00
Ex. Fcy. Parlor 26 lb 11 00
Toy 2 25
Whisk, No. 8 2 75

Rich & France Brands
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
No. B-2 Best on Earth 10 00

BRUSHES

Scrub
Solid Back, 3 in. 1 50
Solid Back, 1 in. 1 75
Pointed Ends 1 25

STOVE

No. 1 1 10
No. 2 1 35
No. 3 Shoe 1 25
No. 3 2 00

BUTTER COLOR

Dandelion, 25c size 2 85
Nedrow, 3 oz., doz. 2 50

BUTTER SUBSTITUTES

NUCOGA
OLEOMARGARINE
The NUCOGA Brand is Guaranteed

I. VAN WESTENBRUGGE

Carload Distributor

1 lb. cartons 24
2 lb. and 5 lb. 23 1/2

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT

Apples, 3 lb. Standard 1 75
Apples, No. 10 4 25 @ 4 50
Apple Sauce, No. 2 2 00
Apricots, No. 1 1 90 @ 2 00
Apricots, No. 2 2 25
Apricots, No. 2 1/2 2 25 @ 3 50
Apricots, No. 10 9 00 @ 13 50
Blackberries, No. 10 9 00
Blueberries, No. 2, 1-75 @ 2 50
Blueberries, No. 10 11 50
Cherries, No. 2 1/2 3 00 @ 3 50
Cherries, No. 10 11 50 @ 12 00
Cherry's, No. 10 11 50 @ 12 00
Loganberries, No. 2 3 00
Peaches, No. 1 1 85
Peaches, No. 1, Sliced 1 85
Peaches, No. 2 2 75
Peaches, No. 2 1/2, Mich 3 25
Peaches, 2 1/2 Cal. 3 00 @ 3 75
Peaches, No. 10, Mich 7 75
Peaches, No. 10, Cal. 10 50
Pineapple, 1, sil. 1 85 @ 2 00
Pineapple, 2, sil. 2 90 @ 3 25
Pineapple, 2, Brk silc. 2 25
Pineapple, 2 1/2, sil. 3 90 @ 4 50
Pineapple, 10, cru. 8 00 @ 8 50
Pears, No. 2 3 25
Pears, No. 2 1/2 4 25
Plums, No. 2 3 00
Plums, No. 2 1/2 3 00
Raspberries, No. 2, blk. 3 25
Raspb's, Red, No. 10 9 75
Raspb's, Black, No. 10 11 00
Rhubarb, No. 10 5 25

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00 @ 3 40
Clams, Steamed, No. 1 1 75
Clams, Minced, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. 1 45
Lobster, No. 1/2, Star 5 10
Lobster, No. 1/4, Star 2 90
Shrimp, No. 1, wet 1 80
Sard's, 1/4 Oil, k. 4 25 @ 4 75
Sardines, 1/4 Oil, k's 3 85
Sardines, 1/4 Smoked 7 00
Salmon, Warrens, 1/2 2 75
Salmon, Red Alaska 1 30
Salmon, Med. Alaska 1 65
Salmon, Pink Alaska 1 50
Sardines, Im. 1/4, ea. 25
Sardines, Im., 1/2, ea. 25
Sardines, Cal. 1 75 @ 2 10
Tuna, 1/2, Albocore 95
Tuna, 1/2, Nekko 1 65
Tuna, 1/2, Regent 2 25

CANNED MEAT

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, Corned 2 65
Beef, No. 1, Roast 2 65

Beef, No. 1/2 Rose Sil. 1 75
Beef, No. 1/2, Qua. Sil. 2 10
Beef, No. 1, Qua. Sil. 3 15
Beef, No. 1, B'nut, sil. 5 10
Beef, No. 1/2, B'nut sil. 2 80
Beefsteak & Onions, 3 15
Chili Con Ca., 1s 1 35 @ 1 45
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 40
Potted Meat, 1/4 Libby 50
Potted Meat, 1/2 Libby 90
Potted Ham, Gen. 2 15
Vienna Saus., No. 1/2 1 35
Veal Loaf, Medium 2 30

Baked Beans

Beechnut, 16 oz. 1 40
Campbells 1 15
Climatic Gem, 18 oz. 1 25
Fremont, No. 2 1 95
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 @ 2 75
Wax Beans, No. 10 6 90
Green Beans, 2s 1 60 @ 4 75
Green Beans, No. 10 8 25
Lima Beans, No. 2 Gr. 2 00
Lima Beans, 2s, Soaked 2 00
Red Kid, No. 2 1 30 @ 1 55
Beets, 2, wh. 1 60 @ 2 40
Beets, No. 2, cut 25 @ 1 75
Beets, No. 3, cut 1 40 @ 2 10
Corn, No. 2, St. 1 00 @ 1 10
Corn, No. 2, Ex. Stn. 1 55
Corn, No. 2, Fan 1 60 @ 2 25
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 7 25
Hominy, No. 3 1 15 @ 1 35
Okra, No. 2, whole 1 90
Okra, No. 2, cut 1 60
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb 45
Mushrooms, Hotels 45
Mushrooms, Choice 45
Mushrooms, Sur Extra 70
Peas, No. 2, E.J. 1 25 @ 1 80
Peas, No. 2, Sift. 1 60 @ 2 10
Peas, No. 2, Ex. Sift. 1 90 @ 2 10
Peas, Ex. Fine, French 29
Pumpkin, No. 3 1 45 @ 1 75
Pumpkin, No. 2 4 00
Pimentos, 1/4, each 15 @ 18
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 1 15
Saurkraut, No. 3 1 65
Succotash, No. 2 1 60 @ 2 35
Succotash, No. 3, glass 3 45
Spinach, No. 1 1 35
Spinach, No. 2 1 45 @ 1 60
Spinach, No. 3 2 15 @ 2 25
Spinach, No. 10 6 00
Tomatoes, No. 2 1 30 @ 1 60
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 35
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
Sniders, 16 oz. 3 25
Sniders, 8 oz. 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
Brie 29
Wisconsin Flats 30
Wisconsin Daisy 30
Longhorn 30
Michigan Full Cream 25 1/2
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
Spearmint, Wrigleys 65
Wrigley's P-K 65
Zeno 65

