

THE LITTLE BOY THAT DIED

I am all alone in my chamber now,
And the midnight hour is near,
And the fagots' crack and the clock's dull tick
Are the only sounds I hear;
And over my soul, in its solitude,
Sweet feelings of sadness glide;
For my heart and my eyes are full when I think
Of the little boy that died.

I went one night to my father's house,
Went home to the dear ones all,
And softly I opened the garden gate,
And softly the door of the hall.
My mother came out to meet her son—
She kissed me and then she sighed,
And her head fell on my neck, and she wept
For the little boy that died.

I shall miss him when the flowers come
In the garden where he played;
I shall miss him more by the fireside
When the flowers are all decayed;
I shall see his toys and his empty chair,
And the horse he used to ride,
And they will speak with a silent speech
Of the little boy that died.

We shall go home to our Father's house—
To our Father's home in the skies—
Where the hope of souls shall have no blight,
Our love no broken ties;
We shall roam on the banks of the river of peace,
And bathe in its blissful tide;
And one of the joys of that life shall be
The little boy that died.

Advertising Pays

Give your customer a little gift with your name and ad imprinted on, and immediately you create a good will which means additional business.

We sell all kinds of Specialty Advertising.

Write us for particulars

Grand Rapids Calendar Co.
572-584 S. Division Ave.
Grand Rapids, Mich.

GRAND RAPIDS KNITTING MILLS

Manufacturers
of
High Grade

Men's Union Suits

at

Popular Prices

Write or Wire

Grand Rapids Knitting Mills
Grand Rapids, Mich.

Sand Lime Brick

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

Brick is Everlasting

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



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

Signs of the Times
Are

Electric Signs

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

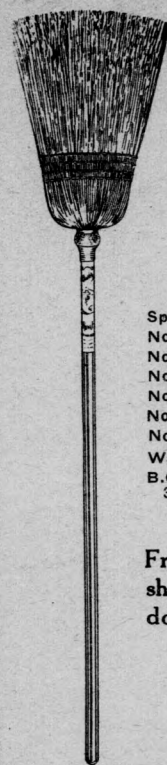
We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797

Citizens 4261

R. & F. Brooms



THE
DANDY
LINE

Also
B. O. E. LINE

Prices

Special\$ 8.00
No. 24 Good Value 8.75
No. 25, Velvet .. 10.00
No. 25, Special .. 9.50
No. 27, Quality.. 11.00
No. 22 Miss Dandy 11.00
No. B-2 B. O. E. 10.50
Warehouse, 36 lb. 11.00
B.O.E. W'house,
32 lb. 10.50

Freight allowed on
shipments of five
dozen or more.

All Brooms
Guaranteed

Rich & France

607-9 W. 12th Place

CHICAGO, ILLINOIS



MAKERS OF
FANCY COOKIE CAKES AND CRACKERS

LONG ISLAND SANDWICH—Our Specialty

Samples sent on request.
Phone—Melrose 6929

Detroit Branch
3705 St. Aubin Ave.

Distributors wanted in open territory.

PASS THEM ALONG

No doubt many of your customers should be eating Yeast-for-Health.

Do they know that FLEISCHMANN'S YEAST gives lasting relief from that great American disease—Constipation? That it acts on the intestinal muscles—where constipation has its beginning—in such a way as to remove the waste matters that accumulate there.

Build bigger Yeast profits. Pass these facts along to your customers.

THE FLEISCHMANN COMPANY

Yeast

Service

Citizens Long Distance Service



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

21,550 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY

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"

MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, MARCH 14, 1923

Number 2060

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

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

SEVENTY-FIVE YEARS YOUNG.

To-day is the 75th birthday of Charles W. Garfield, who has long been conceded the honor of being Michigan's foremost citizen in all the qualities which mark a well rounded life.

Above all else it is Mr. Garfield's character that sets him apart from other men. He abounds in those little acts of kindness and of love which make a man's life fragrant among his associates. His sympathy is as constant as the appeals made to it, and he has a heart open as day. He nothing common does or mean. In his largely moulded nature, small motives never find a place. The firm texture of his simple goodness gives way under no strain. He is a man, everybody feels, to trust and tie to. Not incapable of scorn and wrath, when base deeds and evil men have to be confronted, his predominant traits are all benevolent. No gentler, sweeter soul ever rounded out three-quarters of a century of amiable existence.

Mr. Garfield is American from the feet up and the head down. His early contacts were with the free spirit of the West. In his young manhood he had the great good fortune to be thrown much with men of large vision and commanding influence. From them Mr. Garfield absorbed political virtue that has never left him. He has unbounded faith in democracy and the future of the Republic. But this is on condition that both of them sail true to their chart.

A man of varied scholarship and wide reading, Mr. Garfield naturally gives most attention to finance and economics. Here he is a master. Having acquired a firm grasp of the fundamental truths, he applies them with a large sagacity to every current problem. He never gets lost in the forest of details. Not for him the wire-drawn speculation or the novelties of

reasoning, only to be expressed in mathematical symbols. Rugged good sense and downright argument are his sufficient stock in trade. As was said of him years ago by an eminent banker, it seems to be Mr. Garfield's function to sit as a schoolmaster and correct the ill-conditioned and unruly boys of finance who turn up in public from time to time. No one surpasses him in shooting at this kind of folly as it flies. As has been written of another: "The specialty of his mind is a strong simplicity. He takes a plain, obvious view of every subject which comes before him. Ingenuities, refinements and specious fallacies may be suggested around him in any number or in any variety, but his mind is complication proof. He goes steadily through each new ambiguity, each new distinction, as it presents itself." After years of such work, Mr. Garfield has come to have a reputation unrivalled for trustworthy judgment in matters financial. You may be puzzled, but if you go to Charley Garfield with your doubt, you get a straight and clear answer.

Mr. Garfield has a most kindly nature, but he is eminently a just man. Acts of cruelty make his benevolent face grown stern; and breach of faith, on the part of individuals or a nation, bring flaming words from him. Yet this attitude of his is in a way impersonal. It is not chiefly his own sense of outrage and condemnation to which he gives utterance; but you feel that somehow through him the accumulated judgments of all who have gone before him, the verdicts of history itself, are finding a voice.

Mr. Garfield is a man who believes in the gospel of cheerfulness. His presence diffuses sunshine and his merry laughter brightens the faces of all who hear it. Quick at repartee and quaint in his wit, his nimble tongue often dissipates by a clever turn an ominous cloud of dissension.

A master of good English, Mr. Garfield's papers and addresses are fine specimens of simple and pure style. He is remarkably graceful and happy in public speaking, never failing to use the right word in the right place and of saying the right thing at the right time.

Mr. Garfield is a man of simple tastes, fond of his friends and of social intercourse, of a deeply religious nature, wholly free from ostentation and pretense and profoundly interested in the work of Christian endeavor. From whatever point of view we study the life and character of Mr. Garfield, we feel that we have to do with a great personality, whose quiet and unobtrusive force has been potent in guiding the history of a great State and moulding the character of many generations of young

people who have felt the impress of his lofty and pure character.

Prices of Flour Likely To Be Maintained.

Written for the Tradesman.

One of the strongest factors tending toward a sustained level of prices on flour is the high price of mill feed, which undoubtedly will decline from \$5@10 per ton within the next sixty days. This would be equivalent to an advance of from 25@50c per barrel on flour on an even wheat market.

The Government report, just issued, has been construed as bullish, although not decidedly so. The Government report shows 153,000,000 bushels of wheat on the farm, 47,000,000 bushels in the visible supply and 111,000,000 bushels in mills and elevators, a total of 311,000,000 bushels, from which will be required between now and the new crop, for home consumption 81,000,000 bushels; for seed, 30,000,000 bushels and off-grade varieties, which are generally fed, 20,000,000 bushels, and last year there were distributed between February 1st and July 1st 135,000,000 bushels, making a total of 266,000,000 bushels, leaving a surplus of 45,000,000 bushels.

Of course, these figures are estimates, but in the past have proven reasonably close to the actual outturn.

Our attitude, however, on the price situation has not changed, and while it is to the advantage of the trade to buy in sufficient volume to amply cover their requirements, we do not believe there is anything to be gained, particularly, by purchasing purely from a speculative standpoint.

In buying to cover requirements, it is well to keep in mind the condition of railroads and difficulty experienced in getting goods through promptly.

General conditions indicate continued and increased prosperity. This, of course, is a factor that must be taken into consideration when considering the price of wheat and flour, as the purchasing power of the country will be increased rather than decreased and means, taking everything else into consideration, that prices on flour will be well maintained, possibly advanced somewhat.

Lloyd E. Smith.

That the recent increase in production and in wholesale turnover is not a result of speculative accumulations, but represents goods entering into consumption is well arrested by the small stocks of goods in retail establishments revealed by the January inventories. For the New York reserve district stocks of department stores on Feb. 1 were only 1 per cent. larger than a year ago although sales during January were 10 per cent. greater than for the same month in 1922. The ratio of stock to sales is reported to be as low as at any time

during the last eighteen months, and while the stores have been placing advance orders more freely these have been met by steadily increasing demands from consumers for goods. It is difficult to gauge the effects of price changes on statistics of retail trade, but such changes have had less effect on figures of retail than on those of wholesale trade. The advances that have occurred in the wholesale markets have so far been only slightly reflected in retail trade.

Economists are agreed that the pursuit of happiness as hinted at in the Constitution can be measured in no more accurate fashion than by the amount of ice cream "absorbed," to use the technical term. This amount in 1914 in this country was of the value of \$70,000,000. In 1919 this sum had increased to \$225,000,000, and in 1921 it had mounted to \$245,000,000. "Ah," says the pessimist, "but what about the distribution of all this ice cream? Don't the great dairying states absorb the bulk of it, leaving the other states with almost none per capita?" But the mathematicians knew what they were about when they published the figures. There is no ice cream bloc. Every state in the Union has at least one ice cream establishment reporting products to the value of \$5,000 or over in a year. This is the most cheering news that has appeared since the discovery that Secretary Hughes has not had a pound of hard coal all winter.

Mr. Hurlburt, of Speiger & Hurlburt, hardware merchants of Seattle, has some very definite ideas on the value of the window as a sales aid. In his opinion, good windows will sell fully as much goods as one-third of a retail sales force, and appeals powerfully to the women, for whom the store is really kept. Seasonal goods, such as silverware, carving sets, before Thanksgiving, gift articles before Christmas, outdoor things in summer and specials such as June white goods and so forth, also are strongly attractive. Mr. Hurlburt remarks that the glass of a certain window devoted to beach toys was found later to be smudged with small fingerprints and circles made by tiny noses pressed against the pane. Likewise, articles of a "home" nature all prove excellent business bringers when displayed in the window, as similarly do the things principally for the woman or child.

If you are thinking that your good qualities are under-appreciated by others perhaps the trouble is that they are over-appreciated by you.

Keeping people happy while in a store helps to make them feel like spending money.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Detroit, March 13—A bill of complaint filed in the chancery division of the Wayne County Circuit Court by Edward Gray, owner of Grayhaven near Grosse Pointe, in which he sets forth he has been advised that the Lincoln Housing Trust is "illegal, illegitimate not workable and constitutes a void and unenforceable lottery," and asks that a mortgage for \$45,000 against his property be set aside.

Mr. Gray sets forth in his bill, which was filed by Lucking, Helfman, Lucking & Hanlon, that the mortgage was given after he had agreed in August, 1922, "as a result of the urgent solicitations and in reliance upon the false and fraudulent representations of agents in the Lincoln Housing Trust," to purchase certificates to be issued by it aggregating in face value the sum of \$3,000,000.

It is alleged that the agreement was reached after representatives of the Housing Trust, hearing of Mr. Gray's contemplated plans to improve his property, informed him if he would purchase \$300,000 face value of so-called prior maturing certificates that he would be enabled thereby to finance the purchase of an additional \$2,700,000 face value of other certificates, "which would, because of the growth of the business, lapses and other elements mature for loans on real estate within three years from the date of the purchase of such certificates," and that the purchaser would be required to pay interest only at the rate of 4 per cent. per annum, and that prior to the expiration of said three years the purchaser would not be required to advance any funds himself as the purchase of the so-called priorities would take care of all the financing necessary for the purchase of the balance of the certificates.

"The loan feature is speculative as to time; the amount and rate are stipulated and cannot be deviated from. When the loan is offered, the investor has the privilege of using it, disposing of it at a profit or deferring it until a later date, as may best suit his needs. The margin of safety is the difference between .0414—the required amount—and .0438 the actual amount earned conditional upon funds being kept 100 per cent. active."

In the legal action, Mr. Gray claims representatives of the Lincoln Housing Trust told him that funds would be at his disposal faster than he could use them and that in December he was unexpectedly notified that an extension of time was necessary in which to perform the contract; that the Housing Trust had opened a new series of certificates and that all members and purchasers of certificates in the same series as Mr. Gray were being solicited to transfer their certificates from "Series Two" to "Series Three," that if Mr. Gray's certificates remained in "Series Two" it would be many years before they would mature for a loan.

The plaintiff also sets forth that "defendants and their agents represented to him that their former scheme of doing business, which they had therefore falsely and fraudulently represented to plaintiff as being perfectly legitimate, reliable and workable, had certain defects and that legislation was being threatened which would prevent the Housing Trust from use of the United States mails and from doing business at all." He says he refused to consent to transfer to another series.

He also sets forth in the bill of complaint that he has learned that "said defendants have never made the deposit of cash, bonds or securities with the Secretary of State, as required by Section 8091 of the Compiled Laws of the State of Michigan for the year 1915, nor have said defendants ever complied with the other provisions of Section 8091 to 8100 of

said Compiled Laws relating to the conduct of business in Michigan by foreign investment associations."

Following law suits in justice, circuit and United States District courts, the Michigan Securities Commission has revoked the permit of the International Aluminum Co. for the sale of \$490,000 of its common stock at \$100 per share.

The company claimed to have a patented process for the production of metallic aluminum from kaolin clay; and voted its promoters 51 per cent. of its \$1,000,000 stock for these patents. In the course of a suit in United States District Court between Glen Lenardo Williams, the "inventor," and his co-promoters, the co-promoters alleged under oath that the process had never been proved commercially successful. Williams, in turn, alleged that the promoters were causing the company to pay overhead for their private business; and by "trumped up" charges were having him arrested, having extradition proceedings instituted and the like to prevent him from attending directors' meetings or getting his just share of the capitalization of the company. The company recriminated by alleging that Williams, the inventor, had no knowledge of chemistry.

A court has ruled that "investors" in a common law trust, unlike stockholders in a corporation, generally speaking, are individually liable for all debts of the company. Among the companies organized as common law trusts which have sold to investors in Detroit, are the Economic Service Co., the Lincoln Housing Trust, S. E. J. Cox Oil promotions and scores of "gusher oil pools," "stockholding pools," etc.

This form of organization usually gives the interest purchaser practically no voice in the management of the company. Almost invariably the "interest participations," "shares," etc., state that the buyer incurs no personal liability. In the case of the Victor Refining Co., operating a small refinery in Texas, South of Burkburnett, a judgment of \$100,000 has been awarded to creditors against seventeen stockholders. There are 300 stockholders in all; but these seventeen must sue the rest even to get an apportionment of the debt.

Inability to meet its obligations either to build homes for or return money to hundreds of Detroit "investors," lost the American Syndicate Corporation, 508 Free Press building, the permit to sell Home Building Certificates. Terms of the certificates

the purchase of preferred stock, would have any liability to creditors of the corporation, as to the common stock so purchased. In answer to this question, I am of the opinion that where stock having a par value is taken as a bonus to preferred stock, the persons to whom such stock is issued would be liable to creditors to the extent of the difference between what they paid for their bonus stock and the par value."

This form of bonus has been frequently used in the sale of preferred stock.

Status of the J. B. Shaughnessy Failure.

The following is the list of creditors of J. B. Shaughnessy hardware dealer at 45 South Division avenue, Grand Rapids.

Acme Rubber Co., Trenton, N. J.	\$ 58.26
American Del. Service Grand Rap.	1.80
American Messenger Service, Grand Rapids	1.00
American Vacuum Bottle Co., New York	42.00
Atkins Co., E. C., Indianapolis, Ind.	85.00
Bedford Boot Shop, Grand Rapids	10.00
Bingham Co., The W., Cleveland	3,413.03
Breen & Halladay Co., Grand Rap.	24.50
Brown Seed Co., A. J., Grand Rap.	5.40
Brown & Sehler Co., Grand Rapids	13.25
Buhl Sons Co., Detroit	946.80
Butler Bros., Chicago	47.03
Buck Bros., Millbury, Mass.	5.29
Burch Co., A. F., Grand Rapids	10.00
Commercial Credit Co., Grand Rap.	10.00
Clauss Shear Co., Fremont, Ohio	43.83
Central Stamping Co., New York	34.69
City Treasurer, Grand Rapids	219.70
Cleveland Metal Products Co., Cleveland	70.08
Crosby Co., J. S., Grand Rapids	54.20
Doran Realty Co., J. A., Grand R.	27.02
DeVoe & Reynolds, Chicago	87.45
Farber, S. W., Brooklyn	65.05
Favorite Stove & Range Co., Piqua, Ohio	48.75
Fisher-Marshman-Haan Co., Grand Rapids	20.08
Fisk Tire & Rubber Co., Grand Rapids	1.35
Foster, Stevens & Co., Grand Rap.	251.83
Franz Mfg. Co., Sterling, Ill.	41.90
Gleye Hardware Co., Grand Rapids	5.44
Golden & Boter Transfer Co., Grand Rapids	85.51
Goodell-Pratt Co., Greenfield, Mass.	80.31
G. R. Brass Co., Grand Rapids	.60
G. R. Dry Goods Co., Grand Rapids	20.32
Herald, Grand Rapids	68.09
News, Grand Rapids	26.74
Press, Grand Rapids	296.76
G. R. Wood Finishing Co., Grand Rapids	231.20
G. R. Water Cooler Co., Grand R.	.75
Great Western Oil Co., Grand Rap.	75.84
Heystek, Henry J., Co., Grand Rap.	37.67
Ingersoll Watch Co., Waterbury, Conn.	11.60
Jarvis Co., W. B., Grand Rapids	21.15
Johnson & Sons, S. C., Racine, Wis.	89.05
Kandelman & Heller, New York	12.35
Kinney & Levan Co., Cleveland	164.50
Krauter & Co., Newark, N. J.	33.03
Leyse Aluminum Co., Kewaunee, Wis.	23.04
Leitelt Iron Works, Grand Rapids	1.98
Leonard & Sons, H., Grand Rapids	1.39
Lufkin Rule Co., Saginaw	38.54
Luther Grinder Co., Milwaukee, Wis.	36.57
Lutkemeyer Co., Cleveland	82.42
McKinney Mfg. Co., Pittsburh	675.63
Mieh. Inst. for Blind, Saginaw	50.00
Mieh. Hardware Co., Grand Rapids	100.14
Michigan State News, Grand Rap.	8.93
Mills Paper Co., C. W., Grand Rap.	81.42
Morley Mfg. Co., Detroit	193.60
Morley Bros., Saginaw	371.51
National Cash Register Co., Grand Rapids	2.50
Neider Co., F. A., Augusta, Ky.	89.43
National Brass Co., Grand Rapids	24.89
North Bros. Mfg. Co., Philadelphia	1.64
Observer, Grand Rapids	1.50
Otis Elevator Co., Grand Rapids	3.25
Patterson-Sargent Co., Chicago	951.91
Peerless Light Co., Chicago	33.84
Pioneer Rubber Mills, San Francisco	87.21
Pittsburgh Plate Glass Co., Grand Rapids	44.16
Planert & Sons, F. W., Chicago	84.78
Postal Telegraph Co., Grand Rapids	1.10
Powers-Tyson Printing Co., Grand Rapids	29.87
Rhodes Mfg. Co., St. Louis	30.12
Reed-Tandler Co., Grand Rapids	9.95
Rich Steel Products Co., Battle Creek	15.00
Robertson, Arthur R., Boston	28.94
Rochester Stamping Co., Rochester	34.92
Rogers, George, Grand Rapids	62.22
Saginaw Ladder Co., Saginaw	33.96
Sheffield Mfg. Co., Burr Oak	35.40
Sager Lock Co., North Chicago, Ill.	732.51
Sanitary Products Co., Grand Rap.	4.50
Schaefer & Beyer, Newark, N. J.	22.50
Singer, Stern & Co., New York	1.94
Shaw Transfer Co., Grand Rapids	3.50
Simmons Hardware Co., Toledo	387.85
Stanley Rule Co., New Britain, Ct.	5.11
Stadt Hardware Co., Grand Rapids	30.87
Starr Bros. Bell Co., E. Hampton, Conn.	1.04

DOWN AT THE PURE FOOD SHOW.

Tune: "Smiles"

There are foods that make you happy,
There are foods that make you glad,
There are foods that keep your system snappy,
There are foods that keep you feeling bad;
But the best of all the foods existing,
You will find, if you will only go
At any time, now really we're insisting,
Down at the Pure Food Show.

There are foods that are symbolic
Of good health and great delight,
There are foods that seem to give you colic,
And to keep you wide awake at night.
There are foods that always bring you pleasure,
There are foods that always cause you woe,
And you'll find the good ones in great measure—
Down at the Pure Food Show.

There are oysters, cabbages and pickles,
There are onions, plums and pretzels, too,
Everything that any palate tickles,
Or a healthy stomach ever knew.
There is mustard, olive oil and honey,
All the foods that in the gardens grow,
All the foods that bring the grocers money,
You will find at the Pure Food Show.

Herbert Gay Sisson.

Meanwhile the company went ahead with the sale of stock. Advertisements for sales managers, engineers, traffic managers, etc., were run in newspapers and technical periodicals; and when "prospects" arrived in Detroit they were offered a good salary contract on condition that they take "a substantial stock holding in the company."

With only \$490,000 of stock to be sold, the company contracted to purchase a plant from the Charleston Industrial Corporation (which plant Williams described under oath as "a bunch of junk") for approximately \$1,500,000. Interest charges soon ran this over \$1,600,000.

After compromising Williams' litigation, the International Aluminum Co., on the strength of Williams' affidavit, introduced a suit against the Charleston Industrial Corporation for \$500,000 damages, alleging theft and fraud to the amount of \$150,000 in connection with the sale of the Nitro, West Virginia, plant.

When a stationer sued the International Aluminum Co. for printing furnished to the man employed by the company to interview prospective employes and stock purchasers as "office manager," officers of the company denied all liability for his contracts.

provide that a purchaser shall be entitled to 5 per cent. interest on his money, an additional 5 per cent. participation in the profits of the loan pool, and on thirty days notice from maturity date the return of his principal. It also provides that the corporation will build a home for the certificate holder lending him 90 per cent. of the funds and taking his paid-up certificates for the other 10 per cent.

The general manager of the plan said the company had \$22,000 or thereabouts in claims it could not meet. Several suits have been filed against it. Certificates of the face value of \$1,300,000 are said to have been sold in Detroit. Blind advertisements offering capital to prospective home builders were the media.

The Michigan Securities Commission is permitting the company to put on the market a \$500,000 preferred stock issue as a "shock absorber" for the loan pool venture.

An opinion of Deputy Attorney General of Michigan, A. B. Dougherty (now Attorney General) to the Better Business Bureau, given Dec. 20, 1922, reads as follows:

"You also desire to know whether or not individuals who accept common stock having a par value as a bonus to

Standard Show Card Service, Chicago	13.50
Starrett Co., L. S., Athol, Mass.	119.62
Stiles Bros., Grand Rapids	7.00
Superior Spring Hinge Co., Chicago	37.00
Sands & Sons, J., Detroit	18.50
Tisch-Hine Co., Grand Rapids	12.83
Utica Drop Forging Co., Utica	24.15
United States Rubber Co., Detroit	143.11
Vaughan Basket Co., Hillsdale	6.50
Vigil Publishing Co., Grand Rapids	53.88
West Bend Aluminum Co., West Bend, Wis.	57.45
Wise & Sons Co., J., Newark, N. J.	14.88
Whalen, W., Grand Rapids	15.12
Weatherley Co., Grand Rapids	.90
Western Union Tel. Co., Grand Rapids	1.29
Wolverine Barrel & Bag Co., Grand Rapids	10.35
Williams, F. L., Grand Rapids	5.00
Williams Co., W. P., Grand Rapids	8.66
Wood Motor Co., Grand Rapids	4.50
Wolverine Electric Co., Grand Rapids	6.98
Worden Grocer Co., Grand Rapids	18.00
Yale & Town Mfg. Co., Stamford, Conn.	70.59
G. R. Butchers Supply Co., Grand Rapids	11.25
Fiber Grand Co., Grand Rapids	15.39
Association of Commerce, Grand Rapids	6.00
Kennedy Mfg. Co., Van Wert, Ohio	25.74
Michigan Retail Hardware Association, Marine City	10.00
Michigan State Telephone Co., Grand Rapids	3.40

Dr. D. F. Hamilton	8.00
Home Fuel & Supply Co.	49.00
W. B. Jarvis Co.	16.15
A. B. Knowlson	8.30
Knickerbocker Press	115.75
Leitelt Iron Works	72.94
Marquette Lumber Co.	85.54
Meyer Transfer Co.	6.00
Michigan Engraving Co.	4.18
Michigan Tire & Accessories Co.	132.73
Moders Service Garage	21.57
Michigan State Telephone Co.	11.75
Daily News	128.73
Newspaper Engraving Co.	6.93
Otis Elevator Co.	33.80
Progress Print Shop	23.80
G. R. Press	132.00
W. J. Peterson Adv. Co.	308.62
Powers-Tyson Printing Co.	45.10
Roseberry-Henry Electric Co.	106.28
Radiator Hospital	3.50
Serfling-Sinke Co.	12.95
Tisch-Hine Co.	8.00
Edward B. Strom	2,072.07
D. Durwood Nel	350.88
Mr. Kendrick	.40
Ced Lawrence	.67
Frank Heintz	.80
V. E. Haywood	1.07
Frank Koutenberg	1.87
A. H. Riker	4.27
F. V. Blakely	4.40
E. W. Cox	4.80
Dell Sanders	6.40
J. E. Hull	6.80
Rathbone Agency	495.50
Charles S. Marshman	300.00
J. J. Wernet Engineering Co.	15.00

The stock and book accounts inventory about \$10,000, which leads to the belief that the creditors will ultimately receive about 60 cents on a dollar.

Mr. Shaughnessy has been ill, either in the hospital or at his home, ever since the failure occurred, but is now slowly recovering.

Proceeding of Grand Rapids Bankruptcy Court.

Grand Rapids, March 8.—On this day was held the special meeting of creditors and sale of assets in the matter of Charles A. Brown, Bankrupt No. 2211. The bankrupt was not present or represented. The trustee was present in person. Various creditors and bidders were present in person. The assets of the estate were sold to Mrs. P. J. Costello, of Belding, for \$500, the buyer assuming any and all liens now on any of the fixtures. An order was made confirming the sale. The special meeting was then adjourned no date.

March 9. On this day was held the first meeting of creditors in the matter of Malcolm & Raymond Whalen and Star Laundry, Bankrupt No. 2233. The bankrupts were present and by attorney, Clay F. Olmstead. No creditors were present or represented by attorney. Several claims were proved and allowed against the estate. The referee appointed Clark B. Jagger, of Ludington, trustee, and the amount of his bond was fixed at \$500. Appraisers were appointed and directed to proceed with the inventory and appraisal. The first meeting was then adjourned no date.

March 9. On this day were received the schedules in the matter of Michigan Motor Transportation Co., Bankrupt No. 2228. The schedules of the bankrupt list assets in the sum of \$12,250 and liabilities in the sum of \$16,811. The first meeting of creditors has been called for March 23. A list of the creditors of the bankrupt is as follows—all located at Grand Rapids:

State, county, city and personal property tax	unknown
W. W. Baker	\$ 50.68
John Freyermuth	90.35
James Haldaman	140.90
Geo. Harrington	32.30
Joseph Kennedy	42.00
Glenn Marshall	173.89
A. Y. Miller	108.75
John Mattice	107.82
Thomas Moorman	68.95
Bernard Mills	52.50
Thoman Newhall	95.49
Glenn M. Reim	210.49
Howard Scott	55.60
Max Thiele	55.80
Lee Kuhn	6.80
Goodspeed Realty Co.	1,025.00
Art Service Studios	85.88
Association of Commerce	20.00
Kenneth Brown	1.86
Brown Graft Co.	2.76
Chas. A. Coye	14.98
Colonial Oil Co.	43.83
Consumers Power Co.	56.34
Electric Service Co.	138.63
Otis Freeman	200.00
P. B. Gast Soap Co.	6.90
G. R. Water Works	3.76
M. A. Gelock	17.50
Grimes Maddigan Co.	221.16
Gleye Hardware Co.	101.46
G. R. Wood Finishing Co.	74.57
C. J. Haas	10.20
Herald Publishing Co.	173.80
Heth Auto Electric Co.	4.39
Acme Welding Co.	31.65
Citizens Telephone Co.	40.50
Paige-Jewett Sales Co.	47.85

In the matter of Allen De Quesnoy, Bankrupt No. 2235, the funds for the first meeting have been received and such meeting will be held at the office of the referee on March 24.

In the matter of William Rose, Bankrupt No. 2236, the funds required for the first meeting have been paid into court and the first meeting will be held in the referee's office March 24.

March 8. (Delayed). On this day was held the special meeting of creditors of Clarence J. Collar. The bankrupt was not present or represented. Several creditors and bidders were present in person. The trustee was present in person. Claims were allowed against the estate of the bankrupt. The offer for the assets of the bankrupt was considered and certain further offers were made, but the sale was not confirmed from the fact that no bid was high enough. The special meeting was then adjourned no date.

March 12. On this day was held the final meeting of creditors in the matter of Milton D. Westfall, Bankrupt No. 2163. There were none present at the meeting. The trustee's final report and account was considered and the same approved and allowed. An order for distribution was made and final dividend sheets filed. There was no objection to the discharge of the bankrupt. The final meeting was then adjourned no date. The case will be closed and returned to the district court.

On this day also was held the final meeting of creditors in the matter of Gray Iron Foundry & Furnace Co., Bankrupt No. 2164. The trustee was present in person. S. H. Clink, attorney for the trustee, was present in person. Several additional claims were proved and allowed against the estate of the bankrupt. The trustee's final report and account was considered and the same approved and allowed. The bills of the attorney for the petitioning creditors, bankrupt and for the trustee were taken up, adjusted and allowed. An order was made for the payment of administration expenses, taxes and labor claims, there being no funds left for the declaration and payment of any dividend to general creditors. The final meeting was then adjourned no date. The case will shortly be closed and returned to the district court.

Be a Booster.

Be a booster—like a rooster—always crowing loud and long; keep a yelling what you're selling—put some pepper in your song. If you're tired, go get fired—hunt a job you think will suit you. Be a getter—times are better for the man who packs a smile; take your licking or quit kicking—dig right in and make your pile. The war is over and there's clover in the pastures all around; it's not waiting or debating, but making hay out of the ground. Watch it growing—always showing lots of blossoms—it's alive. If you're a dead one, go use a lead gun—drones ain't wanted in this hive. Be a doing—quit your stewing, get a move on, grab some kale; don't let your head get feeling dead yet—sweat and smile and you can't fail.

If you want to make an account hard to collect, make no effort to collect it.

Ho! For Spring!

Spring Time is the era of Hope—Spring Time brings to our minds a thought of things creative and things reconstructive.

Spring Time is the time of house cleaning and brightening the home and Spring Time should be the time for house cleaning and brightening the store.

The eternal question of—WHAT OF THE INDIVIDUAL RETAIL GROCER—will be solving itself this Spring when we shall respond to the Spring Time call in the appearance of the retail stores.

Fresh paint and clean aprons do not make a retail store but they do invite the women into your store.

A dirty, unpainted, disorderly store does not prove that the owner knows nothing about groceries, but they raise a great question in the mind of the prospective customer.

Therefore, we make this urgent appeal to our retail friends to put their best front forward and paint up and clean up and put aprons on your clerks.

Put your store in order—put your attractive packages in a conspicuous place—buy goods that sell rapidly and make your profit on your turnover.

And, last but not least—make your customers good customers by asking them to pay their bills promptly.

Yours for the community grocer.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

MOVEMENT OF MERCHANTS.

Coleman—James Carty has engaged in the grocery business.

Ionia—J. O. Norton succeeds J. H. Chrysler in the grocery business.

Big Rapids—Will Krupp succeeds J. H. Ohlson in the grocery business.

Grand Haven—Zeller Bros. succeed R. A. Smith in the grocery business.

Frankfort—C. A. Fairchild succeeds R. W. Lockhart in the grocery and meat business.

Grand Ledge—Mrs. Martha Mayhew succeeds Mrs. Anna Curtis in the grocery business.

Levering—Forest Luesing succeeds the Levering Co-Operative Association in general trade.

Dowling—Vert Robinson succeeds Robinson & Colles in the grocery and general store business.

Spencer—Tice & Ball succeed Tice & Carpp in the dry goods, grocery, hardware and drug business.

Detroit—Jones & Roser, dealer in leather and findings at 944 Gratiot avenue, have filed a petition in bankruptcy.

Detroit—Richard H. Hocking succeeds Thomas & Yonkers in the boot and shoe business at 10815 Mack avenue.

Clare—G. W. Anderson, recently of Manistee, has purchased the pool room of Harry Lane and will continue the business.

Clinton—Fred G. Van De Mark succeeds A. B. Van De Mark & Co. in the hardware, vehicle and implement business.

Grand Rapids—The Kanawha Eagle Coal Co., 243-44 Houseman building, has increased its capital stock from \$5,000 to \$25,000.

Detroit—The Grimes Improved Light Co., Riopelle and Franklin streets, has changed its name to the Detroit Light Co.

Detroit—The Pursell-Crapentien Motor Co., 3081-83 East Grand boulevard, has increased its capital stock from \$10,000 to \$50,000.

Sturgis—Siefert & Schafer have sold their meat market to the E. Schimmer Co., Inc., of Chicago, who conduct a chain of meat markets.

Allegan—C. Clay Benson has assumed full charge of the undertaking business of Cook & Benson, H. G. Cook retiring from active association.

Detroit—Baumgartner's Fashion Shop, Stevens buildings, has fixed its capital stock at \$150,000 and changed its name to the Baumgartner Corporation.

Owosso—Thieves entered the meat market of William and Fred Axford March 10 and carried away the contents of the cash register and some valuable papers.

Portland—George Potter has sold his interest in the grocery stock and meat market of Potter & Gilbert, to his partner, Earl Gilbert, who will continue the business under his own name.

Albion—C. R. Billings, who has been Albion manager of the Cable Piano Co. store, has become assistant manager of the company's Jackson store. He will continue to live in Albion.

Martin—The Joseph Deal Co. has been incorporated to deal in produce and farm products, with an author-

ized capital stock of \$32,000, of which amount \$26,000 has been subscribed and paid in in cash.

Detroit—The Detroit Steel Corporation, 6189 Hamilton avenue, has been incorporated with an authorized capital stock of \$500,000, of which amount \$202,500 has been subscribed and \$20,250 paid in in cash.

Saginaw—William C. Kampfert, recently engaged in the meat business at Port Huron, has purchased an interest in the White Meat Market, 1204 Court street and the business will be continued under the same style.

Detroit—The Fashion Clothes Shop, 106 Michigan avenue, has been incorporated to deal in men's clothing and furnishings, with an authorized capital stock of \$20,000, all of which has been subscribed and \$12,500 paid in in cash.

Hastings—The Hastings Ice & Fuel Co., 221 East Green street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed and paid in, \$5,000 in cash and \$2,000 in property.

Grand Rapids—Honn & Brown, Inc., 416 Scribner avenue, N. W., has been incorporated to manufacture and deal in metal goods with an authorized capital stock of \$4,000, \$2,000 of which has been subscribed and paid in in cash.

Detroit—The Jefferson Plumbing Supply Co., 2360 West Jefferson, has been incorporated with an authorized capital stock of \$50,000, of which amount \$13,800 has been subscribed, \$1,000 paid in in cash and \$12,500 in property.

Detroit—Rau's 7820 Ferndale street, has been incorporated to deal in furniture, carpets, household supplies, etc., with an authorized capital stock of \$40,000, of which amount \$24,000 has been subscribed and \$6,000 paid in in cash.

Marquette—The Sault Hardware Co. wholesale dealer at Sault Ste. Marie, has opened a branch house here. It will be under the management of Frank A. Morley, who has been connected with the company for the past seven years.

Lansing—The Capitol Furniture Shop has been opened at 624 East Michigan street by W. E. Ramsey and L. B. Rumsey. Living room furniture will be featured and every piece will be made in the shop and sold direct to the consumer.

Muskegon—The Coston-Burns Motor Sales Co. has been incorporated to deal in autos, trucks, auto parts, supplies and accessories, with an authorized capital stock of \$50,000, of which amount \$15,000 has been subscribed and paid in in property.

Eaton Rapids—The C. M. Hunt Co. has sold its stock of implements and vehicles to C. J. Moore, who will consolidate it with his own stock. The Hunt company will devote its entire attention to the sale of automobiles, auto accessories, parts and supplies.

Eaton Rapids—Fred J. Culver, grocer, died Saturday from pneumonia following a few days' illness. He conducted a store here many years and two weeks ago bought the stock of W. L. Lindley. He is survived by the widow and one son, Donald, who conducts a farm near here.

Detroit—The A. E. Causley Co., 6426 Woodward avenue, has been incorporated to deal in men's and children's clothing, furnishings, hats and hosiery, with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and paid in in cash.

Detroit—The Electric Sales Co., jobber of electric fixtures, electrical supplies, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, of which amount \$45,000 has been subscribed and \$30,000 paid in in property.

Detroit—R. J. Graeff, Inc., 1048 Beaubien street, has been incorporated to sell and install heating systems and do a general steam fitting and sheet metal business with an authorized capital stock of \$18,000, all of which has been subscribed and \$9,000 paid in in cash.

Grand Rapids—Erstein & Beecher, Richmond and Elizabeth streets, has been incorporated to deal in furniture and act as selling agents for manufacturers of furniture, with an authorized capital stock of \$25,000, of which amount \$5,200 has been subscribed and paid in in cash.

Detroit—The Griffiths-White Motor Co., 8251 Grand River avenue, has been incorporated to deal in automobile accessories, parts, supplies, new and used autos, with an authorized capital stock of \$45,000, of which amount \$40,000 has been subscribed and \$7,600 paid in in cash.

Detroit—Schoenfeld & Schoenfeld 5417 Michigan avenue, wholesale and retail dealers in clothing for men and boys, have merged their business into a stock company under the style of Schoenfeld & Schoenfeld, Inc., with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$5,000 in cash and \$45,000 in property.

Detroit—John Fairgrieve, Jr., of 5630 Missouri avenue, who has been manager for Lafer Brothers for the past eighteen years, has recently resigned his position on account of ill health. Accompanied by Mrs. Fairgrieve, he has gone to Miami, Florida, and other Southern places of interest, and expects to be gone about sixty days. Fairgrieve is undecided as to his activities when he returns from his Southern trip. The employees of Lafer Brothers presented Fairgrieve with a handsome traveling bag.

Manufacturing Matters.

Grand Haven—The Peerless Glove Co. has increased its capital stock from \$25,000 to \$50,000.

Grand Rapids—The Waxtwell Paper Co. has removed its business offices to Kalamazoo.

Benton Harbor—The Higman Package Co. has increased its capital stock from \$25,000 to \$60,000.

Mason—The Wolverine Engineering Co. has increased its capital stock from \$15,000 to \$100,000.

Ludington—The Ludington Garment Manufacturing Co. has increased its capital stock from \$60,500 to \$80,000.

Detroit—The Advance Aluminum Die Casting Co., 3925 West Fort street, has increased its capital stock from \$24,000 to \$50,000.

Grand Rapids—The Grand Rapids Cigar Box Co., 212-14 Ellsworth avenue, has increased its capital stock from \$30,000 to \$75,000.

Detroit—The Disc Gear Control Co., 1801 First National Bank building, has changed its name to the Sector Gear-Shift & Manufacturing Co.

Detroit—The Michigan Metal Spinning Manufacturing Co., 2130-34 East Woodbridge street, has changed its name to the Pioneer Stamping Co.

Ionia—The Ypsilanti Reed Furniture Co. will erect an addition to its plant as soon as the plans can be completed. It will be 300 x 112 feet, five stories high.

Detroit—The Peninsular Enameling Co., 3237 Bellevue, has been incorporated with an authorized capital stock of \$60,000, all of which has been subscribed and \$59,500 paid in in property.

Hamilton—The Veneklasen Clay Products Co. has been incorporated with an authorized capital stock of \$30,000, of which amount \$28,310 has been subscribed and paid in in property.

Detroit—The J. C. Green Pattern & Manufacturing Co., 3632 VanDyke street, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Monroe—The Monroe Paper Co., 8 O'Brien street, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, of which amount \$35,000 has been subscribed, \$6,950 paid in in cash and \$28,042 in property.

Detroit—The Cecil Candy Co., 5230 Beaubien street, has merged its business into a stock company under the style of Cecil's Co., with an authorized capital stock of \$6,400, all of which has been subscribed and paid in, \$3,200 in cash and \$3,200 in property.

Detroit—The Barneskan Concrete Products Co., 9386 American avenue, has been incorporated with an authorized capital stock of \$50,000 common and \$50,000 preferred of which amount \$44,620 has been subscribed and paid in, \$3,000 in cash and \$41,620 in property.

Holly—It is planned to expand the plant here of the Met-All Co., manufacturer of steel tubing and steel ladders, by removing, from Detroit another unit, making crankshafts and brake rods and stampings for automobiles. The present Holly plant employs sixty men.

Detroit—The Wolverine Belt Co., 31 East Woodbridge street, has merged its business into a stock company under the same style with an authorized capital stock of \$1,000 preferred and 3,000 shares of \$10 per share, of which amount \$30 and 1,500 shares has been subscribed and paid in, \$30 in cash and \$15,000 in property.

Big Rapids—The Griswold-Guest Co. has been incorporated to manufacture and sell furniture, with business offices at 5th and Dewey streets, Grand Rapids, with an authorized capital stock of \$30,000 preferred and 2,000 shares at \$1 per share, of which amount \$1,000 and 1,500 shares has been subscribed and \$1,000 paid in in cash.

Essential Features of the Grocery Staples.

Sugar—Cane granulated is offered this week at 9½c. The market is still a puzzle to all.

Canned Fruits—Two obstacles are in the way to interfere with the free movement of canned foods. One applies to the spot and the other to the future market. In old packs jobbers are not in urgent need of assortments except for nominal replacements which they make regularly enough but in a half-hearted way. Futures are at a deadlock between canner and jobber, with the price basis the point at issue. Packers do not see how they can cut under the quotations they have named, while distributors want last year's basis or better. Despite these handicaps the California peach market has gained in strength on the Coast and conditions there have been reflected on the spot. There is no question but what the chain stores, jobbers and other operators have absorbed a considerable quantity of fruit at the source at prices which cannot be duplicated even now. There has been enough of this buying to make the larger canning interests firmer in their views with a withdrawal of the cheap offerings of standards. A buyer who wants to cut under the general market must not be too critical as to brand and packer for the chances are that the low price applies only to the smaller canner. Fewer cheap lots are reported. Increased costs of packing in 1923 affect the situation also, as the canner who is in a position to be independent is no longer in a hurry to clean out on a low basis and a heavy consumption of peaches seems assured. Stocks have been bought so as to be moved at popular prices and the outlook is for the peach to regain its prestige, which was lost to some extent by the high range during and after the war. Apricots are neglected. The demand for cherries is nominal. Pineapple sells well but not so much in the speculative field as through regular jobbing channels. Fresh apples are too plentiful to allow for a wide movement of canned fruit.

Canned Vegetables—California tomatoes are in better demand on the spot than they are at the source. Futures still remain quiet. Peas added to their strength last week in old packs, which favor the canner. The movement through jobbing channels is constant even if it is not spectacular. Corn is steady on spot offerings of standards and firm on fancy. The latter is scarce and can only be had in a small way. Asparagus would sell more freely if it could be had in larger quantities.

Canned Fish—The Lenten demand is not great enough to cause speculative buying. Salmon is only steady and is preferred on the spot to Seattle. With warmer weather and a larger consumption more buying interest is expected, but it seems impossible to cause dealers to anticipate their wants. There is also a narrow demand for sardines of all types. Maine fish are firm at the factory, with supplies light and only a nominal demand. Jobbing holdings are sufficient to carry dealers without im-

portant factory replacements. California and imported fish are in routine request. Lobster, tuna fish, crab meat and shrimp are all well controlled and rule firm due to their light supplies on the spot.

Dried Fruits—California and Oregon interests think there will be an easy cleanup of prunes before 1923 crop is in the Eastern markets. Considerable attention has been given to raisins during the past few weeks as a result of the publicity given to the refinancing of the Sun Maid organization now under way. The presence of the dominating figure in the company in New York and his explanations as to the unsold stocks in California have made raisins more of an issue than they have been in several months, although it cannot be said that the jobbing interest has expanded. Coast advices are assuring and indicate a much better clearance of the 1922 crop than anticipated with four months still available. The main drawback at present is the lack of buying demand among jobbers but this has in part been due to the statistical position of the market. Holdings among dealers are being reduced as forced sales for several weeks have been going on, getting the weak stocks out of the way. Currants are in limited demand and are weak. Apricots are unchanged. Peaches are not active and some dealers are ready to listen to discounts rather than to carry their goods until the spring demand becomes a factor.

Tapico—Higher cables have been received on Singapore and Java grades. Local spot prices held firm.

Molasses—There is a steady jobbing demand noted at the prevailing quotations.

Corn Syrup—Prices are held steady, with a moderate demand.

Nuts—The California almond market is irregular. Some of the deals which were pending before the exchange reduced its prices have been called off. The demand is limited among dealers who are not restocking in any extended way. Walnuts are firmest on the top grades, but medium and poor lots sell on their merits. Walnut halves and prices are firmer on the spot, in sympathy with the market abroad. The tendency is to equalize prices of pieces and halves owing to the scarcity of the former and other lines of nuts in the shell are about the same as last week's closing.

Rice—Domestic markets in the South continue quiet, with sellers at previous quotations; in fact, the situation is not at all satisfactory, as mills cannot operate, and rough rice accordingly is not moving. The indicated export business has not materialized yet and most of the requests for prices are for brewers or screenings, which are by far the scarcest grades. An occasional small order for choice or fancy is received, leading one to hopes of better business later.

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.
Brussel's Sprouts—40c per qt. box.
Butter—Local jobbers hold extra at 47c in 63 lb. tubs; fancy in 30 lb. tubs, 49c; prints, 49c. They pay 25c for packing stock.

Cabbage—Old, \$4.50 per 100 lbs.; new from California, \$5 per crate.

Carrots—\$1.25 per bu.
Cauliflower—\$3 per dozen heads.

Celery—California is selling at 75c for Jumbo and \$1 for Extra Jumbo; Florida, \$4 per crate of 4 to 6 doz.

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

Cocoanuts—\$6.50 per sack of 100.

Eggs—Receipts are coming in strong. Local jobbers pay 25c.

Egg Plant—\$3 per doz.

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

Green Onions—Chalotts, \$1.20 per doz. bunches.

Honey—32c for comb; 25c for strained.

Lettuce—Hot house leaf, 14c 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 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	-----	18c
Heavy fowls	-----	23c
Heavy springs	-----	23c
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 \$1.75 per hamper.

Tomatoes—6 lb. basket of California, \$1.25.

Turnips—\$1.25 per bu.

To Dismantle Old Michigan Mill.

Wells, March 13—Mill No. 1 of the I. Stephenson Co. Trustees, at this place, is to be abandoned, according to an announcement made on Saturday last by General Manager George N. Harder. The company's planing mill, which up to this time has been located in Mill No. 1 is being moved to the flooring factory, where one of the most modern planing mills in this section will be in operation within two

weeks. Work will be started April 1 on the construction of a power plant for the company's shingle mill which heretofore has been operated by power from mill No. 1 and by June 1 it is expected that the shingle mill and a new cedar tie plant will be ready for operation.

The big pine mill at Wells was constructed six years ago and at the time of its completion was considered one of the finest and largest lumber manufacturing plants in the Northwest. The removal of the planing mill from its old location to the flooring factory will transfer to the west side of the river all of the company's manufacturing operations except the shingle and tie mills. The changes make possible the grouping of all major manufacturing operations in the approximate center of the company's lumber yards, providing for a more efficient handling of all the firm's products from the mills to the yards and to the cars and boats. In the new planing mill on the first floor of the flooring factory a new matcher is being installed with a capacity, it is stated, four times greater than any machine in the old mill, and a resaw of double the old mill's capacity.