CHOCOLATE

Baker, Caracas, 1/4s 35
Baker, Caracas, 1/2s 33
Baker, Premium, 1/4s 35
Baker, Premium, 1/2s 35
Baker, Premium, 1/4s 35
Baker, Premium, 1/2s 35
Hersheys, Premium, 1/4s 35
Hersheys, Premium, 1/2s 35
Runke, Premium, 1/4s 34
Runke, Premium, 1/2s 37
Vienna Sweet, 24s 1 75

COCOA

Baker's 1/4s 40
Baker's 1/2s 36
Bunte, 1/4s 43
Bunte, 1/2 lb. 35
Bunte, lb. 32
Droste's Dutch, 1 lb. 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Hersheys, 1/4s 33
Hersheys, 1/2s 33
Huyler 38
Lowney, 1/4s 40
Lowney, 1/2s 40
Lowney, 1/4s 38
Lowney, 5 lb. cans 31
Van Houten, 1/4s 75
Van Houten, 1/2s 75

COCOANUT

1/4s, 5 lb. case Dunham 50
1/4s, 5 lb. case 48
1/4s & 1/2s, 15 lb. case 49
Bulk, barrels Shredded 20
96 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 20
Rio 25 @ 26
Santos 25 @ 26
Maracaibo 29
Guatemala 30
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. 5 15
Every Day, Baby 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 BRAND

EVAPORATED MILK
KENT STORAGE COMPANY
DISTRIBUTORS - GRAND RAPIDS, MICH.

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Worden Grocer Co. Brands

Harvester Line.
Kiddies, 100s 37 50
Record Breakers, 50s 75 00
Delmonico, 50s 75 00
Epicure Panetela, 50 75 00
Perfecto, 50s 95 00

The La Azora Line.

Agreement, 50s 58 00
Washington, 50s 75 00
Sanchez & Haya Line
Clear Havana Cigars made in Tampa, Fla.
Specials, 50s 75 00
Diplomatics, 50s 95 00
Bishops, 50s 115 00
Rosa, 50s 125 00
Orig Favorita, 50 135 00
Original Queens, 50s 150 00
Worden Special, 25s 185 00

A. S. Valentine Brands.

Little Valentines, 100 37 50
Victory, 50, Wood 75 00
DeLux Inv., 50, Wd. 95 00
Royal, 25, Wood 112 00
Abram Clark, 50 wd 68 00
Alvas, 1-40, Wood 125 00

Webster Cigar Co.

Plaza, 50s, Wood 95 00
Pantella, 50, Wood 95 00
Coronado, 50 Tin 95 00
Belmont, 50s, Wood 110 00
St. Reges, 50s, Wood 125 00
Vanderbilt, 25s, Wd. 140 00

Ignacia Haya

Extra Fancy Clear Havana Made in Tampa, Fla.
Delicades, 50s 115 00
Manhattan Club, 50 135 00

Starlight Bros.

La Rose De Paris Line
Caballeros, 50s 55 00
Rouse, 50s 95 00
Peninsular Club, 25s 150 00
Palmas, 25s 175 00
Perfectos, 25s 195 00

Rosenthals Bros.

R. B. Londres, 50s, Tissue Wrapped 58 00
R. B. Invincible, 50s, Foil Wrapped 72 50

Union Made Brands

Ology, 50s 58 00

Our Nickel Brands

Tiona, 100 31 00
New Currency, 50s 35 00
New Pantella, 100 37 50
Henry George, 100s 37 50

Cheroots

Old Virginia, 100s 20 00

Stogies

Home Run, 50s, Tin 18 50
Dry Slitz, 100s 26 50

CIGARETTES

One Eleven, 15 inf pkg. 96
Beechnut, 20, Plain 6 00
Home Run, 20, Plain 6 00
Yankee Girl, 20, Plain 6 00
Sunshine, 20, Plain 6 00
Red Band, 20, Plain 6 00
Stroller, 15 in pkg. 96
Nebo, 20, Plain 7 00
Camels, 20, Plain 6 40
Lucky Strike, 20s 6 40
Sweet Caporal, 20, pl. 6 40
Windsor Castle, 20 8 00
Chesterfield, 10 & 20, Pl. 6 40
Piedmont, 10 & 20, Pl. 6 40
Spur, 20, Plain 6 00
Sweet Tips, 20, Plain 7 50
Omar, 20, Plain 8 00
Falks Havana, 20, Pl. 9 75
Richm'd S Cut, 20, pl. 10 00
Richm'd 1 Cut, 20 ck. 10 00
Fatima, 20, Plain 8 00
Helmar, 20, Plain 10 50
English Ovals, 20 Pl. 10 50
Turkish Trop., 0 ck 11 50
London Life, 10, cork 11 50
Helmar, 10, Plain 11 50
Herbert Tarryton, 20 12 25
Egyptian Str., 10 ck. 12 00
Murad, 20, Plain 15 50
Murad, 10, cork or pl. 16 00
Murad, 20, cork or pl. 16 00
Luxury, 10, cork 16 00
Melachino, No. 9, 10, cork or plain 16 00
Melachino, No. 9, 20, cork or plain 16 00
Melachino, No. 9, 10, St 16 50
Melachino, No. 9, 20, St 16 50
Natural, 10 and 20 12 90
Markaroff, No. 15, 10, cork 16 00
Pall Mall Rd., 20, pl. 21 00
Benson & Hedges, 10 20 00
Rameses, 10, Plain 17 50
Milo Violet 10, Gold 20 00
Deities, 10 21 00
Condex, 10 22 00
Phillips Morris, 10 19 00
Brening Own, 10, Pl. 23 00
Ambassador, 10 23 00
Benson & Hedges Tubettes 55 00