National Grocer Co. Has Owosso Branch.

Owosso, March 13—Stephen B. Pitts, former Owosso grocer, and for twenty-one years in the employ of the National Grocer Co., is manager of the new Owosso branch established here by his company. Mr. Pitts expects to move back to Owosso within a few weeks, with his family. He has been living in Saginaw for several years.

The company some months ago purchased the plant on Corunna avenue, formerly occupied by the Standard Flaked Food Co., and has spent approximately \$6,000 in remodeling it. The building is admirably adapted to the purposes of the company, with railroad dock facilities on the South side and a loading dock for trucks on the West side.

The Owosso branch will cover the territory within a radius of approximately thirty miles of Owosso. Three salesmen will travel out of Owosso for the company, and at present seven men are employed in handling the goods. This number will be increased as business warrants.

At the annual meeting of the Professional Indemnity Co., held in Grand Rapids, March 5, the following drug-gists were elected to serve as directors: E. J. Fletcher, Henry Riechel and Louis V. Middleton. The other directors are E. H. Brink, H. A. Brink, C. A. Burbridge, D. D. S., N. L. Burke, D. D. S., E. J. Chamberlain, D. D. S., R. J. Hutchinson, M. D., H. H. Luton, D. D. S., J. W. Lyons, D. D. S., G. L. McBride, M. D., Wm. Northrup, M. D., Stephen L. O'Brien, M. D., Wm. R. Rorke, D. D. S. and G. G. Towsley, M. D. H. A. Brink was elected President; Dr. E. J. Chamberlain, Vice-President; Dr. Wm. Northrup, Second Vice-President, and E. H. Brink Secretary and Treasurer.

Greenville—The Gordon Hollow Blast Grate Co., manufacturer of the Gordon hollow blast grate and the Tower line of edgers and trimmers, has considerably increased its manufacturing facilities by carrying a part of its plant up another story and acquiring additional factory property near its main plant, the new property consisting of a 60x220 brick factory building, a 55x196 warehouse and a 30x40 warehouse. Machinery, etc. is now being installed in this auxiliary plant.

Concluding Day of Dry Goods Convention.

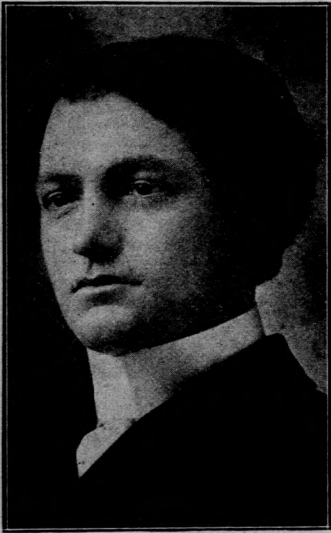
The first order of business on assembling last Wednesday morning was the reading of a paper on Merchandising in Small Michigan Towns by F. E. Mills, of Lansing. This paper appears in full elsewhere in this week's paper.

The next order of business was an article on our Insurance Company by J. N. Trompen, which was well received.

C. W. Otto, Secretary of Board of Commerce, Flint, then discussed the subject of Chain Stores. His talk was verbal, illustrated by charts and tables, which the Tradesman regrets it is unable to reproduce in this week's paper.

The next order of business was the reading of a paper by C. E. Noyes, Secretary of Board of Commerce, Adrian, on Chain Stores, which is published in full elsewhere in this week's paper.

Edward G. Weir, Advertising Manager of the Beckwith Co., Dowagiac, then read a paper on Increasing Effi-



M. D. Cutler.

ciency of Retail Salesmen, which was published verbatim in last week's issue of the Tradesman.

Election of officers resulted as follows:

President—John C. Toeller, Battle Creek.

First Vice-President—Fred E. Mills, Lansing.

Second Vice-President—W. O. Jones, Kalamazoo.

Secretary-Treasurer—Fred Cutler, Jr., Ionia.

Directors—H. E. Beadle, Sturgis; L. G. Cook, Jackson; C. W. Carpenter, Kalamazoo and E. K. Pearce, Quincy.

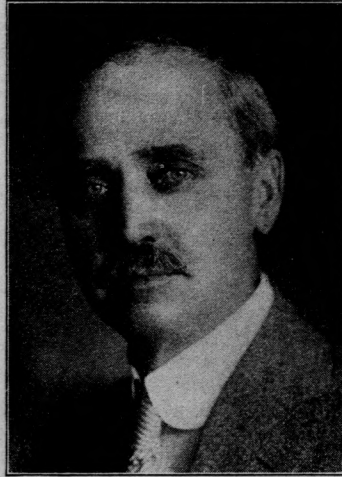
At the afternoon session Irving S. Paul, Lecturer for the National Retail Dry Goods Association, Washington, D. C., read a paper on 'Where the Consumer's Dollar Goes, which will appear in a later edition of the Tradesman.

The report of the Committee on Resolutions was as follows:

Whereas—The proposed St. Lawrence Waterway will be a valuable asset to farmer, manufacturer and the people generally of the Great Central West, because an excess of 40 per cent. of the products of the soil of the country is grown in the territory to be favorably affected; and

Whereas—These products of both the farmer and manufacturer will be a thousand miles nearer ocean ports and the markets of the world, thus materially reducing the costs of transportation; therefore be it

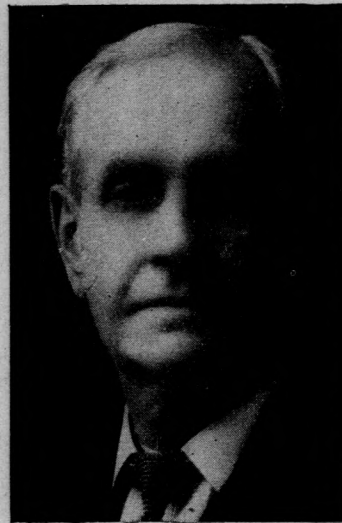
Resolved—That this Association go on record as favoring a Great Lakes to the Sea Waterway and instruct its officers to offer the support of the Association to the Great Lakes-St. Lawrence Tide Water Association, to the end that this more economical



Jason E. Hammond.

means of transportation may be brought about at the earliest moment possible.

Whereas—It is reasonable to assume that a better understanding between farmers and merchants be highly desirable, the Michigan Retail Dry Goods Association go on record as favoring closer co-operation between the business men and the farmers of the community and to use such means as may operate to create such understanding of the problems confronting both groups. We especially endorse and recommend the formation of Com-



Chas. P. Lillie.

munity Clubs, such as are in existence at Battle Creek and South Haven, organizations having as members both farmers and merchants.

Resolved—That our Manager be instructed to forward a copy of this resolution to each of the farm clubs, granges and farm bureaus of this State, offering our co-operation in such movement.

Whereas—Taxes, general and special in the State of Michigan have for years been burdensome and it is proposed to add to this burden; therefore

Resolved—That this Association register its disapproval of additional

tax laws now being considered at the State Capitol; and be it

Resolved—That inasmuch as the State Franchise Tax was placed on the statute books as an emergency measure, we respectfully request the Ways and Means Committee to our Legislature to recommend the repeal of said law.

Whereas—The Governor of the State proposes a State Fire Insurance Rating Board, and believing that such a board would be of great benefit to

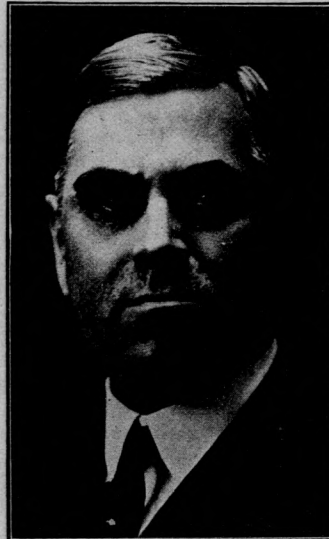


Irving S. Paul.

all citizens of the State, therefore be it

Resolved—That the Michigan Retail Dry Goods Association endorse the creating of this board and hereby, instructs its manager to present personally to the Governor the greetings of this Association and offer its aid in his efforts to create a board that will establish fire insurance rates that will be based on sound business principles and be just to all concerned.

Whereas—There occurs an omission in the present fire and tornado insurance forms as used in this State at



E. E. Horner.

present, which omission under certain conditions in the case of a wind and fire loss combined, might preclude the possibility of the assured collecting on said loss, even though both fire and tornado insurance are carried on the risk; therefore be it

Resolved—That the Insurance Department of this State be requested, as a matter of fairness, to have the Legislature adopt a standard State tornado insurance form; said form as to terms and conditions to so read that there can be no question as to the placing of the responsibility in case of loss by fire and wind combined.

Resolved—That we go on record as favoring a universal ordinance regulating peddlers as proposed by the committee appointed by the President of this Association and that said committee be extended the necessary time and, if necessary, consult legal authority to the end that a satisfactory and effective ordinance protecting the interests of the public, as well as the local dealers, shall result and that as members we pledge our efforts to secure its adoption by our several village and city governments.

Resolved—That this convention hereby go as on record as being opposed to any wholesaler or jobber doing business in the State of Michigan to sell merchandise, directly or indirectly, to hotels, public or private institutions, hospitals, etc., or individuals, except through some local retailer, in the locality where such hotels, public or private institutions or persons may be located. Be it further

Resolved—That copies of this resolution be forwarded to all the trade papers.

Whereas—It is the thought of the Michigan Retail Dry Goods Association that the numerous state organizations of retailers should work in closer co-operation because of the evident



Fred Cutler, Jr.

similarity of interest; Therefore be it

Resolved—That the suggestion made by the President in his opening remarks be carried out, that the Manager, Jason E. Hammond, be instructed to correspond with the various State organizations of retailers, in the states of Michigan, Indiana, Ohio, Illinois, Wisconsin, Minnesota and Iowa, with the thought in view to organization of the various state retail associations, in all lines, into one compact group as a regional consolidated organization which consolidated body is to act as the nucleus for a country wide organization of retailers.

Whereas—L. G. Cook, the efficient chairman of the Standardizations of Forms Committee, arranged an exhibit of the most comprehensive assortment of forms used in numerous stores in the State of Michigan.

Whereas—The members of the Michigan Retail Dry Goods Association in convention assembled recognize and appreciate the great amount of time and labor involved in collecting and arranging this exhibit; therefore be it

Resolved—That the Michigan Retail Dry Goods Association, through its members here assembled, extend L. G. Cook a vote of thanks and appreciation for the instructive exhibit shown at this meeting and for his efforts at standardization of forms during the four years he has been chairman of the Committee.

Resolved—A general vote of thanks be extended to Andy Callaghan (Mister Slippery), of the American Oil Co., Jackson, for his generous donation

of 450 song books to the Members of this Association and furthermore, the Secretary be delegated to notify "Mister Slippery of the action of this gathering.

Resolved—That this Association extend to the city, the various commercial organizations, the press and the manager of this Hotel our appreciation of the courtesies extended, all of which, have contributed very materially in making this convention one of the very best in the history of our organization.



C. W. Otto.

The report was unanimously adopted.

The convention adjourned late Wednesday afternoon and all who attended felt that they had had the privilege of enjoying the best convention of the kind ever held in the State of Michigan.

Laces Are in Much Use in Millinery.

The old-time Tuscan laces, in both natural and dyed colors, have been revived for Spring millinery purposes, and either make a transparent shadow brim or flare high in wired comb and fan effects. They are also used, according to the current bulletin of the Retail Millinery Association of America, to over thin crepe or taffeta brims.

"The heavy-thread laces, as well as the ordinary dress laces, in black, brown and bright shades, border plain veiling mesh that is laid over entire brims. Tucked maline clipped and ruched, makes interesting vagaries, but the brim of many layers, even if only on the edge flange, carries out several style features — shading, firmness, dressiness and thick edging.

"Nothing can detract from Milan's predominance, however, no matter what novelty silks and all-over draping straws are introduced. Milan is the medium par excellence for expressing style and beauty, plus richness and dignity, in all ranks of hatdom. Oddly enough, the previously sniffed-at Milan hems are making hats for the most exclusive establishments, and are blocked on the newest and most ingenious of the season's molds.

"Neapolitan body hats, as well as their rival timbo, crinol and glace hair models, are having a thriving time of it this season, not only in black and the omnipresent browns, but in the brightest and palest of rainbow hues.

Several colors in one block are not unusual, nor is the ombre result of the use of many tones of the same color."

Many Leather Goods Bargains.

Buyers of leather goods have little to complain of these days on the ground there are no bargains offered to them. A local concern, for instance, is offering at \$10.75 a 24-inch suitcase that is made of selected hand-boarded cowhide leather and is fancy stitched all around. It has raised, reinforced edges, solid brass "fixings" and a leather hinge that is sewed full length. Six-ounce leather stitched straps extend around the entire case, which comes in black, brown and mahogany. A similar bag, 26 inches long, is offered at \$11.25. At \$7.50 is offered a two-person luncheon kit made of extra heavy duck, enameled on a basswood box frame with cowhide riveted corners. It is equipped with a sandwich box, white enamel cups and plates, a white opalescent jar, knives, forks, spoons and salt and pepper shakers, and also has two sections for holding vacuum bottles. Heavy russet cowhide straps on the cover keep the cutlery intact. A similar set may be had at \$9.50 for four persons and at \$11.50 for six persons.

Clothiers After Sample Pieces.

Clothing manufacturers are pressing the mills to deliver sample pieces for their Fall lines as early as possible. Most of the wholesalers will have their men out on the road by the first week of April, while some of those for the specialty houses may go out even sooner. The mills have been hampered to some extent by the late opening date, but it is not expected now that there will be any serious delay in the delivery to the clothiers. There is much talk in the trade as to the advances that clothiers will show in their Fall lines. Wool goods factors still assert the advances should be small in keeping with the moderate rises in fabric costs. Just now, before action is taken by important Rochester and Chicago clothing firms, they are inclined to place the probable wholesale advance at about 15 per cent.

Egyptian Vanity Boxes.

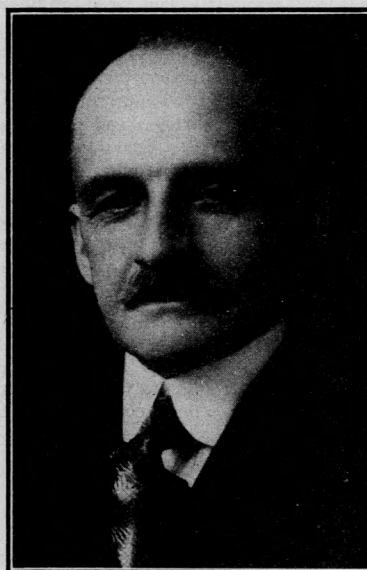
In keeping with the trend toward things Egyptian is a line of new vanity boxes which an Eastern wholesaler is now placing on the market. The boxes are covered with printed silk of Egyptian design in red, cocoa and black, and match very well with the new Spring dresses of this pattern which the younger girls will wear. Padding is placed between the outer silks and the wood of the box, this giving added resistance to wear. The interior is lined with colored moire, and four fittings in the form of a lip-stick, powder puff, rouge and purse are provided. There is also a large mirror underneath the cover. The manufacturer says he has already had a large number of enquiries for the article, some of them from as far away as British Columbia. The wholesale price is \$24 per dozen.

If you have to cut on your store expenses, cut the advertising expense last—preferably not at all.

REPRESENTATIVE RETAILERS.

A. J. Rankin, Well-Known Shelby Hardware Dealer.

Angus J. Rankin was born on a farm in Huntington county, Quebec, Jan. 16, 1866. His antecedents were Scotch on both sides. He attended the public schools near his home and took a business course at a commercial college in Montreal. When he was 20 years of age he removed to New Era, Mich., to take a clerkship in the general store of D. S. Rankin. Eight years later he severed this connection to purchase the hardware stock of E. B. Gaylord, at Shelby, which he has continued ever since.



A. J. Rankin

Mr. Rankin was married in 1896 to Miss Maude Carroll, of Shelby. They have had three children, two daughters and a son. Gertrude (25) is teaching school in Tecumseh; Carroll (22) is attending the State Normal School at Ypsilanti; John (11) lives at home and attends the public school in Shelby.

Mr. Rankin attends the Congregational church of Shelby, which he has served in years past in the capacity of trustee. He is a mason as far as the blue lodge. His only hobby is fishing. He attributes his success to careful attention to details. He is President of the Oceana Canning Co. and Vice-President of the Shelby Dairy Co.

Mr. Rankin had charge of the Oceana county campaign for Liberty bonds in two drives and also handled every one of the township drives. With ninety-four men in the local organization, his district came in ahead of its assignment every time.

Mr. Rankin has always taken an active interest in the Michigan Retail Hardware Association. Four years ago he was elected a member of the executive board, on which he has done excellent work. This year he was elected Vice-President of the organization which means that he will be elevated to the position of President at the next annual convention a year hence.

Personally, Mr. Rankin is one of the most companionable of men. He

makes friends easily and retains their friendship indefinitely. He is first and foremost in every movement for the benefit of his town, county, State and Nation. He is quiet in his methods and unostentatious in his efforts to improve existing conditions.

Concentrate on Lines and Sizes of Hosiery.

Many shoe dealers have lost money after they had taken in a varied line of hosiery because they seemingly forgot that first of all they were shoe retailers and that the hosiery was only a side line. The shoe dealer who patterns his hosiery business after the method of a department store or a specialty shop is inviting failure. The reasons are obvious. First, he has a limited space for carrying the stock, and second, still less room in which to display it. Hosiery display, in a shoe shop, should be of the most forceful and attention demanding kind. Otherwise, shoe patrons after buying their footwear will walk out of the store without even suspecting that hosiery is sold there. A few pairs of stockings in the window or on a show case are almost certain to be unnoticed and if they are, they convey no idea that hosiery is for sale, but merely that they are placed about for decorative purposes.

He is also limited by his customers and should keep his styles and price within the inclinations and means of his trade. Quite obviously, a patron buying shoes, for instance, at \$5, will not be in the market for stockings of the same price, while a merchant selling \$10 to \$15 shoes should have no difficulty in selling \$5 or \$6 stockings to his more substantial trade.

A shoe merchant should concentrate on hosiery lines that match his shoes and after that should start conservatively with the styles and prices that he thinks should go well with his trade. He should buy about half black in silk and cotton hose, the rest being in seasonable colors, and for the beginning should confine his line to sizes 8½ to 9½ in women's these being the sizes, most generally worn, and sizes 9 to 11 in men's, these likewise being the average man's sizes.

What Women Like.

Women like samples and pictures. The dealer who numbers numerous ladies on his list of customers should keep this in mind when soliciting business by mail. Feeling a piece of fabric is far more important in a woman's estimation than our telling her a long story about it. As you probably know, ladies test linen by wetting it with their fingers, and a friend of ours who keeps a shop where stuffs of this kind are sold tells us that this practice is invariably followed—even though the assurance of the salesmen is backed by the concern's known reputation for square dealing. Still, they like to test it for themselves—and that is partly the psychology of selling to women. If you can send samples of shirtings and underwear, cuts of scarfs, gloves and hose, showing styles and colors, your sale is half made—and a mail-order campaign is lost otherwise.

"Men with short memories should not make long promises."

THE WORM MAY TURN.

In one respect the Tradesman is obliged to dissent from the verdict of the Michigan Retail Dry Goods Association as expressed by several speakers at the fifth annual convention held in Grand Rapids last week. The tendency was to cry down the country weekly, because of its alleged small circulation and impaired influence, due to the steady inroads of the city daily in increasing its circulation in nearly every agricultural district in the State.

Because of this alleged degeneracy on the part of the village newspaper, many retail merchants claimed they could obtain better results by buying a mimeograph and sending out circular letters to their customers on the rural routes. Many of the merchants stated they still doled out a little advertising to the country weekly—just enough to keep it going decently—because the death of the paper would reflect on the enterprise of the town in which the newspaper was printed.

The Tradesman holds no brief for the country newspapers of Michigan, but it feels free to state that, in its opinion, the small town merchant who has become converted to the above theory will wake up some morning to find he has made the mistake of his life.

Not long ago an executive officer of Montgomery Ward & Co. informed the writer that his advertising department gauged the mailing of catalogues by the appearance of country newspapers; that when they found a locality where the local merchants used the country paper sparingly they deluged that locality with catalogues and advertising matter because they naturally concluded that the merchants they had to contend with were unenterprising and behind the times and could easily be deprived of the patronage justly due them by the mail order propaganda. He mentioned Hastings and St. Johns as two towns in Michigan where the catalogue houses made very little effort, because the patronage accorded the newspapers of those towns plainly showed that the merchants were up-to-date and were fully "sold" on the idea of attracting and holding the attention of the farmer through the medium of the weekly newspaper. Solely as a means of exempting a locality from the special attention of the mail order houses the existence of a well patronized local newspaper is a good investment for local merchants.

Another feature which local merchants would do well to consider is the feeling of resentment which will ultimately result from the attempt to keep the local newspaper on a starvation basis. This resentment will ultimately find expression in a campaign of retaliation which will make the career of the village merchant an exceedingly difficult one. As soon as the country printer becomes fully conversant with the real underlying motive of his former advertising patrons, he will go to nearby cities and fill his pages full to overflowing with the announcements of big city stores, which will play havoc with the small town merchant. The city merchants will follow up these announcements with personal calls on the farmers and

townspeople, offering to accord them the privilege of charge accounts. This will naturally result in the transfer of much business from the town dealer to the city merchant and inevitably place the small merchant in so unfortunate a position that he will, in many cases, have to give up the unequal contest.

COTTON AND ITS FABRICS.

Speculative activity was only one of the factors that sent cotton quotations to new records during the past week. Takings by spinners, large consumption by mills and the general statistical position afforded the opportunity to push up prices to the high levels. Futures also seem to reflect the belief that, no matter how large the next crop may be, there will be no great margin over the demand. Before that crop is marketed, however, it is believed that the disturbances in Europe will have quieted down, and that this will lead to a larger demand for cotton. Even as it is, Germany has been a good purchaser of American cotton this year, standing third in this respect among the countries to which these exports go. There seems to have been no trouble about financing these shipments, German credits being available in plenty. Work of preparing for the new crop has begun in some of the growing districts, and it will be pushed with more than usual vigor because of the conviction that whatever is grown will be sold at a fair profit. The goods market keeps showing the effect of higher raw material costs, as is evidenced by the advances not only in gray goods, but also in the finished bleached, printed and colored fabrics. That these higher prices are regarded as something more than temporary appears from the disposition of converters and others to contract for the second quarter of the year and of jobbers to buy liberally ginghams and the like for fall. The advances made in muslins during the past week are an indication of the general trend. The underwear demand continues unabated, as does that for knitted underwear.

PICTURESQUE CONGRESSMEN.

Uncle Joe Cannon's departure from Washington, following hard on Bourke Cockran's death and John Sharp Williams's retirement, is certain to set the heads of old-timers wagging over the Capitol's loss of individuality. Where can be found another old-school Southerner like Williams, a patrician in manner while a democrat in principles, half lawyer, half planter and all scholar? Where is another typical Irish orator, so gifted in wit, eloquence and histrionic ability, to replace Cockran for Tammany? Where can the Western prairies find a full-flavored exponent like Uncle Joe, profane, shrewd, witty and lovable? Questions of this sort have probably been asked every few years for the last century—beginning, say, when the inimitable Langdon Cheves, long the typical South Carolinian in Congress, died in 1823. Look back through the pages of Blaine, Benton, Col. John W. Forney and other historians of Congress, and you find that one set of picturesque figures, redolent of sectional peculiarities, springs up

as another set disappears. It has happened in the past and will happen in the future.

When in three years, 1850-52, Americans saw the greatest Congressional giants of the time—Webster, Clay and Calhoun—pass together from public life to the tomb, they rightly said that it would be many decades before the republic witnessed three such stars in one constellation. They have not yet been equalled. But the replaceability of men of lesser distinction though marked individuality such as Congress has just lost is happily a different matter. Kansas still has the potentialities of producing another Jerry Simpson, so lightning quick in debate and so radical an agrarian in views; or, better still, another Ingalls. We shall still have opportunities of contrasting the polished Massachusetts type, like Everett, Hoar, McCall or Lodge, with roughly humorous statesmen of the Southwest like Col. Buck Kilgore of Texas, or expansive Missourians like Vest, or sons of the North and West like Zachariah Chandler and Proctor Knott. The tide-water country of Virginia and Maryland will still send Congress men who acquired a passion for learning during boyhood days in ancestral libraries—Maryland has just elected one in the person of William Cabell Bruce. Bryce, writing upon the monotony of American life in "The American Commonwealth," complained that Americans of all sections tended towards one type. But sectional differences remain very deep after all, and one salient evidence of the fact is the marked difference between Congressional types.

FORD FINALLY QUALIFIES.

As the result of Judge Tuttle's disclosures regarding Ford's promises or the result of newspaper criticism or because of a change of heart, creditors of the Lincoln Motor Company received checks from the Ford Motor Company last Thursday settling claims in full for merchandise furnished the Lincoln company.

This is in keeping with the pledge given by Henry Ford when he was permitted by Judge Tuttle to bid in the \$30,000,000 Lincoln plant for \$8,000,000.

The next step to be taken by the company is to carry out the pledge of repaying the original stockholders.

This, it is understood, will take several months.

The fifth annual convention of the Michigan Retail Dry Goods Association, which was held in Grand Rapids, was fairly well attended. The proceedings were marked by dignity and discretion. The papers had were of a high order and intensely practical. All of the papers are given to Tradesman readers in this and last week's issues. They are all worthy of careful perusal by every merchant, no matter what line of business in which he may be engaged.

If you do not know where the different items of stock are located, it is due to lack of ambition unless you happen to be a new clerk. Call it laziness if you like.

BUSINESS SKIES CLEAR.

Alternations of weather had much to do with stimulating retail buying, or the reverse, during the week just ended. Fine days drew crowds to the stores and they appeared to be in a purchasing mood. Feminine attire and house furnishings supplied the bulk of the trade, though men's wear was by no means neglected. Concessions in a number of the stores were quite notable, there being instances where cost of replacement was apparently not considered, and shopping around was found profitable by many experienced customers. For seasonable goods this is not quite the time for bargains such as are customary in clearance sales, but numerous articles of staple use are to be had at more reasonable prices than are likely to obtain later on. Buyers for out-of-town stores continue to come in in somewhat considerable number. With them, also, were representatives of the larger stores in nearby cities, who are filling in gaps of stocks of Spring goods depleted by early sales and placing orders for amplifying their offerings for Easter. There is no splurge in this buying, though more confidence is shown in the purchase of novelties calculated to appeal to women's tastes. So far as indications go, Spring and Summer buying promises to be on a more generous scale than was the case last year, and it is the part of prudence to see that stocks are complete and not ill-assorted.

Encouragement is offered by the general conditions now prevailing. These have been rather constantly improving since the beginning of the year and will soon reach higher levels when moderation of weather permits more of the outdoor construction and other work, so much of which has been planned. The basic industries are operating more productively than ever before except during the hectic war period. Employment is so exigent that the complaint is still more insistent of a lack of labor due to restriction of immigration that may result in serious reduction of the output of certain industries. The menace of possible curtailment is added to by unreasonable demands on the part of labor unions, especially of those in the building trades, who are doing their best to discourage activity by making it as unprofitable as possible for the builders. But the rising levels of the markets are being reflected in the reduction in the number of business failures, among other things. The month of February, for instance, stood out somewhat unique in this respect. This showed not only a drop of 618 from the number the month before, but made a new low record since September, 1921. If the year continues as recent ones have done, the other months up to the middle of the year should show further reductions in business mortality. What happens in the succeeding six months should reveal the continuance, or otherwise, of prosperous conditions. For the present, and for some months to come, the business skies look clear.

Babies and grievances grow larger by nursing.

SMALL TOWN MERCHANDISING

Some Problems Which Confront the Local Dealer.*

In talking over plain facts it is not intended that any man shall be offended. The largest cities have their full quota of business places which are not standard. I wish to call your attention, however, to the fact that when a comparison is made between city stores and stores in the smaller towns the best stores in the towns are compared with the best in the cities. In making such comparisons nothing is said about the other kind which exist everywhere.

My topic, Merchandising in Small Michigan Towns, is taken from facts gathered, not only over a period of years, but on a recent auto trip extending over both Peninsulas.

It is not my intention, at the present time, to take up the general subject of retailing. It may be taken for granted that if a better method were possible for getting merchandise from the manufacturer into the hands of the consumer it would have been in use long ago. With a large percentage of the buying public the necessity for personal contact between the buyer and seller will always exist.

For purposes of this discussion suppose we divide retailers into three classes. In the first class there is the energetic, resourceful, experienced merchant who is making good and needs no advice. Then there is the third class, those who are dead, and we cannot help them. Between these groups there is a large class and my few remarks will be confined to an attempt to be of some practical benefit to them.

I have nothing new to offer. The following suggestions have been used successfully. It will be a mistake for anyone to say that they are not practical, for they have already been adopted.

We are told that a New York city retailer recently sold in Chicago, at one of the leading hotels, ready to wear amounting to \$150,000 in four days. We are all anxious to hold the business which leaves our territory and goes to the larger places. The case I have just mentioned is only another proof that no one can hold all of this business. It is just a question of percentages.

In these days of good roads and an auto in almost every family we all need all of the help we can get if we are to succeed.

This group that I am now addressing must become settled in the opinion, and convinced of that fact, that merchandising methods absolutely must change with the times.

About the mail order concerns just a word. In 1914 we understand that Iowa was the most productive territory. In 1922 they are making a systematic effort to get business from the larger cities, and with good results. This is one of the big problems which should interest all of us.

Another interesting situation is the fact that there is a movement in the Far West, originating with the consumers, the object being to urge the

*Paper read at annual convention Michigan Retail Dry Goods Association by F. E. Mills, of Lansing.

patronage of locally owned stores, rather than urging the patronage of either chain stores or mail order houses. The basis of this movement is the widespread belief that the local merchant is much the greater asset to the community. I am very optimistic in the belief that the future has better things in store for all of us than the past few years have had. With these facts in mind we should see the need for better merchandising and understand that it will pay immediate as well as future dividends.

The first need in a good many stores in Michigan is a vigorous application of soap and water to floors, side walls and ceilings as well as windows; then about two coats of good paint. Now I do not want any one to be offended, but let us go a little further. After the doors are closed at night spend about three hours—and take nights enough to do the job well—and go over your stocks item by item. A lot of useless stuff, taking up valuable space, should be burned up; merchandise too old to sell at a profit should be given away, another lot should be sent to some local church or rummage sale and still another lot should be sent to some auction house such as the O. J. Lewis Mercantile Co., of St. Louis, Mo. I have done all these things myself by the way. The balance of the stock should be dusted, straightened, re-wound and re-ticketed. Old boxes should be thrown away. Some bargain tables should be arranged. The card-writer should make plain, fresh price tickets and every old price ticket, all pictures, catalogues and calenders, and all dust catching things should be thrown away. If windows and shelves are not modern they should be modernized at very low expense. Proper lighting is very necessary, and those large white Sunbeam globes can now be bought at a very low price. Put your best profit making merchandise in the best location in your store in show cases and conspicuous places. Goods not selling at a profit should be put further back and in poorer locations. Get down a file of your old invoices and check them over in an attempt to find where you are buying too heavily, which causes slow selling, and where you are buying too little, which causes you to be out of certain items too much of the time. Make a real study of your business after the doors are closed and there is nobody around to bother you. This will make you a real merchant rather than a mere taker of orders or a store keeper.

Now send for one or two mail order catalogues, and while these are coming take a train or auto and go to some nearby town or towns (not too near, but far enough away so that you will not be discussing your affairs with competitors) where live merchants are doing a good business and study the way it is done there. Subscribe for a few trades papers, also one or two papers which some of your customers are reading. You want to know what they are reading and thinking about. Now secure a list of all the families in your legitimate trading territory and don't waste much time in going very far beyond it. You will probably have to procure this by

driving over all the mail routes, which will take some time and expense. This should be shared by other merchants in the community. County seat records, telephone books, real estate men and bankers can also be of assistance in this. With this list in your hands call a group of your merchants together for an evening lunch and then take plenty of time for a heart-to-heart talk concerning the many problems in your town. Do not expect to settle everything at once. Be slow to tackle the difficult problems. Do the easy things first and don't ever try any price fixing. Begin from the angle of service to your community. Keep in mind the fact that about one thousand families sell their produce in the average town and figures show that each family spends \$250 for women's wear, men's wear, dry goods and shoes. This one thousand families spends \$250,000 somewhere. This does not include farm machinery, drugs, groceries, etc.

From the mail order catalogues you have secured you are going to find out what some of your customers are buying, and what they are paying. This will enable you to tell your source of supply, more intelligently, what you must have and what you can afford to pay. Remember your overhead is lower than theirs.

A number of successful community houses are now being operated in different parts of the country, and here the farmers and towns people meet in a social way at stated intervals.

At the last Chicago convention someone mentioned turnovers and a story was told of a merchant who said: "Yes, my wife and I get everything out at least once a year, brush it up and turn it over." Another question was asked and a merchant said: "No, we don't have any overhead; there's a dentist on the second floor." Most of us know too little about these questions. It is a fact that Government experts have now proven that three-fourths of the business in the average store is obtained from the rapid turnover of one-fourth of the merchandise. The other three-fourths of the stock is so slow in turning that soilage, shrinkage and reduction in price consumes the profit that the merchant thinks he has made. The mental picture which one gets is that of the merchant always out of merchandise in active demand and always overloaded with goods in slow demand. Merchandise which is in the store for more than sixty days does not make any money. When finally sold, shrinkage, markdowns, remnants, etc., take all the profit. A conservative estimate is that stocks must turn from two to ten times a year with an average of not less than three or four in order to make any money. The Babson Service, David Humphrey Foster or something else of the kind is of advantage to most communities. Turnovers must be emphasized, but the big idea must be Service Ahead of Profit.

I believe absolutely that the price appeal is not the leading appeal to the buying public. Timeliness, novelty and service is what is most in demand. The right thing is wanted at the right time and, of course, at the right price.

New ideas are absolutely necessary.

The community must be educated to the fact that its merchants are up to date and as good as any in nearby towns.

The Government, for the past few years, has been gathering figures on production and consumption. It is now interesting itself in the matter of distribution. You may secure direct, through the Federal Trade Department, or through your Congressman, large quantities of books and pamphlets on the subject in a very complete form. There is one book of seven hundred pages which deals with the causes of high prices on farm implements. Another deals with the prices and cost of living, another with the household furnishing industry, another with the general subject of retail prices, another with the cost of shoes and leather and very many more.

The Government is now working out a big program for simplification, which is nothing more nor less than the elimination of the sale of too large a variety of merchandise in any one line. The Government calls this the greatest single obstacle to a full industrial effectiveness in the complexity of business enterprise.

In a number of towns last year committees waited upon merchants and boycotted them when not satisfactory. There are very few secrets in business any more, and the profit is smaller than customers believe. The Harvard College Retail Bureau, to which you should subscribe at no expense to yourself, states that in 1921 300 stores, whose figures they looked over shows a net profit of 1.8 per cent.

Our customers, from different sources, are hearing a good deal of the cost of distribution. We must give more service and keep down the overhead by more careful and systematic buying. Use the figures you get from your own office. Buy as close to home as possible and use the telephone and telegraph to get business for yourself. This is very valuable in ordering merchandise, and many stores now use this method to inform and sell their customers.

Some stores need better help. They should depend more upon their salespeople for assistance in buying, sales plans and accounting. Take trips to other towns and find out whether your organization is right. Do you charge for the rent of the building if you own it yourself? Do you charge a salary for your own services? Do you buy with a plan and have you a store policy?

There are a few outstanding cases which will show the hold a store can obtain on a community. There is one store in North Dakota which has driven the mail order houses out of that territory. This store was also able, without loss of volume, to close accounts of customers due the first of the month and not paid by the 15th.

There is another store, in a town of 1,500, doing a business of a million dollars. There is plenty of competition in that town and in near-by towns. Such things are done, and if they are done once they can be done again and they will be done again. If we never accomplish that much, we can all of us put in our time in studying the problems and thus do a bigger

and more profitable business this year than we did last.

Think of a store hanging a bell in front of its place and offering a prize to the one guessing the correct use of the bell. Last year people who were in a hurry or who did not know where to go for certain merchandise or people who wanted information pulled the bell rope, and \$40,000 worth of business was done between them and the boy who answered the call. Usually the boy or man answering the bell gets the merchandise somewhere in town; of course, at that store if possible.

Think of another store, a number of years ago, putting on a campaign in which they took the time to call on the farmers in different parts of the territory and asking them the question as to whether they would like to increase the value of the community one million dollars in the next two years. The plan worked, the community increased and better buildings, better roads and better prices for farm lands are among the results.

The local merchant is the legitimate source of supply. When the public become convinced that their merchants are studying their needs, that they are anxious to give service, that they are correct, up-to-date and intelligent on matters of business and of public interest, when they find that their buildings compare favorably with those in larger and near by towns, then the enormous advantage that the local merchant has will show itself and a larger percentage of business will be done at home. Too much centralization is not a good thing for the whole country.

I think that my time must be up, but there are many more things which could be added. I have attempted to mention some of the things which I have seen in my study extending over a period of several years. We are now buying half a dozen trade services, we belong to several organizations and believe in their value. Large, non-competitive organizations are now organizing into groups and they exchange sales plans, buying plans and all sorts of information. Without any doubt this method will soon be taken up by the smaller concerns.

Eight Per Cent, Instead of Eighty.

In the advertisement of the Preferred Automobile Underwriters Co., published last week, it was erroneously stated that the loss ratio was less than 80 per cent, which should have been stated as 8 per cent. Of course, the statement was manifestly an error, because no company could pay 80 per cent. losses and return 40 per cent. to the policy holders, which is the remarkable record made by this most excellent company.

Eggs.

The codfish lays a million eggs
While the helpful hen lays one.
But the codfish does not cackle
To tell what she has done.
And so we scorn the codfish coy.
But the helpful hen we prize,
Which indicate to thoughtful minds
It pays to advertise.

The right sort of employer will increase your pay without being asked if you show you deserve it. If your employer isn't the right kind make a change.

CHAIN STORE COMPETITION.

Simply a Question of Civic Loyalty vs. Greed.*

When I think of chain stores I immediately call to mind a dozen or so of the more prominent institutions that localize themselves in a city for the purpose of extracting the dollar in a cold thankless way without offering anything in return in the way of getting back of the civic activities in that city. While I have no definite proof I am fairly accurately informed that in most cases the managers of these stores are advised by their bosses, who happen to run the business indirectly from the headquarters city, not to have anything to do with civic activities. Civic activities is only another term meaning Chamber of Commerce, so when I call on a new manager who may have recently come to town with the idea of welcoming him he gives me the once over and exhibits a cold and reserved attitude which indicates a complete lack of interest. I notice this particularly after I tell him I am the manager of the Chamber of Commerce. It is hard to be courteous after such a blow is struck, you may be sure. So I retire gracefully and immediately classify him along with the other "civic bolshevists" of the community.

In this connection it may be interesting for you to know that at last the F. W. Woolworth Co. has become a member of the National Chamber in Washington, but it still remains for the Company to permit its thousands of individual stores to join their respective Chambers of Commerce. The McCrory and Newark stores and many others are not yet members of the National Chamber unless they joined very recently. Do you know that if the Woolworth Company divided but one-twentieth of one per cent. of its gross sales for one year, it could hand a check for \$100 to each Chamber of Commerce in cities where their stores are located and make one of the wisest investments it has ever made.

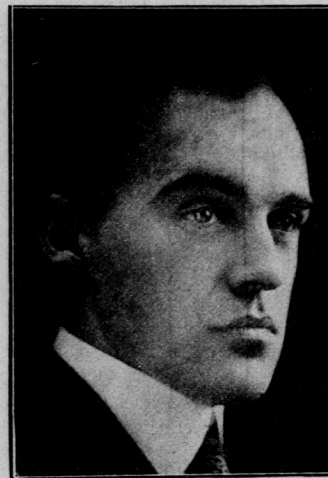
I would call your attention to a misnomer that exists when we think of chain stores. All so-called chain stores are not chain stores. The Rexall idea is one of these exceptions and should come under the classification of agency stores. These agency stores are of a very material help to Chambers of Commerce in most communities.

The chain stores, however, have generally laid down a fairly definite policy of aloofness so far as joining Chambers of Commerce is concerned. It seems that commercial organization secretaries should, in view of this definite position, assume a non-helping attitude towards these institutions. Yet it happens that occasionally a secretary will laud Piggly-Wiggly, Atlantic & Pacific Tea Co., or some other chain system through the columns of his house-organ when his own good sense should tell him to lay off. In one of these publications a short time ago the secretary wrote as follows:

The (so and so) Development Corporation, a subsidiary of the (so and so) Enterprise, Inc., of Buffalo, one of the largest concerns of its kind in the country, has opened a local branch in charge of John Doe. This branch will enter the Southeastern field on a big scale similar to its operations in other sections of the United States and Canada.

The (so and so) Enterprise, Inc., operates a big chain of stores selling goods from 5 cents to \$10, operates a chain of real estate and insurance offices, and in many cities of the North it has a chain of restaurants.

The real estate and insurance end of the business is handled by the development corporation, and this is the subsidiary which has opened here in charge of Mr. Doe. The local branch will engage in a general real estate business, selling and renting residence and business property and industrial sites, and will carry a full line of fire, casualty, automobile and other forms of insurance. There will later be opened a chain store in (such a city) carrying (such a line).



C. E. Noyes.

This actually appeared in a Chamber of Commerce journal in a good-sized city when there wasn't a ghost of a chance of getting financial support for the Chamber in return.

I could give you several more examples of how secretaries, perhaps not thinking, heralded the arrival of new chain institutions in the pages of their Chamber news and openly and publicly on the streets, but time will not permit. In this connection it just strikes me that if you know of any secretaries pursuing this course in their respective cities it should be your duty to teach them some policy rules that would at least not be detrimental to the independent retail interests, who support your town and mine to a very great extent. I personally had occasion to test out one of the largest chain establishments some time ago when Adrian was to close its doors and enjoy a genuine play day. So I wrote the headquarters of this concern asking co-operation in closing its several stores at 1:30 the afternoon of the event along with the other stores. No answer came within a few days, so I wired for support. Later in the day a message came saying, "Sorry, but we cannot help you." And the wire was sent collect.

It would be unwise to combat the chain store. It has come to stay. It secures the best location money can buy because it pays more for its location and it makes no difference how public spirited the man may be who

owns the desirable corner site, the instinct of "business is business" forces him to take the increased purchase price or rental at the expense of the merchandising morale in the city where he has spent all his life. He forgets his friends who are in business and thanks his lucky stars that he was able to unload and make a big profit at the expense of his friends who are in the business in an independent way and who support the city. The chain store has the upper hand and there is no need denying that fact.

In Adrian we have eleven retail chain stores divided as follows: Five groceries, one dry goods, two department, one meat, one music store, and one bakery. Three are members of the Chamber of Commerce but are inactive. Then, on top of this fine array of "civic non-believers," we have about ten or a dozen of these so-called Greek and Assyrian outfits who live off the fat of Sunday's business, in addition to prospering through the week on the business that comes from the average citizen in the community and which belongs to the independent retailer. In Adrian they are getting rich. Within the past several months almost a downtown block of at least ten stores have been purchased by an Assyrian who proudly says that he will own the entire downtown section of the city some day. What are we going to do about it? What can we do about it? As long as the "business is business" idea prevails instead of "civic pride and loyalty," there is nothing we can do. Adrian does not stand alone in this regard. Every city faces the same problem. I maintain that the Assyrian and Greek create almost as dangerous an element in the community as the chain store, despite the fact that occasionally his money stays in the town for real estate and other investment purposes.

This discussion of mine thus far has not given to you much information that is going to help solve the chain store problem. I am sure that is the kind of data you are looking for, and it is the kind of data I would like to give you. The complexities of the retail business, however, make it entirely impossible for an outsider like myself to analyze or make any practical suggestions. The chain store has come into existence through a sixty year period of careful development. When this type of store started with the organization of the Atlantic & Pacific Tea Co., there was little or no difference between that store and any other retail establishment. The rapid development of transportation, the concentration and speeding up of business, the improvements in distribution and the progress made in the mail deliveries of the country are factors that greatly assisted the development of this tremendous enterprise. When specialization became a part of industry few ever thought that it would become a part of the retail sphere, yet it has and the chain store is the result. It might be well to enumerate some of the advantages and disadvantages of the chain store. Such a list of arguments will, at least, be food for thought, even though they may not all meet with your endorsement. One

(Continued on page 30.)



Touring Car

This is addressed to YOU

and to all the other keen and fair-minded readers of the Michigan Tradesman.

It aims to do just **one thing** and that is to legitimately arouse your interest to the point of impelling you to mail the accompanying coupon and in return be given valuable information that you—a conservative investor—should have regarding the most unique, original and revolutionary automobile made.

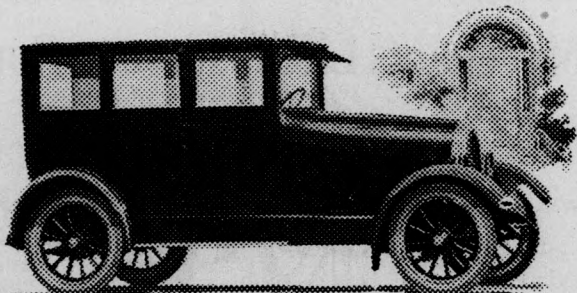
A large, commodious quality car sold at a quantity price—\$1250 upwards. Three models—Touring Car, Coupe, and Sedan.

Patterns finished; Parts made, assembled and thoroughly tested; Patents secured or pending; Cars thoroughly demonstrated; Company organized; Experienced Executives and Department Heads selected; Orders assuring large and profitable production secured; Costs definitely known; Prospective Profits conclusively shown.

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IMPORTANT FEATURES OF THE DETROIT AIR COOLED CAR

1. Being air cooled by a perfected system, it does away with all annoyances, cost, parts, and weight of the old-fashioned water cooling system.
2. Has from 750 to 1,300 fewer parts than any other car.
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4. Has averaged close to 30 miles per gallon of gasoline for 65,000 miles.
5. Beautiful in appearance, luxuriously furnished, perfectly balanced, unusually roomy, strictly a quality car.
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7. Equipped with the famous Twin-3 (6) air cooled D-A-C motor; the most powerful automobile motor per pound weight ever made.
8. Exclusive, improved and patented features.
9. Superior design, materials, and workmanship.
10. Mechanical drawings and patterns made; three production models built; plant secured; organization complete; output sold for a long period in advance.
11. Cost of production and profits per car should make this a magnificent investment.



Don't Delay. Don't put it off. Mail the coupon now—today.

COUPON

Detroit Air Cooled Car Company,
3745 Cass Ave., Detroit, Mich.

Gentlemen:—

Please give me the investors information mentioned above. I ask this with the understanding that I am NOT pledging myself in any way.

Name -----

(M.T.) Address -----

See the exhibit at Ottawa Ave. and Michigan St., Grand Rapids.
(Open Evenings)

W. J. DOUGHTY, President
DETROIT AIR COOLED CAR COMPANY

3745 Cass Ave.

Detroit, Mich.



Buyers' Co-operation Suggested.

Now that Congress has appropriated \$500,000 to finance the investigation of possible new sources of rubber, nitrates, sisal, and other important commodities for which the United States at present is dependent on foreign countries, it has been suggested that this money might be expended most wisely not in seeking to find a way to develop additional supplies of these materials, but in devising practicable ways and means of preventing a sellers' monopoly in them that will hold American buyers at its mercy. It is pointed out that there is no world shortage in any of these products, and that the question of increasing the supply, though it may be important some years hence, is not immediately pressing. The greatest danger lies in a possible combination among foreign producers that may force up the price of things like rubber and nitrates. The antidote for this it is suggested, would be the formation of co-operative buying agencies in this country, or buyers' monopolies. This would prevent the competitive bidding up of prices by American importers and would enable them to meet combination with combination. Such organizations obviously would have to be subjected to rigid control in order that they might not decide to pay the role of a selling monopoly towards the domestic consumer as well as of the buying monopoly towards the foreign producer. Moreover, their policies would have to be formulated with no little tact in order to prevent retaliation by foreign governments against American industries which are dependent on exports for their prosperity.

Signs of Thrift and Luxury.