Riz La Croix, Wh., dz. 48

Heavy hogs	-----	08
Medium hogs	-----	11½
Light hogs	-----	11½
Loins	-----	16
Butts	-----	15
Shoulders	-----	13
Hams	-----	13
Spareribs	-----	12
Neck bones	-----	05
PROVISIONS		
Barreled Pork		
Clear Back	-- 23 00@	24 00
Short Cut Clear	22 00@	23 00
Clear Family	-- 27 00@	28 00
Dry Salt Meats		
S P Bellies	-- 16 00@	18 00
Lard		
80 lb. tubs	-----	advance
Pure in tierces	13 @	13½
Compound Lard	13 @	13½
69 lb. tubs	-----	advance
50 lb. tubs	-----	advance
20 lb. pails	-----	advance
10 lb. pails	-----	advance
5 lb. pails	-----	advance
3 lb. pails	-----	advance
Sausages		
Bologna	-----	12
Liver	-----	12
Frankfort	-----	16
Pork	-----	18@20
Veal	-----	11
Tongue	-----	11
Headcheese	-----	14
Smoked Meats		
Hams, 14-16, lb. 20	@	23
Hams, 16-18, lb. 20	@	23
Ham, dried beef		
sets	-----	38 @39
California Hams	12 @	13
Picnic Boiled		
Hams	-----	30 @32
Boiled Hams	-----	32 @35
Minced Hams	-----	14 @15
Bacon	-----	22 @34
Beef		
Boneless	-----	23 00@24 00
Rump, new	-----	23 00@24 00
Mince Meat		
Condensed No. 1 car.	2 00	
Condensed Bakers brk	31	
Moist in glass	-----	8 00
Pig's Feet		
¼ bbls.	-----	2 15
½ bbls., 35 lbs.	-----	4 00
¾ bbls.	-----	7 00
1 bbl.	-----	14 15
Tripe		
Kits, 15 lbs.	-----	90
¼ bbls., 40 lbs.	-----	1 60
¾ bbls., 80 lbs.	-----	3 00
Casings		
Hogs, per lb.	-----	@42
Beef, round set	-----	14@26
Beef, middles, set	-----	25@30
Sheep, a skin	-----	1 75@2 00
RICE		
Fancy Head	-----	08
Blue Rose	-----	5½@6
Broken	-----	03½
ROLLED OATS		
Steel Cut, 100 lb. sks.	4 75	
Silver Flake, 10 Fam.	1 90	
Quaker, 13 Regular	1 80	
Quaker, 12s Family	2 60	
Mothers, 25s, 11l num	4 40	
Silver Flake, 13 Reg.	1 45	
Sacks, 90 lb. Jute	-----	3 15
Sacks, 90 lb. Cotton	-----	3 25
SALERATUS		
Arm and Hammer	-----	3 75
SAL SODA		
Granulated, bbls.	-----	2 00
Granulated, 100 lbs cs	2 25	
Granulated, 36 2½ lb. packages	-----	2 50
COD FISH		
Middles	-----	15
Tablets, 1 lb. Pure	-----	22
Tablets, ½ lb. Pure.	-----	
doz.	-----	1 40
Wood boxes, Pure	-----	24
Whole Cod	-----	12
Holland Herring		
Milkers, kegs	-----	1 10
Y. M. Kegs	-----	1 00
Y. M. Half bbls.	-----	8 50
Y. M. bbls.	-----	16 50
Herring		
K K K K, Norway	-----	20 00
8 lb. pails	-----	1 40
Cut Lunch	-----	1 00
Boned, 10 lb. boxes	-----	16½
Lake Herring		
½ bbl., 100 lbs.	-----	6 00
Mackerel		
Tubs, 50 lb. fancy fat	9 25	
Tubs, 60 count	-----	5 75
White Fish		
Med. Fancy, 100 lb.	-----	13 00
SHOE BLACKENING.		
2 in 1, Paste, doz.	-----	1 35
E. Z. Combination, dz.	1 35	
Dr-Foot, doz.	-----	2 00
Bixbys, Doz.	-----	1 35
Shinola, doz.	-----	85
STOVE POLISH.		
Blackline, per doz.	-----	1 35
Black Silk Liquid, dz.	1 40	
Black Silk Paste, doz	1 2,	
Enamaline Paste, doz.	1 35	
Enamaline Liquid, dz.	1 35	
E Z Liquid, per doz.	1 40	
Radium, per doz.	-----	1 35
Rising Sun, per doz.	1 35	
654 Stove Enamel, dz.	2 85	
Vulcanol, No. 5, doz.	9 15	
Vulcanol, No. 10, doz.	1 35	
Stove, per doz.	-----	1 35

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	5 50
Fairy, 100 box	7 85
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Fummo, 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 10
Lenox, 120 cakes	3 65
Luna, 100 cakes	4 20
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
Climoline, 4 doz.	4 00
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
Jinx, 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.	3 85
Rub No More, 13 Lg.	4 25
Spotless Cleanser, 48, 20 oz.	2 85
Sani Flush, 1 doz.	3 25
Sapolo, 3 doz.	3 15
Sapoline, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 70
Speedee, 3 doz.	7 20
Sunbrite, 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, Cochon	@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
Ponely, 3/4 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	08
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 1/4

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 90
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
Tobacco	2 75
Sho You, 9 oz., doz.	2 70
A-1, large	5 75
A-1 small	3 25
Capers	1 90

TEA.