The manufacture of over 2,500,000 motor cars during 1922 is sometimes cited as proof of American extravagance. In further proof of this allegation, the case is cited of the down-trodden farmer, who registered a vigorous protest when he had to pay a few cents more than last year for a pair of rubber boots, but made no complaint when he had to pay a pro-

portionate advance amounting to several dollars on a set of new tires for his car. That Americans are a luxury loving people is a matter of commonplace observation, and yet there are some statistics at hand to show that a very large proportion of them are living well within their means. During 1922 mutual savings banks in seventeen states reported an increase of \$413,000,000 in their deposits. These States represent nearly every section of the country, some of them being largely industrial, like Massachusetts, and others agricultural, like Wisconsin and Minnesota. With nearly half a billion laid by in mutual savings institutions alone in about a third of the States of the Union, it would be a very conservative estimate to place the total year's savings among the groups that patronize savings banks at a billion. That is why the Nation is not going bankrupt, even if expensive motor cars do congest the highways on the first balmy Sunday afternoon of the year.

Should Use Some Discretion.

Unless retail buyers of various lines of merchandise use some discretion in their purchase of goods made distinctive by patterns or designs based on recent discoveries in Egypt, they will stand to face considerable loss sooner or later. This assertion was made yesterday by a local wholesaler who has given considerable study to retail matters, and he added: "If I were a merchandise man I would limit the purchases of 'Egyptian' merchandise by my buyers to about 1 per cent. of their appropriation in the case of goods meant for sale to the public. On 'show pieces,' which have a more or less definite advertising value, I would permit a little conservative 'splurging.' Particularly would I limit my buyers' purchases of high-priced goods of Egyptian design motifs. These either are available now in all price ranges of goods or soon will be, and it is a merchandising maxim that you can't sell Bridget O'Grady and the Colonel's lady the same kind of things at the same time. The latter always wants her's first."



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A BOND is a poor investment if you find it necessary to continuously follow the progress of the institution whose security you have purchased or if there is continued doubt as to the payment of either principal or interest.

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

Combined Capital, Surplus and Undivided Profits over

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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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Southern and Northern Mills.

The relative advantages of the New England and the Southern States for cotton mill locations are again receiving attention in the press, as a result of the agitation for shorter working hours by labor leaders before the Legislatures of several New England States. The acquisition of a site in North Carolina by one of the largest textile concerns in the country for the location of an additional plant was announced last week. In this connection it is to be noted that the British textile manufacturers are also beginning to show some fear of the competition of Southern mills. Unlike the New England mill owners, the British textile men are not worried because the Southern mills have the alleged advantage of cheaper labor, but they see an advantage to the Southern over their own establishments in the proximity of raw material. With transportation charges now higher than they used to be, this accessibility of sources of supply may also be a more important factor than it once was in the competition between mills in the South and in the North.

Egyptian Influence on Perfumes.

The influence of the discoveries of the Egyptian relics in King Tut-ank-Amen's tomb upon the perfumery and toilet article trades will be shown at the National Perfumery, Toilet Articles and Soap Exposition, to be held at the Seventy-first Regiment Armory from April 9 to 14. Leaders in these trades were much interested in the reports of the finding in the tomb of various perfumes, and these have inspired new odors, scents and designs for the various trades. It is expected by some that the use of pomades and other perfumed cosmetics will be increased, inasmuch as the Egyptian women were markedly inclined toward them. At the exhibition, perfumes, soaps, toilet articles and similar merchandise will be displayed. Stress will be laid on the fancy boxes and bottles, the production of which for these trades is now very much of an art. The various machines used in manufacturing processes, as well as the raw materials which are used, will also be shown.

Rubber Turns Weaker.

Rubber softened substantially during the past week. The slump in American orders was cited as the chief cause of the weakness, and the early recessions did not stimulate buying to any great extent, since the trade evidently expected the market to react still further. Evidently the action of Congress in appropriating money to investigate the rubber situation could not have had any effect on the market. Even if the investigation should establish the fact that it is both practicable and desirable to encourage rubber plantations in the American insular possessions, and American capital could be induced to embark at once on this venture, it would be seven or eight years before any of the rubber could come on the market. In the meantime, the world's requirements would probably have expanded far beyond what they are at present, and the new supplies would not de-

press the market. For these reasons it is difficult to see how the recent action of Congress could prove to be a bearish influence.

Price Levels Higher Last Month.

These two cases of price recessions just cited are, of course exceptional. Dun's index number on March 1 showed an advance of 2.6 per cent. over Feb. 1, and Bradstreet's, computed on a different basis, showed an advance of 1.5 per cent. That the upward movement was accelerated during February is seen from the fact that the rise in Dun's index during January was only 0.2 per cent., compared with 2.6 per cent. last month. Bradstreet's index likewise showed a rise of only 0.1 during January, compared with the advance of 1.5 per cent. in February. The indexes show that the large gains made during February were due chiefly to the swing back in prices of farm products and foodstuffs. During January declines predominated in these groups, but last month they led the advance.

Percales Selling Very Well.

Although there is nothing of the sensational in the call for percales in this market at the present time, there is general buying of these goods by the jobbing trade in an active way. Doubting Thomases in the trade have not only come to accept the last advances made in the prices asked for the goods in question as warranted by the cost of cotton and the unfinished cloths, but they are inclined to accept the assertions of the selling houses that still further advances are in prospect unless some unforeseen development in the raw material market comes about.

Abuse the privileges accorded you by the boss and you will find those privileges cut down.

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Capital \$300,000
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You are missing more than you know when you fail to use this bank.

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\$18,000,000**



GRAND RAPIDS SAVINGS BANK

Hotel Problem Which Confronts the City of Fremont.

Hartford, March 13—One of my traveling friends, Jim Christopherson, of the Ruggles & Rademaker Co., Manistee, writes me from Sturgis and encloses a copy of the supper bill of the Elliott House, at that place, which I take pleasure in reproducing:

Monday Supper.
Beef Broth, with Rice, Sliced Onions
Broiled T-Bone Steak, Cold Boiled Ham
Steamed Frankfurts with Horse Radish
Baked Pork and Beans
Chicken Salad.
Cocoanut Cakes, Maple Syrup
Tea Biscuits Wheat Bread
American Fried and Baked Potatoes
Chocolate Sherbet Peach Sauce
Angel Food Cake
Beverages

Mr. C. says the meal was very good and service excellent. He especially comments on the fact that the fatal words "choice of" have been eliminated and I want to congratulate Friend Gerow in having decided to flock with the majority.

While we are on the subject of bills of fare I want to speak of the excellent dollar table d'hotel luncheon which is now and has been for more than a year, a feature in the College Inn, at the Hotel Sherman, in Chicago.

This menu which is headed "all you can eat for a dollar," gives you an unlimited selection—as many servings as you may require—and is quite similar to the famous Hotel Sherman meals of years ago:

Luncheon.
Old Fashioned Bean Soup
Broiled Whitefish, Maitre d'Hotel
Sea Bass Flakes, au Gratin
Irish Mutton Stew, with String Beans
Chicken Liver with Fresh Mushrooms
Minute Sirlon Steak with Garlic Sauce
Roast Long Island Duck, Apple Sauce
Mashed and Baked Potatoes
Parsley Roots in cream Green Peas
Cold.
Roast Beef, Premium Ham,
Corned Brisket of Beef, Smoked Beef
Tongue, Pickled Lamb's Tongue,
Head Cheese, Sweet Mixed Pickles.
Cheese.
Crabmeat Salad, Chicken Salad,
Potato Salad, Cream Slaw, Apple Pie,
Pumpkin Pie, Lemon Custard Pie,
Rice Pudding, Eclair, Honey Cake,
Madelaine Cake, Laver Cake, Coffee Cake,
Cherry Jam, Whipped Cream.
Vanilla, Loganberry or Chocolate Ice
Cream.
Rolls, French Bread, Rye Bread, Raisin
Bread and Butter.
Coffee, Tea, Milk, Buttermilk.

"Ernie" Reul, assistant manager of the Hotel Sherman assured me that this service, which was originally put on as an experiment over a year ago, has proven highly satisfactory and profitable.

At first it was claimed by some that patrons would take advantage of the unlimited selection feature and impose upon the institution, but such has not been the case, and the carrying out of this project has been most satisfactory in every way and proven an advertising card for the hotel.

Mr. Reul, who, by the way, is an honorary member of the Michigan State Hotel Association and proud of the fact, is an old Muskegon boy—born in that city. He started his hotel career as a bell boy and night clerk at the Eagle hotel, Grand Rapids, in 1889. From there he was transplanted to the Occidental Hotel, Muskegon, where he was room clerk when that institution was under the management of N. A. Barney. In 1893 he became clerk at the famous Tremont House, Chicago, under John A. Rice, serving there until 1897. He was clerk at the West Hotel, Minneapolis, for several years, returned to Muskegon for a brief period; thence to the Auditorium Annex, but since 1911 has been a permanent fixture at the Hotel Sherman, more latterly as assistant manager.

Michigan people like to stop at the Hotel Sherman and "Ernie," as Mr. Reul is familiarly known, by his friends, has much to do with the "home folks" feeling which prevails there. He loves his work and is a born "greeter."

Fremont people are casting about to find someone to come there and build a hotel. They will have much trouble in locating such an individual, for any

person possessing sufficient means to erect and furnish such an institution as Fremont people would like to have will want to make something out of his investment and such a thing is an impossibility in a "four-day town."

Fremont people should keep away from the "monument" idea and forget all about putting up a \$200,000 hotel. They will not be able to find any sane individual to operate it, except on a salary, and the hotel junk pile has many relics of this character.

Fremont is an interesting and charming little city. It is made up of active and successful business men, many of whom are, and have been, prominent in large affairs, State and industrial, and they would look upon a fine hotel there with a great deal of pride; but, like hundreds of other enterprising Michigan towns, she has no attraction which will hold traveling men there after they have completed their labors, for they are bound to complete their weekly round as speedily as possible so as to be with home and family on Sunday. Even much larger cities suffer from this handicap and outside of half a dozen of the larger cities, this is a custom and condition which prevails everywhere.

The "four-day" hotel operator must, in order to give satisfactory service, keep a full quota of help continually, whether he is doing any business or not, and he must needs have a wonderful trade if he can make sufficient profit to do this. It has been demonstrated, time and again, that it cannot be done, and Fremont would be no exception to the rule.

But if Fremont people possess sufficient local pride to invest in a large hotel, they should take the matter up with some practical operator, get his advice as to what should be done in the way of building and equipment, and then proceed along lines which will insure them reasonable returns on the investment.

Such individuals there are and, no doubt, some one of them could be interested in such a deal.

Many criticisms are made by guests on account of the coin operated toilets in a number of Michigan hotels, not so much because these outfits are in use, but because they are operated in such a shiftless manner that they are no more sanitary than public toilets which makes them, in a sense, a clear hold-up.

I think I am safe in saying that in 20 per cent. of Michigan hotels, especially in small towns, the toilet equipment is a standing disgrace, and ought to be corrected by intervention of the State Board of Health. This is especially true in places where the sanitary conditions in office and toilets depend upon the man force of the establishment.

Where ample toilet facilities are provided free, there ought not to be any objection to the installation of coin operated toilets, but where they are exclusively operated on this plan, the authorities should interfere and regulate abuses of this stripe.

I know of one American plan hotel in this State which has adopted a very satisfactory innovation in its dining room service. Appreciating the fact that many of its most desirable patrons are hearty eaters who often crave something extra that is not on their regular menu, the management is always ready to gratify their desires. When anything extra is ordered, the charge is placed on the guest's regular bill, but at the bottom of same the manager places in his own handwriting, "extra charges remitted," leaving only the regular rate to be paid.

This has created a favorable impression with patrons and has proved its worth many times over the actual expense in the advertising value which it gives the hotel.

Every little while we hear of some clever scheme to beat the hotel man,

Do Not Fail; That's All!

YOUR property must have an owner, after you are through with it. If you fail to designate by Will who the owner is to be, then the Law divides it and directs who shall receive it.

Your idea with regard to this ownership may be violently opposed to the statute. You may know the failings of your dependents with regard to letting property slip through their fingers—or other circumstances that would tend to leave them dispossessed.

You may know the need of a corporate Executor and Trustee not subject to the arts of designing or dishonest persons.

This Trust Company is impartial, strong and responsible—true to its trusts.

There are many suggestions contained in our new booklets:

"What you should know about Wills and the Conservation of Estates."
"What Happened to His Wife?"

OFFICERS

Lewis H. Withey ----President
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F. A. Gorham ----Vice-Pres.
Claude Hamilton ----Vice Pres.
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"Oldest Trust Company in Michigan"

THE
MICHIGAN TRUST
COMPANY

GRAND RAPIDS, MICH.

RECEIVER'S SALE!

Part of the Assets of the M. Piowaty & Sons of Michigan, will be offered for sale by the Receiver of that corporation and bids for the assets listed below will be considered on any or all of the units specified in the schedule.

Bids should be filed with the Clerk of the Circuit Court of Grand Rapids, Michigan, not later than 4:00 P. M. Friday, March 16; and said bids to be sealed and to be opened by the Court at 10 A. M. Saturday, March 17.

Assets to be disposed of include branches at Muskegon, Saginaw and that part of the Grand Rapids branch which is still unliquidated consisting of Book accounts, Notes Receivable, Furniture and Fixtures, Trucks and Equipment, Railroad claims, etc.

There will also be offered for sale, the controlling stock interest in the Piowaty-Hart company at Jackson.

Interested parties can obtain detailed information regarding any or all of the units by conferring with the receiver, or by consulting detailed list of assets filed with the Circuit Court of Kent County in Grand Rapids, Michigan.

All bids must be accompanied by a certified check covering an amount equal to 10% of the bid, balance of the amount bid must be paid when the court accepts the bid and if the bidder does not live up to his offer the 10% payment will be subject to forfeiture. Bidders should govern themselves accordingly. All bids subject to rejection by the receiver.

Unit No. 1—Furniture, Fixtures & Equipment, Grand Rapids	\$ 4,608.18
Unit No. 2—Accounts Receivable, Grand Rapids	2,647.64
Unit No. 3—Merchandise Inventory, Grand Rapids	154.79
Unit No. 4—Notes & Accounts Receivable	2,366.76
Unit No. 5—Notes & Accounts Receivable, Doubtful	7,314.38
Unit No. 6—Railroad Claims	19,218.80
Unit No. 7—Muskegon Branch	4,806.24
Unit No. 8—Saginaw Branch	13,437.51
Unit No. 9—Stock in Piowaty-Hart Co.	6,831.87
Unit No. 10—Notes Receivable	4,000.00
Unit No. 11—Stocks & Bonds	460.00
Unit No. 12—Special Equipment Assets	1,500.00

\$67,346.17

Write or wire Wm. A. Mair, Receiver for

M. PIOWATY & SONS OF MICHIGAN
Grand Rapids, Michigan.

and here is one which may be tried on you some day:

The crook steps up to the hotel desk with the interrogation, "Is there any mail for me, please? If I don't get my salary check soon I'll have to sleep on a park bench."

Usually this is said loud enough for the hotel cashier to hear. The next day the crook calls again.

"Any mail for me to-day?" he asks. "I'll have to stop eating if I don't get my salary check pretty soon. I can't understand the delay." Again within the hearing of the cashier.

The next day the crook calls again—always after banking hours—and this time he receives a letter mailed by a confederate. He opens the letter in the presence of the clerk and happily extracts his check. As he reads the letter he has something like this to say:

"There's my little pal. Wonder where in the world you have been?" And then after he has read his letter: "So some stupid stenographer mailed you to the wrong address. One of these days she'll have me living in the street."

Then he goes to the cashier's desk who has heard all this for several successive days.

"Wonder whether you can cash this salary check of mine," the crook asks. "Salary and expense check. Sorry to trouble you but the bank has closed and I am just about broke. Stenographer in my office mismailed it."

The cashier demands some means of identification and, of course, the crook is always prepared for this emergency. He receives the money and the hotel is loser.

Frank S. Verbeck.

Landlord Pays Tenant For Fire Damage.

A recent fire in the office of a chiropractor in Fort Wayne, Ind., while not accompanied by an unusually heavy loss, furnished material for the discussion of several points which may prove of some interest.

The fire started from a rather common cause. When, some time previously, the building was remodeled and a furnace installed to take the place of stoves and open fireplaces, all superfluous smokepipe intakes in the chimneys were closed with ordinary flue stops which became later concealed under a new coat of wallpaper.

On the evening of December 20, when a chimney fire started during the doctor's absence, the flue stop of tin was all that separated the burning soot from the wallpaper and an assortment of charts hanging in the doctor's office directly over the improperly closed flue hole. Wallpaper and charts began to burn and some of the blazing paper dropping upon the floor rug and an upholstered chiropractor's adjustment table caused a fire which resulted in damage to the contents of the room estimated at \$200.

The lady chiropractor carried no insurance on her furniture and equipment. She lost faith in fire insurance,

she declared, because at one time, when she was conducting a millinery business, an insurance company refused to honor a claim presented by her, when soot from an oil heater in her store which had been turned too high damaged some of her goods, the insurance company contending that the damage was not the result of a fire.

Finding herself this time facing a loss caused by a real fire, but without fire insurance to pay for the damage, and aware of the fact that her loss was the direct result of a dangerous condition in the building of which she had no previous knowledge and for which evidently someone was responsible, she decided to look to the property owner for redress. The owner, after consulting an attorney, offered to settle for \$50 and, when this was refused, for \$100, the latter offer being accepted. The property owner's attorney evidently was of the opinion that the tenant would win, were the case taken to court.

From the foregoing the following conclusion may be drawn:

If the uninsured tenant was believed entitled to redress here, it appears that, in the event of an insured risk, the fire insurance company, constituting the injured party in that case, should be reimbursed by the owner of the building, the faulty condition of which was the direct cause of the loss.

Excellent and lasting results in fire prevention might be achieved by fire insurance companies proceeding along these lines. A few cases of this kind successfully carried through the courts probably would bring to their senses that class of property owners now still hopelessly indifferent or even hostile to all matters of fire safety.

Leonard G. Brandt.

Advice to Germany.

Grand Rapids, March 13—If the United States and Great Britain would say emphatically to Germany "Negotiate with France and agree with her quickly, give her all the guarantees she requires for both reparations and security," I am confident the magic of American influence would astonish the White House. Germany has been led astray by the attitude of the United States and England and it is up to these two nations to set her right. No greater service could be done for Germany than to inform her quickly that she can't escape her just obligations and that it is bad policy to let the world think longer that she wants to escape.

B. D. Spilman.

What are you doing with your spare time? Are you using it to better your mental equipment, or do you use it bemoaning your hard luck?

If there are "Tricks in all trades" that is no reason why tricks are excusable in your trade.

Michigan Shoe Dealers Mutual Fire Insurance Co.
Lansing, Michigan

PAYING 30% DIVIDENDS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

RELIABLE

30% Dividend to Policy Holders

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

Grand Rapids Merchants Mutual Fire Insurance Company

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION
HOME OFFICE 319-20 HOUSEMAN BLDG. GRAND RAPIDS, MICH.

SAFETY SAVING SERVICE

CLASS MUTUAL INSURANCE AGENCY
"The Agency of Personal Service"

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

THE HARDWARE AND IMPLEMENT MUTUALS

DIVIDE THEIR RISKS INTO THREE CLASSES

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

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

If interested, write for further particulars.

OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies that you are buying.

The Net Cost is **30% Less**

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

WM. N. SENF, Secretary-Treas.

GILBERT CONSTRUCTION CO.

Exclusive Brokers of this Stock.

CHANDLER & VANDER MEY
LOCAL INVESTMENT SECURITIES

707 Commercial Bank Bldg.

Citizens Phone 62425

Grand Rapids, Mich.

Sins of the Fathers Visited on the Sons.

Grandville, March 6—Oh for another Andrew Jackson!

Such was the mental cry that went up all over the North when the news came that South Carolina had resolved herself out of the Union.

With the opening of March, sixty-two years ago, a gaunt Westerner reached Washington in a secret manner and at once assumed the reins of government as President of the United States.

Abraham Lincoln was a mystery to most people. He had sprung from the lowest rung of society and had no rating among the great ones of earth. It was a man of this sort who had been chosen to carry on in defense of the Union at a time when the hearts of the bravest quivered for fear of what might come about.

No wonder the people looked with longing eyes toward Washington, hoping against hope that another Old Hickory had come to govern.

But it was not even the spirit of Hickory Jackson that took the chair of state on that gray March day so many years ago. With malice toward none, he offered the erring Southern sisters the olive branch of peace, which they indignantly spurned, threw up batteries, opened fire on Fort Sumpter, bidding the new President do his worst.

As a boy on my way to school across the long milldam, up the hill past the only village store, I saw a man draw rein before that store as he handed a newspaper over to my father.

"By the powers of mud!"

Such was the ejaculation of the mill-owner as he glanced at the front page of the Grand Rapids Eagle and saw there headlines announcing the inaugural message of Abraham Lincoln.

I followed into the store.

"Run along to school, Jim," said father, but I demurred. No customers were in just at present, and I wanted to hear the message which twenty millions of people anxiously awaited.

He ready every word of that message to the small boy standing wide-eyed, listening, and when it was finished Jim stood waiting the verdict.

"It is good," said the man, "too good. A little of Old Hickory's spirit might have been mixed in to advantage, but I believe Lincoln will be firm and not give in to those Southern traitors."

Those were anxious days following the 4th of March, 1861.

A little later Sumpter was bombarded. Major Anderson and eighty men surrendered the fort on the 14th of April, marching out with flying colors. The garrison was permitted to ship for the North, and thus ended the first chapter in the history of the war of the Rebellion.

We old timers think back a good deal in these days when the Nation is up against a good many puzzling problems, and only wish we had another Lincoln at the head of the Government to manage things. But, of course, there will never be another Lincoln, neither will there be another Andrew Jackson or a George Washington, whose advice about mixing in with foreign troubles is so much quoted these days.

One woman, a mother of several boys, remarked that she was thankful that none of her boys were old enough to enter the army.

The good woman had no thought of the magnitude of the struggle brought upon the Nation by the slaveholders of the South. Before the four years were gone one of her boys laid his bones in Southern soil, and many other sons of loyal mothers paid with their lives for the salvation of the Union.

It was a momentous struggle, doubtless the most important of any ever entered into by man. The outcome meant freedom to the slave, a reunited

country, vast prosperity and great improvements along many lines of endeavor.

One can see how great the punishment for the wrong of slavery.

God in His infinite wisdom suffered the slave owners to have their way for more than a century, and when the time came for a readjustment of values, the war dropped like a cloud upon the sinning Nation. Since the free states were equally guilty with the slave for the iniquity of human bondage, they had to suffer in equal measure with their Southern brethren.

The sins of the fathers were certainly visited upon the sons.

Our plan of battle was different from that adopted in our last war. There was no select draft, but a call for volunteers, the ranks filling up so rapidly as to almost swamp the authorities.

"What does he expect to do with so many men?"

This question was asked when the President called for seventy-five thousand volunteers. That number seemed large to people unaccustomed to war, but later, when call after call was issued, until more than two million men swarmed to the battle line, no number seemed large to the people who determined to save the Union at any cost.

Slavery brought retribution upon a nation. Taxation without representation lost to Great Britain her American colonies. Is it not a fact that no great national wrong has been wrought in this world without the time coming when that wrong is made right through the intervention of the Almighty.

How long, I would ask, will it be before the unjust and unrighteous disfranchisement of ten millions of American citizens will go unwhipped of justice? Old Timer.

Instructing Youth on Insurance Policy Problems.

Lansing, March 10—Your article on page 15 of your March 7 issue setting forth some of the more important policy conditions is worth more than passing notice. Ignorance of the contents of the fire insurance contract is responsible for 95 per cent. of the trouble and dissatisfaction arising between the policyholder and the company.

On the theory that education must begin with the young in any community the insurance men of East Lansing joined in raising a small fund for prizes to be awarded high school students for the best five sets of answers given to fifteen questions on the insurance policy. The answers to all questions are to be found in the printed conditions of the policy and the children were told to get what assistance they needed from their parents. They were urged to examine a policy actually in force either on the home or on its contents. The answers to these questions were substituted for the regular weekly theme in the English department of the three upper high school grades.