Medium Japan.	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.	2 00
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, extra handle	90
Market, single	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 1/4
Butchers Manila	06 1/4
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
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Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 19—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Parker Home Furnishing Co., Bankrupt No. 2234. The matter has been referred to Benn M. Corwin as referee in bankruptcy and who has also been appointed receiver. The bankrupt is a corporation located at Muskegon, and has conducted a furniture and furnishing store at such place. The first meeting of creditors will be held at the referee's office on March 3. The schedules filed list assets in the sum of \$15,995.29 and liabilities in the sum of \$29,218.53. A custodian has been appointed by the receiver and an inventory and appraisal is being taken. A list of the creditors of the bankrupt is as follows: Clyde Siple, Muskegon\$220.00 Burkheimer & Lammers, Greenville, Ohio 13.00 M. Berman, Muskegon 99.00 Burroughs Adding Machine Co., Detroit 42.47 Central Oil Gas Stove Co., Gardner 1,546.02 Chas Mfg. Co., Traverse City 24.00 Columbia Graphophone Co., Chicago 4,115.26 Close Electric Co., Muskegon 7.90 Chaddock Agency, Muskegon 31.92 Empire Carpet Co., New York 64.50 Excelsior Stove Co., Quincy 68.70 Eagle Vulcanizing Co., Muskegon 30.00 Foote Printing Co., Muskegon 30.25 Goshen Novelty Co., Goshen 110.23 Grand Ledge Furn. Co., Grand L. 20.00 G. R. Bedding Co., Grand Rapids 706.62 Green Printing Co., Muskegon 41.50 Felix Half & Bros., Pittsburgh 67.00 Frank L. Harden Co., McConnellsville, N. Y. 84.00 David Hasset Corp., New York 60.50 Havemard & Vos, Muskegon 13.80 Heywood Wakefield Co., Chicago. 185.00 Hollinger Mills Co., Carlisle, Pa. 9.48 Geo. Huizenga Co., Muskegon 11.00 M. R. Hooker, Muskegon 43.26 Independent Electric Co., Muskegon 2.40 Independent Stove Co., Owosso 240.86 Indian Splint Co., Rochester 76.25 Just Mfg. Co., Cleveland 93.05 Just Mfg. Co., Cleveland 40.00 Chas. J. Kindel, Grand Rapids 12,409.13 Kroehler Mfg. Co., Chicago 135.00 Walter Lillie Co., Columbus 82.18 Lima Mattress Co., Lima 647.91 McDougall Co., Frankfort, Ind. 222.74 Madoc Mills Co., Philadelphia 85.62 Manhattan Brass Co., New York 15.48 Milburn Co., Milburn, Ind. 22.60 Meinecke Mfg. Co., Milwaukee 92.20 Bankers Mutual Fire Ins. Co., Fremont 10.47 Paul S. Moon, Muskegon 3,850.00 Muskegon Glass Co., Muskegon 2.32 Chronicle, Muskegon 258.52 Norwalk Upholstery Co., Norwalk 56.00 Old Colony Chair Co., Rockford, Ill. 40.00 G. V. Panyard Co., Muskegon 50.30 Penn Table Co., Huntington, W.Va. 39.25 Pioneer Mfg. Co., Cleveland 24.86 Pine St. Furn. Co., Muskegon 188.54 Petroleum Co., Whiting, Ind. 36.17 Pullman Couch Co., Chicago 11.81 R. D. Electric Co., Fort Wayne 31.25 Re-Nu Products Co., Wilmette, Ill. 35.50 Reliable Tire Stores, Muskegon 4.85 O. W. Richardson Co., Chicago 352.12 Rockford Furn. Co., Rockford 20.00 C. F. Scott, Belding 300.00 Sheboygan Chair Co., Sheboygan. 55.50 Shur-Lock Rug Co., Botkins, Ohio 36.00 Simmons Co., Kenosha 373.85 Silver Chamberlain Co., Clayton, N. J. 39.02 F. D. Smith Co., Muskegon 15.05 P. P. Steketee & Son, Muskegon 241.50 Globe Transfer Co., Muskegon 17.48 United Home Tel. Co., Muskegon 24.55 Geo. D. Vanderwerp, Muskegon 13.50 Vaughan-Bassett Co., Galax, Va. 164.50 Warren-Allen Carpet Co., Boston 623.60 Fred Winter, Muskegon 25.21 Fred Werner Co., Philadelphia 413.60 West Bend Aluminum Co., West Bend, Wis. 48.80 Joe Zagaroli, Muskegon 22.20

Feb. 20. On this day was held the final meeting of creditors in the matter of Charles B. Rathbun, Bankrupt No. 2124. There were no creditors present or represented. The trustee was not present. The trustee's first and final report and account was approved and allowed. An order for the payment of administration expenses was made as far as the funds on hand will permit. The final meeting was then adjourned without date. The case will now be closed and returned to the district court.