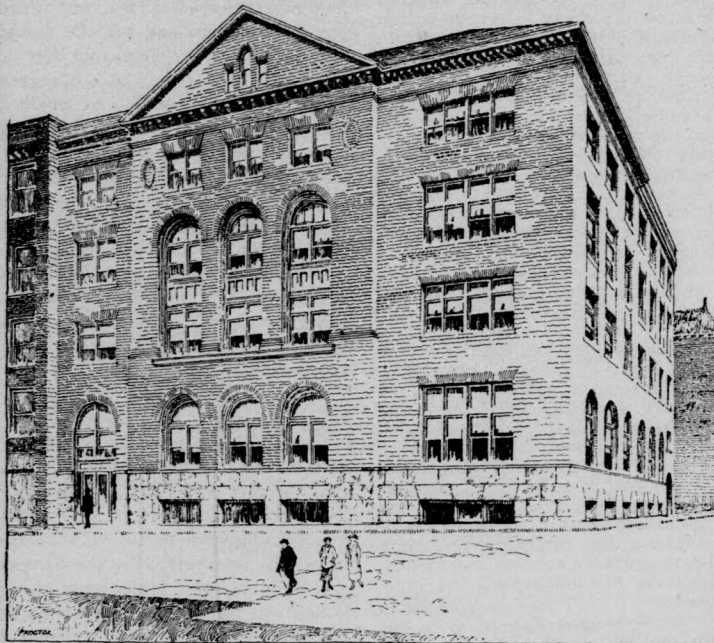
I had the pleasure of acting as one of the judges and can testify as to the high character of the papers handed in. All agreed that the contest was very much worth while. There is no reason why a similar contest could not be held in any school in the State of Michigan. From the standpoint of public policy I believe it very much worth while. Luther H. Baker.

If your business has torpid liver and sluggish circulation try reading your trade paper through from cover to cover.

Citizens 64-101 Bell Main 2101

VanAken-Johnson Company
Investment Bonds
303-305 Powers Theatre Bldg.
Grand Rapids, Mich.

Well Secured and Exceptionally Attractive First Mortgage 6% Gold Bonds On Grand Rapids Downtown Real Estate



\$150,000

FEDERAL SQUARE BUILDING (formerly Y. M. C. A. Bldg.)

First Mortgage 6% 15-Year Gold Bonds (TAX EXEMPT IN MICHIGAN)

THIS building is being entirely remodeled into a first class office building with four full floors, a partial fifth floor and high basement.

The property as remodeled is appraised by independent experts at \$307,500, or over twice the amount of the bonds. A conservative estimate of the gross annual rentals is \$48,450, and net earnings of \$24,225, or nearly three times the largest annual interest charges, and twice interest charges and largest Sinking Fund payment.

Well located downtown real estate in growing cities the size of Grand Rapids doubles in value about every fifteen years. It is estimated that the Federal Square Building property will be worth double its present appraised value at the maturity of these bonds in 1938.

A Sinking Fund provides for the retirement of over 60% of these bonds by maturity. The purchase by the Sinking Fund for retirement under the terms of the mortgage will assure a market for these bonds.

The location of the Federal Square Building is excellent for office purposes, being opposite the Post Office, with the City Hall, Michigan Trust Building, Pantlind Hotel, new Morton Hotel, Grand Rapids Savings Bank Building and several large furniture exhibition buildings within a two-block radius.

There exists a shortage of well located desirable offices in Grand Rapids. Applications already on file indicate a 100% rental of the Federal Square Building when ready for occupancy. The Federal Square Building is owned by the General Realty Company, a Michigan corporation of which Mr. W. Millard Palmer is president.

Price 100 and Accrued Interest

Dated March 1, 1923. Due March 1, 1938. Interest payable semi-annually, March 1 and September 1, at office of Michigan Trust Company, Trustee. Coupon bonds of \$1,000, \$500 and \$100.

Write, wire or phone reservations. Circular giving complete details mailed on request.

PERKINS, EVERETT & GEISTERT

CITZ. 4334.

BELL, M. 290.

BONDS

STOCKS

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

The above information, while not guaranteed, has been obtained from sources we consider reliable.

MENACE OF MERCHANDISING.

Plain Facts Plainly Stated By Master Merchant.*

The questionnaire mailed to members in October, 1922, brought out the fact clearly that our membership desires one convention during March each year, and a series of group meetings during the fall months. So, henceforth, and until the membership expresses a desire for a change, this policy will be carried out by your officers and directors.

The questionnaire also indicated by a substantial membership vote that fewer outside speakers should be invited; that our programs should be made up from material within the organization; so that topics discussed will be of greater immediate benefit to those attending conventions.

From time to time you hear the question raised as to the value of meetings such as the one we are opening now. Also you hear group meetings discussed. Time does not permit a lengthy argument. Briefly, I want to say, however, that if you gain nothing but the friendships made at conventions and the privilege of visiting with other men from distant parts of your State, you would be amply repaid for the time and expense incurred.

Life without friends, some diversion and the privilege of visiting at times would hold a pretty dreary outlook.

True, there are those money grabbers who count the time wasted spent away from business.

If traveling is an education—and it is—then there is double value in going to a convention and meeting men and women in your own line. I hope to be permitted to die before I become fossilized to the extent that I can see no value and pleasure in meeting fellow merchants.

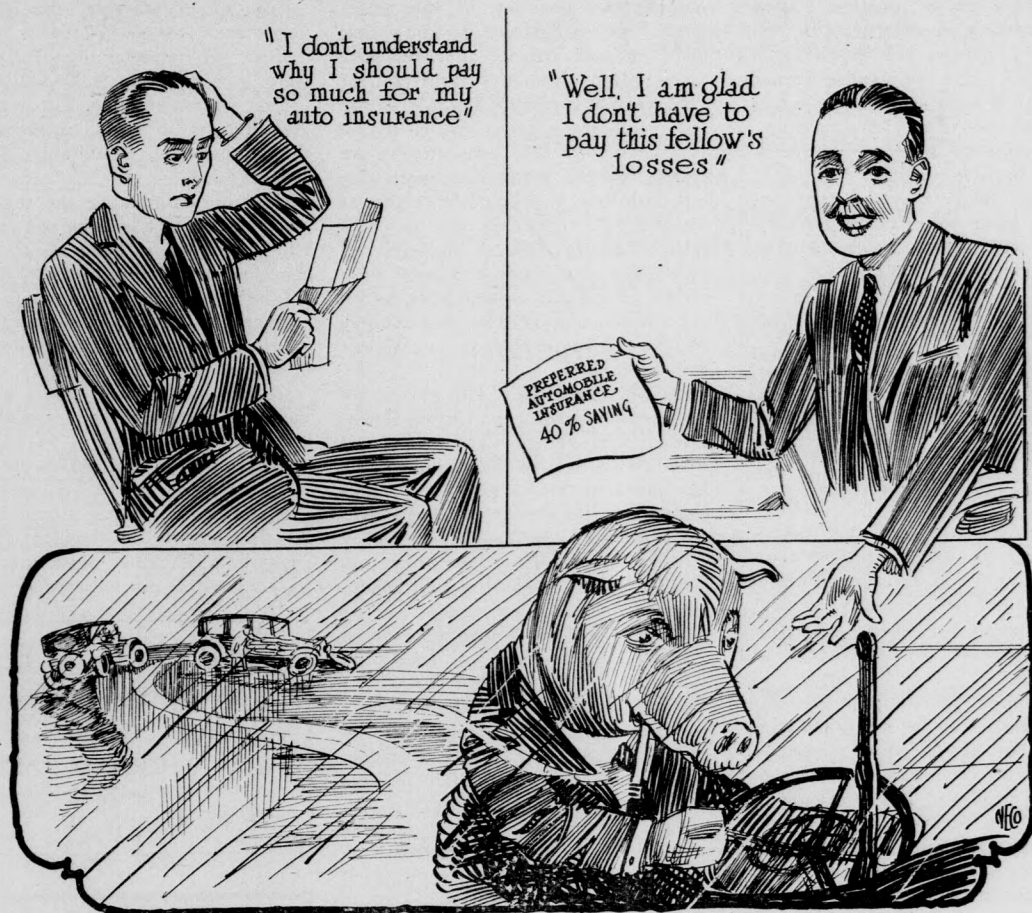
Prices have been advancing steadily for almost a year and the end does not yet seem to be in sight, if we are to believe economists whose business it is to forecast the trend of the market.

From various quarters, warnings against plunging and overbuying are now being sounded, so it behooves the retailer to go carefully on his fall commitments lest the dose administered in 1920 be repeated, though in a modified form. It should be remembered that a movement of 10 per cent. either way, taking normal 100 per cent. business as a basis, makes the difference between boom and panic times.

No doubt you have purchased liberally for your spring and summer wants and at prices lower than the present market. As a matter of record and because the retailer was unmercifully "panned" in 1920 for cancellations, by the manufacturer, jobber and the public press, which cancellations, it developed amounted to less than 2 per cent. of total purchases by retailers. It is well to pause and consider just what is happening to you now. The fellows who are inflicting the punishment are the self same jobbers and manufacturers who so industriously spread broadcast in 1920

*Annual address of President John C. Toeller, of Battle Creek, at convention of Michigan Retail Dry Goods Association.

What Class Are You In?



"The Road Hog"

"Why Should You Help Pay His Losses?" He Can't Buy "Preferred Automobile Insurance."

You know him, you have suffered from his ways, and for years you have helped pay his losses. Your protests are like arrows against the armor of his hog-tough hide. Nothing but the steel-jacketed bullets of an indignant public opinion will make him realize that his slipshod driving jeopardizes the life of every one in his path and increases the cost of insurance. Help us put him in a class by himself.

Over 40% Savings Returned To Our Policy Holders Last Year!

Loss Ratio Less Than 8%

How Do We Do It?

These Should Pay More For Their Insurance

Dr. A. L. Jacoby, city psychiatrist of Detroit, in one day examined 21 persons charged with driving their automobiles faster than the law allows and three of the number were pronounced inferior in intelligence. One man who drove his car 32 miles an hour was found inferior in intelligence, hard of hearing and afflicted with defective eyesight. Another was unable to read English and could not differentiate between the "go" and "stop" signals at street intersections.

By only insuring Preferred Risks. No one accepted unless recommended. No taxi cabs, auto-busses or delivery cars accepted—only pleasure cars, owned and driven by responsible, careful drivers.

Over one Thousand of the most prominent business and professional men of Grand Rapids have already taken advantage of

The Preferred Automobile Underwriters Co.

314 Commercial Savings Bank Bldg.

Citz. Phone 51370

NOT A MUTUAL COMPANY

the cheerful news that you were a pack of contract breakers—outlaws.

In hundreds of instances your orders are not being shipped complete by jobbers on the plea that manufacturers are cutting jobbers' allotments. This, to the retailer, is rather a severe shock, coming so soon after the 1920 ordeal. Insist on delivery of goods as ordered. You are justified in doing so. Two wrongs never made a right. What was wrong in 1920 is wrong in 1923 though the situation is reversed.

Take rugs, for instance. Here is a paragraph taken from a letter dated March 1 from one of the larger carpet jobbers with whom we placed an order dated Oct. 23, 1922:

Upon checking up our order from the mill, we find that up to date we have received about 40 per cent. of our entire seasons order. Upon checking over your order we find that this was placed for seventy-five carpet size Bussorah Axminsters. Up to the present time we have shipped you thirty-five of these rugs or in other words we have filled a larger percentage of your order than the mill has filled of our order.

By this you will see that to date we have received but 45 per cent. of our purchase. On the basis of past deliveries we will be fortunate to receive 50 per cent. of our purchase by April 1, when further price advances will take place.

The jobber "passes the buck" to the manufacturer. In the meantime goods bought but not delivered cause lost sales. Who reimburses the merchant for lost profits? The order was a contract to deliver. Non-delivery constitutes a violation of the contract. Hence the jobber should pay the retailer liquidating damages. Does he do so? No. Does the manufacturer? No. Again the retailer, as usual, is made to suffer. And the manufacturers and jobbers pretend not to understand why the retailer orders more goods than his needs demand, only to cancel after part of order is shipped. The reason is easy: If deliveries of rugs are but 50 per cent. of purchase, then purchase must be 200 per cent. of normal requirements to obtain 100 per cent. normal stock.

Still the men who create and are responsible for this condition term the retailers "contract breakers" when they find it necessary to cancel excess purchases during seasons when deliveries approach volume of goods bought by the retailer as protection against partial delivery.

It is bad sportsmanship to "squeal" when caught at your own game. I have gone into this phase of markets at some length merely as a matter of record.

We should have no quarrel with the jobber or manufacturer. Rather should we strive to build up a better understanding by working in closer co-operation. I should like to see a semi-annual meeting of retailers, manufacturers and jobbers—a one day session—so that a better understanding would come about. If there is value in retailers meetings why should not a jobber, manufacturer and retailer meeting profit all branches of the industry.

Do you want your Association to arrange such a meeting, if possible?

The tariff act of 1922, in many instances, is directly responsible for in-

creases in cost of goods. Those responsible for the tariff act of 1922 say that importers could sell foreign goods at prices in effect previous to the enactment of the law and still make a fair profit. We have no means of judging the accuracy of this statement. As retailers we do know that many substantial price advances have taken place since the tariff act of 1922 went into effect. I would advise our members to obtain copies of the 1913 and 1922 acts and study them closely, so that we as merchants may not fall into the common error of blaming all advances on the new tariff. The act of 1922 is unnecessarily burdensome in that it places high tariffs on certain commodities which are not manufactured in this country and at the same time are an almost daily necessity.

To illustrate: Real kid gloves are not manufactured in the United States. The tariff on kid gloves was advanced from a minimum of \$4 per dozen to a maximum of \$16.50 per dozen, presumably on the theory that kid gloves are a luxury, which, of course, they are not. Or presumably to protect an industry. Kid gloves are not manufactured in the United States, as previously stated, and capes and mochas never can and never will take their place.

Merchants generally should be less secretive about their business and profits. The great American public mean to be fair and is fair if facts are given. Ask as many of your customers as you like, to guess at your net profit per dollar. Few, if any, will guess as low as 10 per cent. Even in extraordinary war times that figure was not attainable by the department store, though the Government established cost plus 10 per cent. as a fair profit on its purchases during that period. So the retailer never was and never can be a profiteer. Competition will not permit.

The retailer is a necessary and important factor in the life of our communities and is entitled to a fair profit, plus the respect of the public he serves. My only regret is that, as merchants, we do not show earnings which permit declaring stock dividends ranging from 50 to 3200 per cent., as do the manufacturers who sell us their products.

The subject of taxes is as old as civilization itself. To bring the subject to your attention more forcefully let me say that facts about the cost of Government compiled from the records at Washington show the whole cost of Government in this country for 1921 was approximately eight and one-half billion dollars; that forty million workers with earnings of sixty billions contributed 14 per cent. of their earnings for the maintenance of the Government; putting it in another way, figured in time, they give about seven weeks a year; one out of every twenty workers is in the employ of our Government; more people are employed by the Government than on all railroads in this country.

The hired help of all classes on all the farms in this great land of ours barely equals the number of persons employed by the Government. It should be understood that by "Gov-

ernment," reference is made to all Government—Federal, state, county, municipal.

Here are some of the statistics, as compiled by William P. Heim, Jr., for Budget, a New York magazine:

Cost of maintaining the Federal Government, \$4,666,671,594.

Cost of maintaining forty-eight state governments, \$1,008,540,232.

Cost of maintaining 253 municipal governments in cities of more than thirty thousand inhabitants, \$1,638,296,052.

Cost of maintaining the municipal governments in all towns and cities of from twenty-five hundred to thirty thousand population, \$431,287,059.

Cost of maintaining municipal government in 12,905 incorporated communities or less than twenty-five hundred population, \$123,147,687.

Cost of maintaining county governments in forty-eight states, \$592,063,972.

Total cost in 1921, \$8,460,011,972.

Cost of government is passed on to the ultimate consumer, hence the retailer's interest. Development of good roads and education must not be interfered with. As individuals and as

an organization we should strive to ease the burden by encouraging our duly elected representatives to make every effort possible to reduce taxes by cutting off waste, reducing the personnel in government and ceasing to encourage appropriations which very properly can wait until such time as the country will have caught up with what now seems excessive taxation.

The State franchise tax, placed on corporations of this State at a time when a financial emergency existed in our State treasury, should be repealed. This law was passed on the promise that it would be repealed within a year or two. We now find this law

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.

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333-4-5 Houseman Bldg.

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SPRING HERE? That means Better Business.
Better Business means Better Fixtures
—SEE—
GRAND RAPIDS STORE FIXTURE CO.
For Both New and Rebuilt Store Fixtures
7 Ionia Ave., N. W. Grand Rapids, Mich.

Food Fads and Food

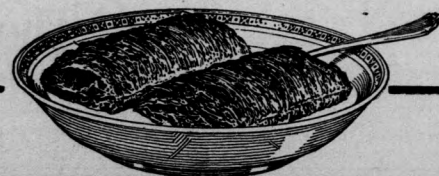
There is a difference between food fads and food
—a man occasionally relishes a bag of popcorn,
but he would not depend upon it as a real food.

Shredded Wheat Biscuit

is a real food, supplying all the elements a man
needs to keep at top-notch strength. It is ready-
cooked and ready-to-eat—saves fuel, saves time,
saves strength. Always the same high quality, with
a steady demand that yields a good profit.

MADE ONLY BY

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



is to remain in force, in a modified form, perhaps. The law is unfair in that it penalizes the smaller in favor of the larger corporations. The present tax is \$50 per annum, however small the capital issue. The maximum is \$10,000 per annum. Thus the present law does not distribute the burden on a basis of equality.

Tax laws which lack the element of a proportionate equal distribution are unfair and vicious and should be removed from the statute books of this State.

Our legislators always spend up to and beyond the limit of this State's income. This being an established fact, we should oppose the proposed income tax bill, knowing by past records that additional taxes imposed do not reduce the state tax rate, except for a brief period when the tax rate again rises and new sources of revenue must again be found.

This convention should pass resolutions, so that our duly elected representative at Lansing will know that the imposing of additional taxes is not what the people want, but that their time might be put to better use by making a scientific study of expenditures with fixed determination that operating costs be brought down so that taxes might be reduced.

Pure Fabric Laws.

There is renewed activity in our State Legislature to enact into law a bill known as the pure fabric bill. It would seem that the bill as proposed is thoroughly impractical of execution if placed on the statute book and will certainly penalize that group of our people who can least afford to pay more for clothing for their families.

You should keep in touch with your senator and representative and register your disapproval of any legislation which will increase the cost of living as the pure fabric bill, if enacted into law.

This law would deliberately destroy the value of millions of dollars' worth of materials and at a time when the world at large is sorely in need of raw wool, provided we can find a way to the markets of the world which justly belong to the American wool grower.

Fight the pure fabric law, not because it may interfere with your business, but because by doing so you serve your public best; for remember, the ultimate consumer always pays the bill in the end. Save the consumer.

Insurance.

I have called to the attention of the association insurance committee the fact that under certain conditions an insurance loss might not be collected if that loss was due to wind and fire, even though assured carried both fire and wind insurance. This vicious omission in insurance forms should be corrected during this session of the legislature. Michigan, like all states, has a standard fire policy form. No state, to my knowledge, has a standard state tornado policy form. Our legislature should be requested to adopt a standard tornado form and terms and conditions should be harmonized with fire form, so that there can be no question as to where liability

rests in case of a loss by wind and fire.

This association should be in hearty accord with the Governor's program of setting up a legalized state fire insurance rating board, which board should establish fair rates—fair to the premium payer and fair to the insurance companies.

We, as buyers of insurance, know that to be able to meet losses promptly insurance companies must be permitted to collect as premiums a sum large enough to pay losses, plus operating costs, plus fair dividends for stockholders.

For your information the figures I am about to quote are taken from the State insurance department report and would seem to indicate that this State is taxed excessively by the insurance companies.

For the year 1919 the stock companies collected in premiums in this State \$19,973,427.00 and paid in losses \$10,962,833 or about 60 per cent. of premium income for year 1919.

For year 1920—

Premiums collected \$26,969,558.00
Losses paid ----- 13,638,707.00
or 51½ per cent. of premium collected.

For year 1921—

Premium collected...\$21,666,786.00
Losses paid ----- 12,361,676.00
or 54¼ per cent. of premium collected.

The above figures should prove the most forceful argument for a State Rating Bureau. Also the gross gain would indicate that our Mutual company will have an easy time continuing to return 25 to 30 per cent. to the insured.

Our Insurance Company.

At the outset I want you to note that our own mutual insurance company, with headquarters here in Grand Rapids, has approximately double the amount of reserve required by our State Insurance Department: That there are few old line companies whose reserve, per thousand dollars of insurance carried, equals that of the Grand Rapids Merchants Mutual Fire Insurance Company. Thirty per cent. of premium collected is the refund for this year—a real substantial saving. Cut your overhead by insuring in your own company.

The argument used by some of our members that local agents may cease trading with them in case they withdraw insurance, does not hold water.

Mail Order Houses.

The current fashion of debating the mail order problem in our public schools should be discouraged. The method used is unfair. Mail order houses have in their employ men, high salaried, whose business it is to provide material to debaters. Setting forth the advantages of buying from mail order houses. In passing, I want to say they are masters at their game. They, of course, do not set forth the fact that draining the local community of wealth created in the locality has a tendency to, and does, impover-



A Fair Price— A Fair Profit

Royal Baking Powder has given perfect satisfaction for more than fifty years. Other baking powders have come shouting of large profits, only to become dead stock on the grocer's shelf, while Royal orders were continually renewed.

A fair price, a fair profit and a rapid turnover is what pays best in the long run.

ROYAL Baking Powder Absolutely Pure

The best known—the best liked—sells itself
Contains No Alum—Leaves No Bitter Taste

A DOMINO IDEA that means convenience to women —and more profits to retailers



More and more women are coming to appreciate the convenience of a full shelf of Domino Package Sugars. It gives them a wonderful opportunity to vary their menus and to have the best cane sugar specialties to serve at all times.

A "Domino" shelf of delicious Cane Sugar Products

You can make this idea pay you most by displaying the entire Domino Package Sugar line, and recommending the different products to your customers.

American Sugar Refining Company

"Sweeten it with Domino"

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

ish that community. They do not state that they do not pay taxes, contribute to schools, churches, societies, charity funds, Red Cross, police protection, fire protection and the hundreds of other things the local merchant is called to support.

The local merchant either does not know or will not take the time to furnish vital information to the debator who really wishes to defend his home locality. Result, the home defender is usually licked before he starts. By all means make it your business to see that your schools, which are supported by your money, are not used to destroy your business and in a larger way your home town.

A constant drain on the wealth of your community will eventually result in lessening your ability to pay. Your officials cannot tax where there is nothing to tax. And they cannot reach mail order houses for taxing purposes.

One of the favorite stock arguments by the mail order debator is that since goods sold by the merchant are not made in the home town, the community suffers no loss, as the merchant also sends his money away from home. This argument is about as fair as most of the reasons used. The statement is far short of the truth. It is a deliberate misstatement of facts.

Suppose your customer saves 5 or 10 per cent. on his purchase, (which he does not). The mail order debator says your savings stay home. The only difference is that the money is in your pockets instead of the merchants. Sounds good, but what are the facts?

The mail order house does not pay taxes in your community.

The mail order house does not own property (the real basis of wealth) in your community.

The mail order house does not pay rent in your community.

The mail order house does not employ help or labor in your community.

The mail order house employes do not pay rent in your community.

The mail order house employes do not support your schools or institutions.

The mail order houses do transfer profits, properly belonging to merchants in your community, to large centers, where they build huge buildings and warehouses and employ thousands of men and women; where they, the owners and managers, themselves live in luxury, all at the sole expense of rural communities, on the false promise that savings of 5 or 10 per cent. to the consumer—(sometimes)—repay for all the mischief done.

The sound incontestible facts are that the retailer spend his entire gross profit at home, paying employes who, in turn, buy property or pay rent, thus becoming taxpayers who patronize other merchants, thus employing more help, who support churches, societies and who contribute with their families to the social life of the community. Then, after the merchant has paid out to local people and local taxing bodies much of the gross profits he invests his net profit, if any, where? At home, of course. He builds stores, homes, ornamental light systems, parks, playgrounds, tourist camps and what not.

Is the mail order fiend who thinks he is saving money really making a saving? He is not. As a farm or city property owner he is in the absurd position of aiding outside influences in the destruction of his property values. It is like furnishing gasoline to an incendiary to burn your own home.

Get this to your people right and the reasonable men will see the point. House-to-House Peddlers.

Within the past year the house-to-house peddler "has come back" and he is back on a large scale. He sells nearly everything under the sun. He contributes nothing. He pays nothing to the community. He is a leech on the territory. Often dishonest, he makes shady and fraudulent deals frequently.



John C. Toeller.

A vicious form of this breed is the so-called silk hosiery "expert" who has his calling dignified by large double spread advertising run by the makers to prepare the way and make the sailing smooth. The three-pair-for-\$5 peddler is the last word in the art. He is the fellow who goes from house to house making the file test and duping the woman into paying fancy prices for ordinary merchandise.

He does get the money, for his line of "bunk" sounds plausible. He is here, to-day, elsewhere to-morrow and, unlike the local merchant, is not "put" when it is time to make good. Get on his trail and show him up.

The Farmer.

The farmer and retailer have much in common. Both classes have been thoroughly liquidated, due to no fault of their own. The farmer was constantly urged to produce more food, else the world would starve. That type of propaganda caused him to produce the greatest crop in the disastrous year of 1920 that he had ever grown and at the highest cost known.

We saw the products of the soil sold by the producer at less than cost. The farmer found it necessary to use his savings and in thousands upon thousands of cases he needed to borrow money to pay taxes and keep his industry moving. So with the retailer his war time paper profits, represented by goods on his shelves at tremendously inflated prices, had to be moved at some price to enable

him to pay his bills. Overnight the profiteer, so-called, by his Government, the newspapers and a type of intelligent people who should have known better, was reduced to a state verging on bankruptcy, from which stage he has not yet fully recovered.

So the farmer and retailer have common ground to stand on. This ance. Since we agree that the farmer brings me to a matter of real import and retailer were made the "goats" in the recent liquidation, it is fair to assume that eventually they will prosper together, so there should be a closer bond between the two groups which can best be brought about by freer social and business relations—a breaking down of the imaginary barrier existing between country and city—and since the retailer understands the farmer and his problem it is but fair to assume he shall have to lead in this worth while new day movement.

The movement began in Battle Creek four years ago, designated by Collier's as "Battle Creek Busting the City Limits." This movement brings out the true community spirit and should be taken up by merchants, however small the town may be.

Mr. Sawyer, our genial friend from South Haven, though not a merchant, will tell us how the plan works when the farmer and his wife and the city man and his wife meet, to visit, break bread and discuss their social and economic problems. The results are pleasing and worth while. They broaden friendships, create a sympathetic atmosphere, induce tolerance and a better understanding of the "other fellow's" problems.

Merchant Vs. Merchant.

It is regrettable but true that in many towns merchants are not as friendly as they should be, thus retarding the growth of their own businesses and their town. To have a prosperous livable, worth-while town perfect team work is essential and the merchant must lead the way. For remember, jealousy is a terrible disease. Like cancer, it works itself into the mind, gnawing deeper and deeper until the individual becomes a cesspool of mental torment. So bury your imaginary differences, "harness in" with all the other fellows and nothing will be impossible. Your home town is as good as you are, as good as you make it. It can be no better. It can be no worse. The occasional obstreperous "devil" is in every town. Do not dignify his importance by giving attention to what he has to say. He is a void. Go on with the other good fellows, get together, meet together, talk your problems—your town's problems—and results are sure.

Why should one or two "he-devils" be permitted to retard progress in your town? They should not. And if they get away with it; if they keep the other fellows from getting together, it is a confession on the part of the great majority that they are drifters, always ready to follow the course of least resistance. I would say fight—fight the game and fight it hard. Do not let a few sore headed reactionnaires rule your town.

Vision, imagination and the will to do builds men and organizations, towns and nations. Cut from your vocabulary the expressions, "I can't" and "I haven't got time." To-day was to-morrow yesterday. To-morrow never comes, so do it to-day and do it for your fellow merchant and your home town.

Retailer's Duty to His Public.

The retailer has a distinct duty to his public. His first obligation is that he be sold on his home town absolutely; that he take an active part in all movements for social, commercial and civic betterment, that he contribute liberally of his time and money to any worth-while cause which will be for the betterment and uplift of the community; that he keep in mind constantly that providing his community with necessities is a privilege accorded him by the public, hence should never be abused; that the gaining of wealth is secondary to the larger obligation of serving well; that advantages gained by doubtful transactions can at best be but temporary and will eventually react to the merchant's detriment; that the new day slogan "He who servest best profits most" is a good star to hitch to.

United We Win—Divided We Lose.

The time is rapidly approaching when retailers in all lines will be forced to organize into one solid compact body. As it is, we have State associations representing the various lines and in some instances National associations. But this fact is very evident, state associations have no connection, hence, such bodies move often in opposite directions when, as a matter of good sense and because interests are identical, they should be one body. This would not preclude the possibility of the various lines holding annual or semi-annual conventions. The present method of operation would need to be altered slightly.

In Conclusion.

Use your organization. Use its Lansing office. Whatever your problem may be, Mr. Hammond will, if he does not have the information, be able to either obtain the sought for information or put you in touch with men who can help you. Think in terms of the headquarters office. Write as often as you like. Get the habit and profit thereby. Constructive criticism is welcome always. Mr. Hammond, your efficient field manager, wants to hear from you. If he does not, he thinks, and rightly so, that your opinion of the Association's ability to serve you is at low ebb.

The program about to begin has been arranged with the thought in mind that topics to be brought up for your consideration will be of interest to the greatest number in attendance. Attend the dinner and experience meeting this evening. You will be well repaid for time spent.

George H. Engemann, grocer at 1109 Portage street, Kalamazoo, renews his subscription to the Tradesman and says: "This is my first attempt at the grocery business and I assure you I have received many valuable pointers in regard to it from your columns."

First Aid to Housekeepers



SPRINGTIME, with its annual housecleaning, means big sales for those dealers who push Semdac Liquid Gloss and Semdac Polishing Mops.

Mrs. Housewife wants a polish that will make her work easier and her furniture look like new. Semdac certainly does that. It imparts a sheen to finished woodwork that rivals the original polish. It delights the hearts of all good housekeepers.

The Semdac Mop saves her the back-breaking effort of wiping up floors. The improved handle with its flexible joint enables her to reach under beds and bookcases. The swab is quickly removed for washing and re-oiling.

These dealers who have taken advantage of our combination offer have profited thereby. This offer enables you to sell a can of Semdac and a Semdac Mop for the price of an ordinary mop alone.

SEMDAC MOP



First Aid to Storekeepers



Our offer is a money maker, and to help you reach your customers, we will mail to them—absolutely free—on a beautiful three-color letterhead bearing **your name**—a sales impelling letter telling about this

combination offer.

At the time your customers receive these letters we send you a window display. It

forms a tie-up with the letters which is remarkably effective.

Semdac Liquid Gloss comes packed in the attractive display carton here illustrated. This card on your counter acts as a silent salesman and is a constant reminder to your customers to buy Semdac Liquid Gloss.



Order Semdac Liquid Gloss, Semdac Polishing Mops and Semdac selling helps from our nearest branch.

STANDARD OIL COMPANY

(INDIANA)

937 S. Michigan Ave.

Chicago, Illinois

Michigan Branches at Detroit, Saginaw, Grand Rapids



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

Some Seasonable Hints for Hardware Dealer.

Written for the Tradesman.

"What to do this coming month?" is a vital problem that every hardware dealer would do well to ponder. To secure the maximum results in business, it is absolutely necessary to look ahead, and to constantly plan for the future. A definite plan of campaign is immensely helpful.

March is essentially an ordering month. The hardware dealer has practically the entire year ahead of him; since January and February, even under the best conditions, are dull months. The spring trade, however, looming up in the immediate future, should mean a great deal to the hardware merchant.

In March, therefore, final preparations should be made for handling the spring business; and at the same time plans of a more general nature should be outlined for the remainder of the year.

While caution in buying seems to be general, conditions are such that no hardware dealer wishes to miss sales unnecessarily. The closer and more accurately he can estimate the probable demands of the buying public, the more nearly his stock comes to meeting those demands, the better for business. At no time is it desirable to turn a customer away with the assurance that "the goods are on order" or the blunter statement that "we haven't got any in yet." That customer will probably find what he wants somewhere; but in so doing his trade will have been to some extent deflected.

The hardware dealer should have in stock by the time the spring trade opens all goods requisite to meet the reasonable demands of his customers. Indeed, it may be undesirable to estimate and buy too closely; for it can always be a safe calculation that a little extra selling effort will clear out any surplus.

Toward the end of March, housecleaning will begin in practically every home. The industrious housewife will commence to wage war on dust and dirt accumulated during the winter and will require the necessary equipment.

Here is a splendid opportunity for the hardware dealer to get the women-folk interested in his store and his stock. By featuring goods required in housecleaning, perhaps by holding

a special sale, it will be possible to attract their attention and secure their patronage. Among the lines that can be advantageously featured are certain stretchers, step-ladders, vacuum cleaners, mops, pails, scrubbing brushes, carpet sweepers, washing machines, wringers, tubs, etc. In fact, the list of possibilities is almost limitless. All these articles will be much in demand when housecleaning time comes, and it behooves the hardware dealer to go after this trade aggressively.

The paper hanger and the white-washer are also much in demand at this season. The hardware dealer can often develop a good line of business by catering to the requirements of these trades. A window display and a newspaper advertisement calling attention to these lines would be effective. Personal canvassing for business will also help; and the telephone can be used.

Preparations should be made for the trade in later spring lines, such as screen doors and hinges, netting, etc. Some merchants have already stocked up in these lines but it is safe to assume that the average dealer has not yet begun to think of them. Orders for such goods should not be delayed too late, as an early spring might catch the dealer unprepared for a correspondingly early demand.

The paint trade is, of course, an important feature of spring business. Early in April, and quite frequently before that time, the demand begins. Housecleaning often, by contrast, calls attention to the shabby condition of the house itself. Then is the psychological moment to push your paint sales.

Paint selling is largely a matter of paint education. To be effective, paint education must begin early. A single display, one newspaper advertisement, or one circular, won't sell much paint. You have to go after the business and keep after it persistently. It is not too early to launch your paint campaign two weeks or even a month before you expect the demand to develop; and then continue to follow up your prospects until you have sold them or else are assured that they do not mean to buy. In the latter event, put them on your prospect list for next season.

During March the hardware dealer should find time to do a little outside missionary work. There are builders to interview, people who are planning houses to see, farmers to canvass for wire fencing orders, athletic organizations to canvass for sporting goods. All these chances of business are outside the store. Some of this business will probably come to

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

We are making a special offer on
Agricultural Hydrated Lime
 in less than car lots.
A. B. KNOWLSON CO.
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 for ALL PURPOSES

Send for Catalogue

No. 95 for Residences
 No. 53 for Hotels, Clubs,
 Hospitals, Etc.
 No. 72 for Grocery Stores
 No. 51 for Meat Markets
 No. 75 for Florist Shops

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

Foster, Stevens & Co.
 Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.
 Grand Rapids, Mich.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
FISHING TACKLE



VIKING TIRES
 do make good

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

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

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

BROWN & SEHLER CO.

State Distributors

Grand Rapids, Mich.

you without solicitation if you just stay behind the counter; but you will get a great deal more if you take time to go after it.

An energetic canvass during March will lay the foundations for a good store trade in April. A good plan would be to secure a list of houses and other buildings likely to be erected during the year and then canvass the builders or owners for the contract for builders' hardware.

"I do this every year," said a hardware dealer recently, "and I find my sales in this line are double what they used to be. I watch the local papers closely and cut out everything which refers to new building and real estate transfers. I also keep in touch with the architects and builders and generally know well in advance what is doing. The results reward me for the extra work this system entails."

One of the most important departments in March is the sporting goods department. Get your sporting goods stock on display bright and early. Have it attractively shown and priced. Few normal men can pass a window with a sporting goods display without pausing for a closer look. The angler, the golfer, the tennis player, the baseball enthusiast, will begin planning for the coming season with the first glint of sunshine and the first touch of warmth; and it is up to the hardware dealer to be ready for them.

March is a good time to have the store cleaned up and made bright for the spring trade. It is astonishing the improvement a few tins of paint, properly applied, will produce. Discolored walls can be made pleasing, dirty ceilings whitened, silent salesmen polished, drawers and shelves re-varnished, new price tickets prepared to replace those which have done duty too long, and everything brightened to appeal to the customer. Now is the time, too, to make any interior alterations the exigencies of your trade demand. The work can be done to better advantage and will be attended to more thoroughly now than a little later when the carpenters are busy with spring work.

While you are improving, do not neglect the outside aspect of the store. An attractive front is a good advertisement; but often an otherwise attractive front is spoiled for lack of a little paint.

A great deal depends on the way the merchant opens his spring drive. Let the spring feeling in the air show in the store itself. Let the windows and the whole premises reflect the change in climatic conditions, so that customers will feel that the hardware dealer, like themselves, is feeling good over the spring awakening. Make folks say: "It made me feel good to see So-and-So's store to-day. It looked so cheerful and he had such a fine lot of stuff in the window."

Few merchants go after new business the way they should. How many merchants keep a strict lookout for new residents, and make personal calls upon them? Yet this would pay. Call upon strangers, welcome them to the district, offer them help in any way, and incidentally leave a catalog or some other trade circular of your store. Make the call yourself, if pos-

sible. It enhances the importance of the visit, and makes the new arrival feel that he has at least one friend in the district. The next time he wants anything in hardware, he is pretty sure to remember you.

One word more. Elaborate your plans for getting business. Do not sit still and imagine that trade will come to you. It is the man who thinks a lot and who hustles a lot more who reaps the harvest. Now is the time to do the planning. Study out your advertising campaign. Go over last year's efforts in this line. Were the right methods used? Was the advertising copy strong enough? Plan your other work in the same way, and aim to profit by your previous experiences and previous mistakes.

Victor Lauriston.

Ocean-Conquest By Cannery Is Young

The conquest of the sea by cannery so far has hardly created a ripple and the industry of canning and conserving fish is in its infancy, though it is the oldest branch of the canning industry.

Nature's pastures of the sea require no care from mankind and the schools of unnumbered fishes seek the shores, devouring each other and become an easy prey to nets, seines, traps, hooks and other contrivances.

A few of the kinds of canned fish in order as to their relative commercial importance and extent of production are as follows: Salmon, sardines, herring, tuna, codfish, a bacore, mackerel, bristling, smelts.

An attempt was made on the Pacific Coast several years ago to can a kind called grey-fish, known to the waters as dog-fish, but it was found that there was an ammonia or iodine flavor in it which developed in cooking and rendered it inedible. Several years ago attempts were made to market canned whale meat and did succeed for a while until the novelty wore off. It was palatable and much like beef in appearance and flavor but the difficulty of catching and canning the right kind of whale seems to have discouraged further attempts. John A. Lee.

Hides, Pelts and Furs.

Hides	
Green, No. 1	10
Green, No. 2	09
Cured, No. 1	11
Cured, No. 2	10
Calfskin, green, No. 1	14
Calfskin, green, No. 2	12 1/2
Calfskin, cured, No. 1	15
Calfskin, cured, No. 2	13 1/2
Horse, No. 1	4 00
Horse, No. 2	3 00
Pelts.	
Old Wool	1 00@2 00
Lambs	1 00@2 00
shearings	50@1 00
Tallow.	
Prime	@7
No. 1	@6
No. 2	@5
Wool.	
Unwashed, medium	@35
Unwashed, rejects	@30
Unwashed, fine	@35
Furs.	
Skunk, No. 1	3 25
Skunk, No. 2	2 25
Skunk, No. 3	1 25
Skunk, No. 4	60
Mink, Large	7 00
Mink, Medium	5 00
Mink, Small	3 50
Raccoon, Large	5 00
Raccoon, Medium	3 50
Raccoon, Small	2 50
Muskrats, Winter	1 50
Muskrats, Fall	1 00
Muskrats, Small Fall	50
Muskrats, Kitts	10

If you think you have nothing to learn about how to manage your store, you are in training to become a grandfather man.

Supreme Ham



MORRIS'

Supreme

Hams, Bacon, Boiled Ham
Canned Meats, Butter, Eggs
Cheese, Margarine, Sausage
Lard, Shortening, Salad Oil

Phone or Write Us
for Quotations

MORRIS & COMPANY
PACKERS & PROVISIONERS

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Citz. 64989

112 Pearl St., N. W.

Bell M. 1433

We say little—Our work and service speak for us.



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
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Enormous Railway Earnings—Lapses of Legislators.

Grand Rapids, March 13—The Michigan Public Utilities Commission has been making a little investigation on the subject of railroad earnings recently and actually discovers that two Michigan lines made a very creditable showing for 1922—the Michigan Central and Pere Marquette.

According to figures unearthed by the Commission, these roads made net earnings away above the Government guarantee limit, which is 5 3/4 per cent. on their actual investment.

For instance, under the Government earnings limit, the Michigan Central should earn \$8,326,349. Its actual net earnings were \$18,066,109, as developed by the reports.

The Pere Marquette, under the same regulation, would have been entitled to \$3,725,718, but it turned in to its coffers \$6,080,575, or nearly twice what it was entitled to retain, but which it probably will absorb in some way.

Members of the Michigan body recently appeared before the Interstate Commerce Commission with the contention that rates of certain Michigan roads were too high; that we were being discriminated against in rate schedules and that a material reduction should immediately be made.

If the Michigan Commission had not been shorn completely of every vestige of authority by rank outsiders, there is not a particle of doubt but what we would have muce lower passenger and freight rates. This body has been making an honest and consistent effort to secure some concessions for the benefit of its constituency, but so far has been thwarted by the National body which, being made up of railroad sympathizers, is—according to all appearances—trying to throttle the industrial affairs of the country.

Over 82 per cent. of the railroads of the country last year made showings quite as favorable as the two lines

mentioned, but because a few lines, for the existence of which there never was an excuse on earth, are in the hands of receivers, always were and ever will be, the big roads will be permitted to levy tribute presumably until the end of time.

Two highly important public characters, Senator Carraway, of Arkansas, and Congressman Upshaw, of Georgia, threatened to create a disturbance in Washington circles by bringing home to Congress a knowledge of the individual sins of its members, that is such of its membership as were openly supporting Volstead issues, and violating its provisions in private. To be exact, their particular mission was to bring home to Congress a list of its own delinquents, for the moral effect it might have on the country.

Some time before the final adjournment of Congress, Mr. Upshaw arose from his seat several times to denounce those senators and congressmen who were not as dry as their votes, along with other high officials, all of whom faced the calamity of seeing their names in print as undesirable individuals bringing disrespect upon the laws they had made.

This exposure did not come, although we presume Mr. Upshaw had all the facts just as he stated. He was strong for respect for law's majesty. He didn't want the American people to become careless in their observance of the laws promulgated by Congress. Likewise the National constitution, especially that portion which savored of prohibition.

Now in reality Congressman Upshaw comes from a section where his constituents are all strong for the enforcement of the eighteenth amendment, especially when applied to the negro.

Probably in the South there are a greater number of thirsts to the square acre—negroes excepted—than in any part of the Nation, but the Southern

topeo wants to have all drinking privileges reserved for "first families" and to prevent the evil practice from becoming too general. He plays strong for prohibition openly and enjoys his toddy and julep in the sanctity of his home or at his club.

It now develops that certain members of Congress who were not likely to be omitted from Upshaw's "black list" had the goods on the habits of these "first families" and promised to retaliate if he started anything rough.

Also, the suggestion was made that perhaps an example of respect for laws' majesty might be cultivated by the observance of the fourteenth and fifteenth amendment as well as the eighteenth.

When the matter of an appropriation for the enforcement of the eighteenth amendment was up for consideration some fool member threatened throwing a monkey wrench into the machinery by proposing an additional appropriation for enforcing these other amendments at the same time.

The honest truth is, however, that even the Northern states, a Republican President and a Republican Congress are not in favor of enforcing the negro amendments against public sentiment. They are willing the Southern states should handle this matter in their own way. But the trouble seems to be that they are not willing to grant the same privileges to states in the North which have demonstrated by an overwhelming majority that they too are adverse to having laws forced upon them contrary to public sentiment.

Now Mr. Upshaw was a trifle sensitive about this matter of disrespect for law and when some besotted member from New Jersey suggested that he was all wrong he sat down and thereafter did not arise. His enthusiasm concerning the enforcement of constitutional provisions seems to have been of a selective quality.

It might be that if certain portions

of the South had been as keen in their respect for all the amendments as Congressman Upshaw was for the eighteenth he might not have been in Congress—probably would not have been.

If there were a President with firm convictions that all of the provisions of the constitution should be respected and a Congress with the same notion, action would be taken and money provided for their enforcement but so long as there is a President and a Congress believing in the enforcement of one amendment and the nullification of the others through inactivity there will naturally be attempts to enforce one to the neglect of the others.

If the Federal constitution really is sacred and imposes the highest moral obligation upon citizenship then this is a disappointing course to pursue, but there can be no dispute as to the facts and it would seem that the Nation is so neglectful of respect for law it does not feel it has been untrue to itself. Yet it is doubtful if you could get the Northern states to consent to the repeal of the fourteenth and fifteenth amendments.

Then what will be the ultimate tendency toward the enforcement of other provisions, for instance, the eighteenth amendment, which must depend on public sentiment for its observance. If so, the eighteenth amendment undoubtedly will remain as a part of the constitution, but its enforcement will depend on the way people feel about it and may in the end become a dead letter.

This difference in opinion will then, as a matter of course, result in the nullification of this legislation, and the communities which want these restrictions will have them just the same as they did under local option, respect for Government regulation will cease and lawlessness grow at the same ratio.

Frank S. Verbeck.



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Dish Washing Might Be Sugar-Coated With Literature.

Written for the Tradesman.

Reading has gone out of fashion, the professor was saying. Nobody really reads any more. Even in circles that you would call intelligent, it is only rarely that you find a group discussing at dinner anything of a serious sort that any one has read. Oh, yes, fiction—the latest fiction—but not as a rule the sort of thing that you would call real literature.

"You couldn't get away with it in my family," one of the guests said. "I try once in awhile to turn the trend of conversation away from the petty gossip of the neighborhood to something worth talking about; but my children all pounce on me with 'Oh, Mother, don't try to be high brow!' or something of that sort."

"As for Dickens, or Thackeray, or anything like that, the average family knows that there are such books," the professor said, "but when it comes to reading them—"

"I've just finished reading 'Barnaby Rudge' to my children," remarked a little woman who had not taken part in the conversation.

"How did you do it—with chloroform?" asked one of the men.

"No; dish washing."

"What in the world do you mean" asked two or three of the women, with one voice.

"It's rather a long story," the little woman said flushing a bit, as if she was not used to being the center of attention. "But if you are really interested, I'll be glad to tell you."

"I certainly would be glad to know how anybody got even one modern child, to say nothing of three, to listen to anything worth while," said the professor.

"And dish washing, of all things!" cried one of the women. "Modern girls don't know even that dishes have to be washed."

"It was an evolution," the little woman began. "It began with my desire, shared more or less at first by my husband, to keep the children's chatter at table from centering entirely about small personal gossip, brought from the neighbors' children and from school.

"So I got into the habit of having a book at the table, and reading a bit from it in the lulls of conversation and the waits between courses. I do not take dessert, so it was easy for me to read something while the rest had theirs.

"At first I got something quite thrilling, a very exciting detective story, or something of that kind. Then my husband and I rather conspired to bring the conversation

around to something profitable and interesting, and then I would have something to read that fitted in with that. It often brought out things that the children had heard at school; indeed, we rather tried to arrange so that our apparently accidental dropping into a subject would fit in with what one or other of the children were discussing in their school work. Before long, they got to suggesting things to read. More than once, children who were their guests liked the idea, and took it to their homes. I don't know whether it took root anywhere.

"One of the most interesting books that we read was a little one about 'How We Are Fed,' published, I think, by Macmillan. That grew out of our discussion of the sources of the various things we had on the table. We got in a lot of practical geography in that way.

"After awhile we got some longer things, real literature, going, and read a lot of good things. You can't realize, unless you have tried, how much you can get through with by reading a few minutes at a time, even once a day.

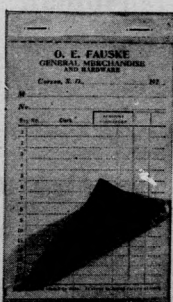
"Our best reading, however, is done on Sunday evening, when the servants are out. My daughters do all the work about our supper, and it used to be rather drudgery, until I began the practice of reading something while they washed the dishes. It was fun to see them slow down, so as to get as much of the story as possible. As I say, we have just finished 'Barnaby Rudge.'"

Another woman said, as she paused: "I have only one child and he isn't big enough to wash dishes. But ever since he was very little I have always read to him while he had his supper. He, too, dawdles over it so as to make the reading last as long as he can. I am reading the 'Conquest of Mexico' now."

"Possibly," remarked the Professor, thoughtfully, "there is more good reading going on than I realized."

Prudence Bradish.

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Manager—Jason E. Hammond, Lansing.

Blouse Buying Continues Good.