Feb. 21. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Michigan Motor Transportation Co., Bankrupt No. 2228. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The case is an involuntary one and schedules have been ordered filed, at which time the first meeting will be called and note of the same made here, as well as the list of the bankrupt's creditors. The bankrupt is a corporation having its principal offices at the city of Grand Rapids and is engaged in the operating of motor busses between nearby cities and towns.

Feb. 22. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Allen D. Quesnoy, Bankrupt No. 2235. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Grand Rapids and is a clerk. The schedules of the bankrupt list assets in the sum of \$100, all of which are claimed as exempt to the bankrupt, and liabilities in the sum of \$519.74. From the fact that the assets are all claimed as exempt the court has written for funds for the conduct of the first meeting, upon the arrival of which the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

G. Cooper, East Lansing\$118.00 P. Steketee & Sons, Grand Rapids 76.00 Brink & Beecher, Grand Rapids 31.50 Siegel Co., Grand Rapids 12.75 Edge Lumber Co., Grand Rapids 37.50 A. J. Shellman, Grand Rapids 8.00 Brockett & Son, Battle Creek 37.30 Sam Maas, Grand Rapids 15.00 Smith & Winchester, Jackson 5.85 Corwin Lumber Co., Jackson 8.00 Fashion Leader, Grand Rapids 34.50 Friedrich Music House, Grand R. 19.65 Sanitary Dairy Co., Grand Rapids 19.75 De Young Bros., Grand Rapids 10.85 Howard Marsh, Grand Rapids 10.00 Mrs. Maggie Marsh, Grand Rapids 58.25 Travis Lumber Co., Grand Rapids 5.00 Stanley Rogers, Grand Rapids 11.84

Feb. 22. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of William Rose, Bankrupt No. 2236. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a mechanic by trade. The schedules of the bankrupt list assets in the sum of \$150, all of which are claimed as exempt to the bankrupt, and liabilities in the sum of \$2,279.55. From the fact that all of the assets are claimed as exempt to the bankrupt the court has written for funds for the conduct of the first meeting, and upon the arrival of such funds the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Commonwealth Loan Co., Grand R. \$100.00 Stroud Michael Co., Grand Rapids 90.00 Chaffee Bros., Grand Rapids 490.00 Slager Bros., Grand Rapids 63.00 Dr. R. G. Porter, Grand Rapids 6.50 A. Larson & Sons, Grand Rapids 20.00 Powers & Walker, Grand Rapids 10.00 D. E. Burgess, Allegan 17.25 Phillips Bros., Allegan 2.55 A. Vidro & Son, Grand Rapids 8.00 Ralph Durham Co., Chicago 27.00 J. A. De Vries, Grand Rapids 8.00 Dr. A. Nordwieser, Grand Rapids 4.60 Dr. N. L. Burke, Grand Rapids 9.00 Dr. A. Williams, Grand Rapids 5.00 Herpols

estate of the bankrupt. The assets were sold to L. F. Leonard for \$550. An order confirming the sale was made. An order for the payment of administration expenses and for the payment of a first dividend of 5 per cent. was made. The special meeting was then adjourned no date.

In the matter of Star Laundry, Malcolm & Raymond Whalen, Bankrupt No. 2233, the funds for the first meeting have been received and such meeting will be held at the office of the referee on March 9.

In the matter of Clarence J. Collar, Bankrupt No. 2229, the trustee has filed a report showing an offer in the sum of \$2,000 for all of the stock in trade and fixtures of the estate. The offer was made by E. L. Howard, of Vestaburg. The stock consists of dry goods and is located at the city of Lowell. An inventory and appraisal is on file at the office of the trustee, Frank N. White, of Lowell, and at the office of the referee, where bidders may examine it. The date of sale of such assets has been fixed at March 8.

In the matter of Charles A. Brown, Bankrupt No. 2211, the trustee reports an offer from John J. Spitzley, of Ionia, of \$500 for all of the stock and fixtures of this estate. The stock is of groceries and the usual fixtures for the conduct of such business and is located at Ionia. Inventories are in the hands of the trustee, Frank V. Blakely, Grand Rapids, and in the office of the referee. The sale will be held at the referee's office March 8. All interested should be present at such time and place.

Commend Size Standardizing.

A favorable response has come from retailers throughout the country to the standard minimum measurements for silk under apparel, negligees and nightgowns adopted by the United Underwear League of America. In a statement issued yesterday the League says that letters from numerous prominent retail establishments have been received heartily endorsing the steps taken by the underwear manufacturers to protect their customers and the public from undersized and skimpily cut garments. With the retailers informed as to what measurements each garment should have, the league points out, they are on the watch for merchandise that has been made undersize in order that some unscrupulous manufacturer may save money on materials. William Filene's Sons Co., Boston, in their letter said they were checking their stocks in accordance with the measurements and find they do not vary greatly. The firm adds: "We will continue to work along this line, and believe that size standardization will reduce credits and save adjustments."

Vogue For Pile Fabrics.

One of the things of more than passing interest in the woolen trade is that the use of the pile woollens has now become practically an all-year-round proposition, according to the sales agent of a leading manufacturer of these goods. When it is considered that there are comparatively few mills equipped to turn out these cloths, and also the fact that the production of them is necessarily slow, it was pointed out yesterday, it becomes evident that these cloths have a strong market position. Added to these factors is the increasing use and favor which garments made of the pile fabrics are finding, not only for the Fall but for the Spring. The continued demand which wholesalers have had for capes and coats of these cloths for the Spring is deemed more than noteworthy. It is said that, despite the efforts to oust black as a favored shade, this had not been successful, as the pile fabrics of this color are still leading in the demand.

Vogue of Knickerbockers.

If knickerbockers for girls are not very popular during the coming spring, manufacturers of these garments will be disappointed. The early business placed in them has been good, and re-orders are looked for as soon as the weather becomes mild enough for the sports period to begin. The "knickers" now being offered show several improvements. They are reinforced, have buttons at the side which may be adjusted to allow freedom of movement and are provided with slash pockets. At the knee there are either single or double buckles which can be arranged so as to exclude dust and yet be comfortable. Some of the models have belts with a sliding catch similar to those used by men. The knickerbockers made of camel's hair appear most favored, but there is a good call for those of velour checks, homespun and tweeds.

Strong Demand For Capes.

The demand for capes has been of large proportions and there is still considerable business being placed with wholesalers here. Silks have been coming to the fore strongly, but up to the present those of the pile sheen fabrics and the twills have led in the buying. Those of the pile cloths which have fur collars have sold particularly well, according to the wholesalers who are offering them. Lines of these capes sell from \$27.50 wholesale up. Caracul is one of the leading furs used for trimming purposes, being dyed in such colors as gray, cocoa, tan and brown. Manufacturers expect that the demand for the fur-trimmed capes will last well into the end of the Spring season. Coats which simulate the cape effect also have shared in the buying.

Knitted Sport Garments.

Knitted garments for sports and general wear continue to sell exceptionally well, and it is the general expectation that the coming season will be one of the biggest ever experienced. Lines of three-piece suits have been prepared of the knitted cloths, striking a new note in the production of these garments. Following the big way in which capes made of pile woollens, twills and silks have been selling, knitted capes for sports purposes have made their appearance. The colorings of the garments are rather bright, occurring principally in border effects. Trimmings are of a novel nature, leather being used in some instances.

Cotton Bungalow Aprons.

There are quantities of cotton bungalow aprons on the market which are available at what are considered attractive prices. Both manufacturers and jobbers have been offering them, and retailers who are interested in such merchandise for dollar-day bargain basement sales are said to have made liberal purchases. Jobs of the low-end goods are rather frequently encountered, but there are lots of the better class that can, it is said, be purchased at comparatively cheap figures. A buyer for one of the leading local stores made such a purchase recently, and is retailing the aprons at 75 cents each.

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.

FOR SALE—Site for country home, 15 to 95 acres, good garden, running water, M 37, 3 miles south of Burton St. Apple trees, small fruit, pasture. J. L. Davis, R. 1, Grand Rapids, Mich. Bell-Dutton 13F21. 77

For Sale—A general store in a good live resort town sixty miles from Detroit, on a railroad and good roads. Has a good, established farmer trade, and all cash business. Good reason for selling. For particulars, write W. H. Kelly, Birmingham, Mich. 72

For Sale Or Exchange—240-acre farm in Clare county with eight-room house and small barn on same, for stock of merchandise or city real estate. Seegmiller Bros., Cadillac, Mich. 73

For Sale—Wholesale and retail bakery, doing a good and growing business, in the very best location in Holland, Mich. Other interests prevent owner giving time to it, reason for selling. Terms: cash for stock on hand, balance 1/4 cash and terms to suit buyer. Price \$5,000. A. S. Bordeaux, Muskegon, Mich. 74

FOR SALE—Bazaar stock, located in one of best cities in Central Michigan. Inventory about \$4,000. Business can be doubled in short time. Established 12 years. Satisfactory reasons for selling. Address No. 75, care Michigan Tradesman. 75

For Sale Or Trade—In Kalkaska, Mich., house and two lots, electric lights and city water; meat market and stock; slaughter house, hog house and ten acres of muck ground; ice house, with 100 tons of ice all put up. A fine opportunity for someone. Part cash, rest terms. Let me hear from you. Harry Bartholomew, Kalkaska, Mich. 76

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—\$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, \$3,500. 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

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

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

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.

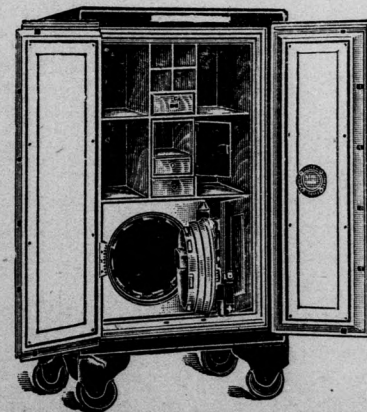
Dealer in

Fire and Burglar Proof Safes

Vault Doors and Time Locks

Largest Stock in the State.

Grand Rapids Safe Co.
Grand Rapids, Mich.



Are All Our Ills Due To Tariff Schedules?

Grandville, Feb. 27—And so the tariff has come back into politics.

The great world war kept this scarecrow in the background for a period of at least eight years.

The question of tariff divided the two great National parties for half a century or more. It was put to sleep during the war, but is again bobbing up to make political capital for office seeking highbrows.

Frank S. Verbeck came to the front in the last Tradesman with a hot blast against the latest enactment on the tariff question, giving the Fordney enactment credit for nearly all the ills afflicting business at the present time. Quoting a long array of figures to show the enormity of the bill is an old device of the enemy to American protective tariffs. If it were not for the fact that all the figuring in the past to show up tariff protection as an enemy to American prosperity has fallen flat one might feel his hair rise in holy terror at the prospect of what the "robber tariff" has in store for the American people.

It might be remembered how nifty the free silver propagandists were with figures a few years ago, when it was proclaimed far and wide that the United States would plunge to utter financial ruin unless a free silver enactment was placed on the statute book.

Free silver got its quietus and the country prospered right along on a gold basis and under a protective tariff.

This idea of throwing a scare into the body politic is not new. History, we are told, repeats itself. This being true, a look at past history will easily discount anything of a bugbear nature the free traders may choose to throw into the political pot for the sake of making it boil faster.

Facts are stubborn things.

And facts are against most of the contentions of Mr. Verbeck. If he lived at near the end of the last century he must have come in contact with what happened to the country after Grover Cleveland came into his second term of office and a protective tariff bill was wiped off the books and a near free trade enactment passed by a Democratic Congress. From a state of prosperity the Nation was thrown into the midst of the worst panic in its history.

This is history and needs no argument to prove it a fact.

Conditions are admittedly different to-day than they were in the last decade of the nineteenth century, and it might be wise to go a little slow in our tariff legislation, but that a free admittance of the products of Europe, in competition with the products of American labor, would prove disastrous to our own country is too apparent to call for argument.

The Fordney bill has scarcely got into working order. That it has worked any hardships as yet, and that it has not been of advantage to our domestic affairs is not demonstrable.

For every little wrong in the country there must be a reason.

One thing is certain, America has prospered under protection and gone down into the slough of depond whenever free trade has been enacted into law. Experience is better than theory. We know of the good results of a strong tariff policy in the past. Why should we be anxious to rush into the old free trade path once more, so sorely trod by workless people in the other days of the Republic?

Immediately before the Civil War the Walker tariff was akin to free trade, and the Nation was in the throes of hard times when the guns of rebel batteries thundered against Fort Sumpter. That war changed everything, as did the world war. The new administration took up the tariff, enacted protective laws, and again prosperity shone upon the American republic.

If free trade is good for this country

to-day, why has it proved in the past such a lamentable failure?

I am not here to discuss schedules, but it was tough on the sheep raisers when tariff on wool was cut so low that thousands of farmers went out of the business of raising wool for the market. Even if the tariff raised the price of the wool in a suit of clothes 25 cents, that is no reason why the manufactured article should jump several dollars in price.

There are many intricate points in these tariff schedules, many fine distinctions which I have never studied into, but I do know that under protective tariff legislation this country has had its most prosperous days. Some minor panics may have been known, but it took free trade legislation to knock the spots off of business throughout our country, and fill the streets and byways with idle men.

Mr. Verbeck's statement that the wool grower has never been paid more for his article under protection than under a lower tariff is, unfortunately for his argument, a mistake. Had he lived among the wool growers at the time of Cleveland free wool days he would know to the contrary, when wool was hardly worth the shearing.

America is not in a position to enact free trade laws and thus throw herself in competition with the illy paid labor of Europe. Such a time may come. When it does, we may expect protective tariffs thrown into the discard and not sooner.

The untoward fate of Mr. Newberry seems not to have had a lasting effect upon political affairs, since the progressive Pinchot and his friends spent a lot of money to get him elected governor of Pennsylvania.

And we now learn that Governor Al Smith, of New York, was carried into office at a large expense, something over a million good hard dollars. It is too bad this is so, since, if Mr. Smith becomes the Democratic nominee for President two years hence, Mr. Ferris and others will, if consistent, have to bolt the nomination. Old Timer.

Acquires Branches at Elkhart and Niles.

Ft. Wayne, Feb. 27—The G. E. Bursley Co., wholesale grocers of this city, has purchased the Twin City Wholesale Grocery Co., whose head house is at Elkhart, with a branch at Niles. William T. McKay, secretary of the Bursley Co., will become manager of the company's new house at Elkhart which will be operated as a branch of the Bursley Co. The branch of the Twin City Grocer Co. at Niles will be consolidated with the branch of the Bursley Co. already at that place under the management of S. E. Sunderlin, already manager of the branch at the latter place. With the acquisition of these two new houses the G. E. Bursley Co. becomes a million dollar concern. In order to care for the increased business it will add to its staff of twenty salesmen nine new members.

Still Go Slow On Red Arrow Service Company.

Numerous reports reach the Tradesman regarding the unsatisfactory character of the service rendered by the Red Arrow Service Co., of Springfield, Ills. The reports include a series of letters from merchants at Wabash, Ind., who state they contracted for the Red Arrow Service for a year as a community proposition and discontinued it at the end of six months because they found it unworkable.

The following estimate of the founder of the Red Arrow Service Co. is furnished by a gentleman who has known him a good many years:

Springfield, Ill., Feb. 26—Your enquiry regarding C. E. De Pew, alleg-

ed owner of the Red Arrow Service Co., is received.

De Pew is not a crook, as some people appear to think he is, but he is an idealist. He thinks big things, but is never able to bring them about to a successful consummation; in other words, his sail is bigger than his ballast. He is not a good judge of men and frequently makes very serious mistakes in selecting his associates and lieutenants. He "sees things" in such a distorted light that his vision is impaired to such an extent that he cannot judge correctly as to the relation between cause and effect. He has never achieved any outstanding success in any of his undertakings and I have no idea he will make a success of his present propaganda among the merchants of the country, because his ideas are too idealistic and not sufficiently practical to appeal to hard headed and clear thinking business men.

Canning of Foods Is Closely Inspected.

The business of a manufacturing canned foods commercially is safeguarded most carefully. The Federal Government, under the National pure food law has provided stringent conditions against untruthful representations on the labels. It also has provided for confiscations and heavy fines for placing on the market canned foods that are unsound and unwholesome.

The state laws provide for the destruction of unsound or impure foods in cans, and most of the states have established a system of inspection by paid investigators, who visit all the canneries in the state and enforce absolutely sanitary conditions in the canneries and with the employees as to purity of the water supply and that all the machinery be thoroughly sterilized by live steam at the close of the day's work.

The Federal methods of inspection are chiefly directed toward the quality of canned foods after they are produced and placed upon the market, and the investigation of conditions complained of, but the state health departments go farther and send employees to regulate and correct any unsanitary conditions even to the housing and bathing of the employees and to the cleanliness of their clothing.

There is no other manufacturing business so carefully, safe-guarded from unwholesomeness or unsanitary conditions as is the canning of foods. The meat packing business is inspected and safeguarded in a similar manner but not more thoroughly or rigidly than the canning of foods.

The conscientious regard of the canners themselves as to the purity, wholesomeness and palatability of their output is known to be of the most painstaking character. Through their associations canners regulate the quality of their products, not only through competitive pride, but through practical sales promotion.

John A. Lee.

Reverse English.

I said it with flowers
The orchid and rose;
I said it with jewels
And books, goodness knows!

I said it with dances,
Theatres and eats;
I said it with movies
And bushels of sweets.

I said it and said it
With all of my dough—
Then she said volumes
In one little "No!"

Have You Thought About Your Store Windows?

Because you have many other things to occupy your thought have you been neglecting that most direct means of keeping your name before the public—that most forceful method of getting your stock off the dusty shelves and into paper-wrapped, string-tied packages, to the tune of the cash register?

How many people pass your store per hour or per day. You don't know? Then you don't know, either, how many of the persons who wear out shoe leather passing your store, turn their heads or eyes toward your window display—and stop and look over the opera or movie that you have arranged for their inspection in your store windows.

Are your store windows a stock room? At inventory time, a merchant told one of his clerks not to inventory the "stuff in the window," because it would take too much time to count and list it all. But a hardware dealer says that one of his biggest days was when he showed one dozen paring knives in the window, with a 10 cent price ticket, and nothing else. And a downtown Chicago millinery store sold more hats in one week when they displayed a single hat in the window properly trimmed, than in any other previous week of six years of business. If your window is a stock room, why not take out the glass, board it up, save glass, insurance, price tickets and time of window trimming and forget that it pays to advertise—through window display. Well, maybe it don't pay, but here is what a New York advertising society found out about it. They sent out 3,000 questionnaires to merchants throughout the country to find out which of the three kinds of advertising—window display, direct mail or newspaper—paid the best. And when the answers were counted it was found that window display carried the lead with a total of 56 per cent.

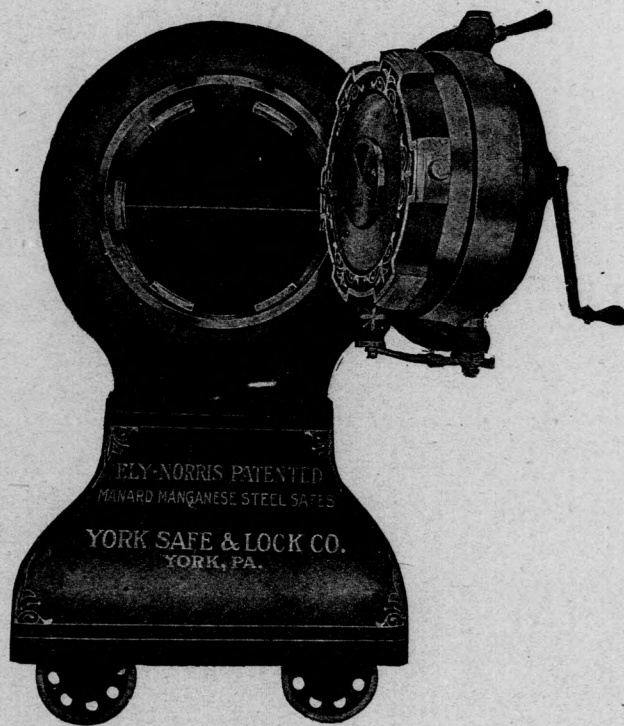
The man who finds fault about the top of his desk being dusty in the office, but neglects to see to it that there is nothing foreign to good advertising in his window display is like the fellow who goes to a ball in a full dress suit with a dirty shirt. He has neglected his front, satisfied that he could turn his back and it wouldn't be seen.

First impressions are the things that often make or lose a sale. Lack of order in the display, inharmony of color schemes, care's edges or corners in window trimming materials, or tacks or pins showing, may be the small voice which may whisper "no" instead of "yes" to that prospective customer who is passing your store or window-shopping now. Don't say we are going to fix our windows up in the spring when the landlord pain's the building, or we will start putting in better window trims, just as soon as we get the new background. You don't wait if you need medicine. You hike to the druggist. Anyhow you take care of it right away and let other things wait. If your store front looks like a man who has been hit by a ton truck or a little boy who had eaten too much birthday cake, get out a big dose of the real good window display and apply at once. Remo.

**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**

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.

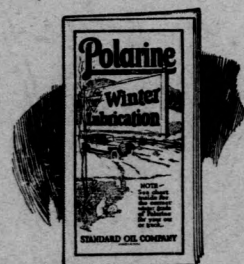
Heavy oil congeals in cold weather and does not flow easily through the lubricating system. Unless the correct winter grade of oil is used, some parts of your engine may operate without oil until the heat from the engine causes it to flow readily. Scored cylinders, burned bearings and a host of other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