Stimulated by the many novelties which have been introduced in patterns, the demand for blouses continues strong. There is every indication, according to wholesalers that the Spring and Summer will be one of the best periods in recent years. Egyptian designs and colorings are the most popular effects at the moment in both jaquettes and overblouses. Schiffli embroidery is used in many instances in these, especially for the higher grade merchandise and buyers are said to be much interested in the models having this form of decoration. Prints are in conspicuous demand in Persian as well as in Egyptian styles. In some models, solid color crepe de chine or canton crepe have steel or Indo-China beads as their sole adornment. The jaquette type is in leading request with some prominent makers, but the overblouse is looked to have an increased sale later on when suits are more generally worn.

A Novelty in Foreign Cutlery.

A novelty in imported cutlery that is taking very well in this country from all accounts is a pocket-size pair of scissors that can be used for manicuring or other purposes. The whole article is only about 3½ inches long, the cutting edge of the blades being about an inch in length. In the upper part of the blades is a cigar cutter. Covering the points of the scissors is a removable metal shield, to which is attached a nail file. Though made in Germany the article is patented in this country. It wholesales at \$12 per dozen.

Higher Grade Handbag Demand.

French brocaded silks are being used for many of the higher grade handbags, black being the shade desired. It is said that the vogue of the marcasite trimmed bag has declined somewhat recently owing to the rather extensive use of the imitation material resembling marcasite. Self-covered frames in this merchandise are said to be growing in favor. There is more of a demand, however, for the handbags having filigree frames in either green gold or oxidized finish.

Camel Hair Suits Popular.

Volume business in women's suits this season, corresponding to that in tweeds last year, is expected to be in those of camel's hair or in fabrics which have the appearance of this

cloth. This is the assertion of wholesalers of these garments here, who say they are getting a large volume of reorders now. Manufacturers who are using the fabrics resembling camel's hair for suits, which they are offering at \$16.75 to retail at \$25, are doing very well in the additional business being booked. Box coat models in these cloths have proved to be very popular. For some of the suits a pair of knickers is provided, which has added to their sports appeal.

Twills Continue Quiet.

The demand for twill fabrics at the moment continues quiet. These cloths have been exceptionally well bought this season, and the present lull, which began about ten days ago, is considered only a temporary reaction. Selling agents and jobbers say it largely reflects the current slowing down in the call for suits. It is pointed out that many retailers have now bought about all of the suits they care to start off their Spring season with. Suit wholesalers appear confident, however, that there will be a substantial volume of reorders. If this is so, the demand for twills will pick up proportionately, as these cloths are highly favored for suits this Spring.

Solid Color Shirts Liked.

There is every indication, say wholesalers here, that sustained interest will be shown during the Spring and Summer in shirts of solid colors. Retailers feel confident of their selling well, particularly in white, tan, blue or gray. The collar-attached models, especially in the high-priced merchandise, are expected to cut a larger figure in the consumer buying. Purchases of silk shirts by retailers are described as fair. Pongee is not regarded with particular favor, owing to the higher retail price that must be asked. Some makers think, however, that cotton pongee shirts will sell rather well.

When you suggest things that can be done to help the business you show the manager that you are interested, and he will be the more interested in you.

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Due to two small crops of Cotton in 1921 and 1922 the carry-over of Cotton this year will be around 2,500,000 bales as against about 9,000,000 bales carried over in 1920 when the market broke.

Wages are high, and Mills and Manufacturers are forced to pay more for Cotton, Wool and Silk each time they purchase. They desire to keep the prices of finished goods down and usually make their prices based on the raw material they own, cost of manufacturing plus a fair profit. That is why near by deliveries are cheaper than later deliveries, because they have to use higher priced cotton and other raw materials for later delivery.

To show you that Mills, Manufacturers and Wholesalers are working on very close margins and holding prices down in every way possible, we present a comparison of price of raw materials and finished goods for the past three years. In 1920 when Cotton was .44 Fruit of the Loom was .40; in 1921 when Cotton was .11 Fruit of the Loom was .16½; today with Cotton .31 Fruit of the Loom is .21. In 1920 when Cotton was .44 Percales and Outings were from .35 to .37½; in 1921 when Cotton was .11 Percales and Outings were .12½ now with cotton .31 Percales and Outings average from .16 to .17. This comparison can be continued in all lines of merchandise.

This is why we suggest that you place your future orders now and thereby get the best assortments and lowest prices.

Many lines of merchandise are still based on .16 to .22 Cotton owned by the Mills and it would take a tremendous crop of Cotton in 1923 to bring the prices of Cotton down to that basis, which would not change the cost of finished goods very materially.

For thirty years the ravages of the boll weevil have been increasing and have cut the average production of cotton from 187 lbs. per acre to 124 lbs. per acre. Even an increase in the acreage would not produce over 11,000,000 or 12,000,000 bales of Cotton for 1923, which is hardly as large as we are consuming.

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Table with 2 columns: Description of goods (e.g., 32 in. Wool Mixed Storm Serge) and Price.

Table with 2 columns: Description of goods (e.g., 30 in. Black Satine) and Price.

Table with 2 columns: Description of goods (e.g., 33 in. Soft Finish) and Price.

Table with 2 columns: Description of goods (e.g., 27 in. Plain Colors) and Price.

Table with 2 columns: Description of goods (e.g., 36 in. 64x60) and Price.

Table with 2 columns: Description of goods (e.g., 18 in. P. Bleached) and Price.

Table with 2 columns: Description of goods (e.g., 18 in. Red Star) and Price.

Table with 2 columns: Description of goods (e.g., 64 in. Mercerized) and Price.

Table with 2 columns: Description of goods (e.g., 58x72 Mercerized) and Price.

Table with 2 columns: Description of goods (e.g., Turkish Towels) and Price.

Table with 2 columns: Description of goods (e.g., 32 in. Cretonne) and Price.

Table with 2 columns: Description of goods (e.g., 45x72 Cotton Felted Blankets) and Price.

Table with 2 columns: Description of goods (e.g., 60x76 Plain Woolnaps) and Price.

Table with 2 columns: Description of goods (e.g., 60x80 Woolnap Plaids) and Price.

Table with 2 columns: Description of goods (e.g., 64x78 Blanket Comfortables) and Price.

Table with 2 columns: Description of goods (e.g., 30x40 Stitched) and Price.

Table with 2 columns: Description of goods (e.g., Camp Blankets) and Price.

Table with 2 columns: Description of goods (e.g., 66x80 Wool Mixed) and Price.

Table with 2 columns: Description of goods (e.g., 63x90 Pequot) and Price.

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Table with 2 columns: Description of goods (e.g., 72x84 Bedspreads) and Price.

Table with 2 columns: Description of goods (e.g., White Peerless) and Price.

Table with 2 columns: Description of goods (e.g., 5-4 White) and Price.

Table with 2 columns: Description of goods (e.g., 3 lb. Quilted Cot. Batts) and Price.

Table with 2 columns: Description of goods (e.g., 7-4 Pequot Bleached) and Price.

Table with 2 columns: Description of goods (e.g., 42 in. Peppereil) and Price.

Table with 2 columns: Description of goods (e.g., 4-4 Bleached Cottons) and Price.

Table with 2 columns: Description of goods (e.g., 4-4 Brown Cottons) and Price.

Table with 2 columns: Description of goods (e.g., Knights) and Price.

Table with 2 columns: Description of goods (e.g., Straw Ticking) and Price.

Table with 2 columns: Description of goods (e.g., 220) and Price.

Table with 2 columns: Description of goods (e.g., In Various colors) and Price.

Table with 2 columns: Description of goods (e.g., 36 in. Bleached Curly Gauze) and Price.

Table with 2 columns: Description of goods (e.g., Small Spearheads) and Price.

Table with 2 columns: Description of goods (e.g., 25 in. White Shaker) and Price.

Table with 2 columns: Description of goods (e.g., Star Snaps) and Price.

Table with 2 columns: Description of goods (e.g., Double Strand) and Price.

Table with 2 columns: Description of goods (e.g., Cotton 1x1 Rib Hose) and Price.

Table with 2 columns: Description of goods (e.g., BS No. 1 Cotton Hose) and Price.

Table with 2 columns: Description of goods (e.g., Misses 300 Needle Combed Yarn) and Price.

Table with 2 columns: Description of goods (e.g., 176 Needle Cotton Hose) and Price.

Table with 2 columns: Description of goods (e.g., 220 Needle Cotton Hose) and Price.

Table with 2 columns: Description of goods (e.g., 220 needle, 2 1/2 lb. comb. yarn) and Price.

Table with 2 columns: Description of goods (e.g., E. & F. Hose Cotton) and Price.

Table with 2 columns: Description of goods (e.g., "Cub" Knit Waist) and Price.

Table with 2 columns: Description of goods (e.g., Fleece Union Suits) and Price.

Table with 2 columns: Description of goods (e.g., "Hanes" No. 958 Ribbed U. S.) and Price.

Table with 2 columns: Description of goods (e.g., Boys' 72x80 pin check Ath. Stan. S.) and Price.

Table with 2 columns: Description of goods (e.g., Velvet Vests & Pants) and Price.

Table with 2 columns: Description of goods (e.g., Velvet Fleece Union Suits) and Price.

Table with 2 columns: Description of goods (e.g., Med. Weight Fleece Union Suits) and Price.

Table with 2 columns: Description of goods (e.g., 7 lb. Brush Back Vest & Pants) and Price.

Table with 2 columns: Description of goods (e.g., 1x1 rib, 12 cut Vests) and Price.

Table with 2 columns: Description of goods (e.g., 1x1 rib Tu. V. N. vests) and Price.

Table with 2 columns: Description of goods (e.g., Red Label Shirts & Drawers) and Price.

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Table with 2 columns: Description of goods (e.g., Bathing Suits for Spring Delivery) and Price.

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Table with 2 columns: Description of goods (e.g., Knickerbockers) and Price.

Table with 2 columns: Description of goods (e.g., Middy Blouses) and Price.

WASTE CIDER VINEGAR.

Hard Fought Battles For Honesty in Business.

Written for the Tradesman.

One of the hardest fought battles for honesty in business which has been waged in many years is now going on in the vinegar industry of the United States, between the American Cider & Vinegar Manufacturers' Association whose executive offices are situated in Rochester, N. Y., and manufacturers of what is known in the trade as "waste" vinegar, made from dried skins and cores soaked with water into a solution which, after certain chemical reactions, produces a very fair imitation of cider vinegar.

The issue is being fought out almost entirely on the question of honest branding, as neither the American Association nor other reputable manufacturers of cider vinegar outside its ranks have any particular quarrel with waste vinegar as such, when the origin of the product is clearly indicated on the container label.

All definitions of "cider" or "apple" vinegar agree that it is the product of the juice of apples. There is no suggestion anywhere that it can be construed as being the product of water and crushed apples, crushed cores or skins. Water is water and apple juice is apple juice, in the view of the cider vinegar manufacturers and this same view is the legal view in the state and Federal laws.

So far, three cases in which these principles are involved have come up for determination in the courts. Although the Government has been making an increasing number of seizures of the misbranded product, no manufacturer of waste vinegar could be found to defend it under the name of cider vinegar in the courts until December, 1921, when the Douglas Packing Company, of Fairport, N. Y., defended a seizure of its waste vinegar, branded as cider vinegar, before Judge Geiger in United States District Court in Milwaukee. The court, after a two day trial, decided the vinegar in question was not cider vinegar and not entitled to be known as such.

Not satisfied, the Douglas Company picked out another case to defend and appeared before Judge D. C. Westenhaver, in Cleveland, last November. Although given wide latitude by the Government attorneys in presenting evidence, Judge Westenhaver's ruling was that "waste" was neither "cider" nor "apple" vinegar and not entitled to be branded or marketed under either name.

In the meantime, the attention of the New York State Farms and Markets Department had been drawn to the question and it made a number of seizures of the product. Again, it was the Douglas Packing Company which elected to defend the issue and, again it lost, as Justice Robert F. Thompson, of New York State Supreme Court, refused to permit the issue to go to the jury, giving judgment for the State upon the admission of the Douglas Company that it had branded vinegar made from dried cores and skins as "cider" vinegar.

The Douglas Company immediately appealed from this verdict and argued

its side of the case at some length before the Appellate Division of the Supreme Court of New York early in January. On March 7 this Court affirmed the decision of the lower court that the product had been misbranded and affirmed the conviction and judgment. To date, this company standing as defenders of the right to brand "waste vinegar" as "cider" or "apple" vinegar, has been unable to win a single case in either the lower or higher courts, state or Federal.

The American Cider & Vinegar Manufacturers' Association, members of which pledge themselves to make nothing save pure goods, then brought a proceeding before the Commissioner of Farms and Markets of New York, to enjoin the Douglas Company from continuing to violate the law. This proceeding is still pending.

The issue is not, as claimed by the waste vinegar men, a "trade war." If it is nothing more startling than an attempt to prevent a certain inferior product from being foisted off upon the public as something else which it resembles in the same manner that a counterfeit \$20 bill resembles a good one.

In fact, this very ingenious argument has actually been used by the waste vinegar manufacturers to defend their use of the "cider" vinegar brand on their imitation product. The waste vinegar men say: "Our product looks very like cider vinegar and has approximately the same chemical analysis, so, consequently, is entitled to be called cider vinegar."

One could, by the same line of reasoning, imagine a clever counterfeiter using this argument, when accused of misdoing: "I am making a \$20 bill in which I use as good a grade of paper as the Government puts in its notes. I make a note that looks just as good; in fact, one can only tell by the most exacting tests which is which. Then, surely, I'm entitled to call my note a \$20 bill."

A very wise argument indeed.

But there is an even more serious side to the matter. The best made waste vinegar contains a certain amount of sulphur from the evaporated products used. Now this sulphur is not dangerous to health or unpleasant to taste.

But, to take out the sulphur, the waste vinegar men are using barium carbonate which is a virulent poison. This precipitates the sulphur. Now the barium carbonate leaves a trace in the finished product which is too small to be injurious to health. However, should a careless manufacturer put in too much barium carbonate, so that more than a trace should remain in the finished product, then a tragedy might easily occur. This is the ever present danger when poison is used in foods.

And the damning fact remains that the use of this poisonous barium is not necessary. It is done purely to add to the chemical difficulty of dis-

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GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors

Order a bunch of **GOLDEN KING BANANAS** of

ABE SCHEFMAN & CO.

Wholesale Fruits and Vegetables

22-24-26 Ottawa Ave.

Grand Rapids, Mich.

WHEN YOU THINK OF FRUIT—THINK OF ABE.



CHEESE
BUTTER

NUCOA

EGGS
SPECIALTIES

Motto—"Quality-Cooperation-Service"

I. VAN WESTENBRUGGE

GRAND RAPIDS—MUSKEGON

tinguishing waste from cider vinegar. Chemists formerly looked for the sulphur to distinguish the two vinegars and not until recently have they learned to look for the barium carbonate. So in order that the manufacturer of waste vinegar may with a greater degree of safety defy the pure food laws the consuming public is subjected to the chance that it may be poisoned. If these men would brand and sell their product for what it is they would not need to take this chance with human life and health.

A strong stand has been taken in Michigan against this misbranding fraud by W. P. Hartman, Director of the Bureau of Foods and Standards, who only a month ago broadcasted to Michigan wholesale grocers a letter containing the names and addresses of firms mentioned in the notices of judgment of the Bureau of Chemistry, U. S. Department of Agriculture, in connection with violations of the Pure Food and Drugs Act, by illegal sales of vinegar. Mr. Hartman is generally credited with having kept Michigan very free from masquerading "waste" vinegar, by his energy and conscientious attention to his job.

The Passing of Congress a Good Omen.

Grandville, March 13—Congress has adjourned much to the relief of many who feared what might be enacted into law of a deleterious nature.

We have several months' breathing spell before another Congress will meet at the National capital. The President has gone on a pleasure trip to Florida and the remainder of the American people can take a vacation if they like.

One thing is certain, we are not likely to get into any foreign entanglements for a while, and that is something to be thankful for.

President Harding needs a rest and a chance to get in touch with his fellow countrymen, that he may learn exactly how they stand on certain important matters of legislation.

The ship subsidy bill had the appearance of being a worthy measure, one that would have brought economy rather than extra expense to the people, but there is a difference of opinion. Other important nations of the world do not hesitate to subsidize their shipping in order to grasp the trade lines of the world. There is such a thing as being penny wise and pound foolish. Perhaps this is a case of that kind.

The fact that the "Progressives," another name for socialists and kickers in general, have opposed the ship subsidy looks suspicious and argues favorably for the bill itself.

We common folks aren't supposed to be as wise as the solons we send to represent our interests in Congress, and when these wise men disagree it puzzles us to know on which side our bread is really buttered.

The refusal of the President to sign the bonus bill was regarded by many as disastrous to future political ambitions of his. However this may be, he did the right thing and a majority will so decide when the time for a public expression arrives. We may not conclude, however, that majorities are always right.

As an instance in which the contrary was for many years true, one has only to read the history of our political life before the Civil War, when a majority of the American people voted in favor of human slavery. No matter how big the majority for keeping fellow men in bondage, it is an unrighteous verdict, and in the end cannot stand. In fact all political legislation of a wrong nature is sure to fail in the final outcome.

Majorities are sometimes tyrants.

People so often become hysterical in matters of politics, and rush off on a tangent as though pursued by demons. This hurrah boys of political ethics isn't what it is cracked up to be, not by any means.

On the whole, the country is far more prosperous than it was when Warren G. Harding entered the Presidential office. Whether it is through his powers of persuasive statesmanship or not, the credit will go to him.

Our new Senator appointed by the Governor has stirred up a small wasp's nest since his short stay in Washington. He got the appointment from a Republican Governor and was supposed to be of that party, yet a Democratic leader in the State says Couzens is a Democrat and doesn't know it. All of this may be true, but how is it with Senator Ferris?

The good gray schoolmaster made a brave speech at Grand Rapids, one that was roundly cheered by both Democrats and Republicans. By that sign we might imagine that he was a man of the people, without partisan bias.

However, when Mr. Ferris rises in his seat and declaims in favor of the enforcement of the 14th and 15th amendments to the Constitution along with the 18th, he cuts the ground from under his feet if such declaration is made in Washington, where nearly half the sitting members from the South in the Senate would not be there if those amendments to the Constitution were rigidly enforced.

This enforcing of constitutional safeguards is not (at least it ought not to be) a party question. The very foundations of our Government rest upon the Constitution. By disregarding any portion of this document we tarnish the whole and endanger the liberties of the Republic.

It is pleasing to note that Mr. Ferris is pledged to see that all the amendments are regarded as a part of the Constitution. In that particular the Senator is a Republican and doesn't know it.

Not having any elections of a National character on tap for several months, we may expect a quiet summer, with business pursuing its way, untroubled by threats from political bosses.

Business needs a rest from such sources.

The less Government has to do with the business life of the Nation the better. The fact that some industrial parties have suggested the necessity for larger immigration from foreign countries, that there may be no lack of laborers to carry on, is in a measure disturbing and yet it is not likely that any action in favor of flooding the United States with millions of undesirable citizens is likely to come about.

With our present population being added to by the number now permitted to enter this country from abroad, there will not be any lack of workmen. If our own teeming population is kept employed there will be enough business for everybody and the country is sure to prosper.

Keeping Americans on the payroll is enough for us to think about.

Congress did not adjourn without remembering the farmers, even though the most of such legislation will be found to produce very little improvement in agricultural conditions, which, however, are far from being the worst ever. Old Timer.

Your business is going to be built up by what you actually do rather than by what you know how to do.

Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce.

HEKMAN'S

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

GROCERS—Display Hekman's Baked Goods in your window. They attract business.

Hekman Biscuit Co.
Grand Rapids, Mich.

Every Day in the Year—

our market is well supplied with fresh green vegetables and delicious ripe fruits.

No other foods are as healthful and economical as these bought fresh daily and prepared in the home.

We have been distributing fresh fruits and vegetables for a quarter of a century and are now handling more and better goods and rendering better service than ever.

The Vinkemulder Company

Grand Rapids, Michigan

Watson-Higgins Milling Co.

GRAND RAPIDS, MICH.

NEW PERFECTION

The best all purpose flour.

RED ARROW

The best bread flour.

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

Western Michigan's Largest Feed Distributors.

You Make

Satisfied Customers when you sell

"SUNSHINE" FLOUR

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

Genuine Buckwheat Flour Graham and Corn Meal

J. F. Eesley Milling Co.

The Sunshine Mills PLAINWELL, MICHIGAN

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

CHAIN STORE COMPETITION.

(Concluded from page 10.)

chain store manager cites the following advantages:

1. Standardized merchandise.
2. Standardized and sustained purchasing power.
3. Voluminous purchases, therefore better discounts with their resultant lower costs.
4. Standardized management.
5. Standardized sales policies and profit percentage.
6. Stock shifting—"live" and "slow-moving" from section section, therefore a better turn-over.
7. Elimination or minifying of losses and dead stocks.
8. Lower overheads.
9. Specialization, more frequent turn-overs.
10. More scientific knowledge of markets and local conditions.

The following are some of the chief arguments against the chain stores which are owned and operated by a central organization:

1. By standardization of merchandise there is a tendency to reduce the service. Local stores determine their service upon community needs. Chain stores theoretically are based on national needs.
2. Changes in personnel are more frequent in chain stores.
3. Profits are not invested in the local community.
4. There is no personal community service rendered.
5. Very little money is contributed to the community.
6. There is not the close personal contact of the employe with the employer in the chain store that there is in the local store.
7. The recognition of service of the employe is slower in the chain store, due to the standardization of wages and methods of advancement.

I believe these arguments, pro and con, are worthy of consideration and study, although I assume you are fairly well acquainted with them. The voluminous purchases is given as one of the advantages which we find quite extensively carried out by an organization known as the Retail Research Association. This Association is composed of nineteen large department stores, owned and operated co-operatively under democratic control. It functions in two ways. First, it aims to study and carry on research in the field of store operation for the express purpose of increasing the efficiency of the stores. Secondly, it unites in buying certain lines in large volume. In such a friendly combination we have in reality the chain store idea satisfactorily working out and more effectively competing with them and at the same time maintaining the advantages that we attached to the independent or traditional department establishment.

Through an associated effort by and between independent retailers it is possible to compete more equally with the chain store and there is a strong tendency in favor of more associations of this kind. Paul H. Nystrom put it this way in an address before the National Chamber last

May: "Chain stores have taught the retailers the great lesson of getting together in buying."

Now I have only hit here and there at the subject in hopes that you would come to the rescue and help Mr. Otto and myself get a firmer grasp of the situation. It is needless to say that the Chambers of Commerce are at fever heat over this question. Our solution of it means your solution to some extent. We are working at it through our State and National associations. At least we are trying to have all chain stores affiliate with all Chambers of Commerce. If we win our point on that score, we believe you can and should help us establish that genuine brotherhood between all retailers which is the first essential step towards solving chain store competition.

—♦—

Any Change Would Be For the Better.

Grandville, March 13—One of the things left undone by the late do-nothing Congress was the passing of a reapportionment bill, cutting down the membership of the House at least one-half.

The House of Representatives is an unwieldy body—in fact, little less than an irresponsible mob—expensive and non responsive to the needs of the Republic over which it reigns.

Congressmen in general think too much of their jobs to vote themselves free from them. Perhaps they imagine they are serving the people when they sit and doddle through a long term, leaving some of the most important legislation due the country undone.

It remains to be seen if the next Congress, composed in part of new men, will have the courage to insert the wedge that will pry loose a lot of barnacles who have been far too long in the public pay as representatives in the lower house of the American Congress.

A less number of representatives, with a determination to do what is for the interest of their constituents, is the necessity of the hour. Representative bodies can be too large; in fact, such become unwieldy and inoperative to a large extent in their feeble endeavors to legislate properly.

Our Congress has been an unwieldy body for a number of years, and it is high time this crippled conglomeration of would be statesmen is made to conform in numbers to the necessities of the business of the country.

One handicap to honest choosing of members is the present hodgepodge of primary elections. The primaries have added to the election expenses without bringing the offices nearer to the people. The caucus system was excoriated in hot language by the reformers of a past generation as being a tool of designing tricksters in the political field, but the adoption of primary nominations played even more freely into their hands.

Minority nominations have been the rule in many instances and, as a rule, no whit of improvement has been gained; in fact, it is doubtful if a return to the caucus mode of making nominations would not be an improve-

ment on our present primary methods.

It is not the intent of this article to suggest what should be done, but merely to point out the incongruities and unjustness of the present systems and let our wisest statesmen mull over conditions and sift out if possible

a better mode of doing the public business.

In many of the recent primary elections not one-half the voters came to the polls. This in itself does not argue well for such a system of nominations. There certainly should be a change.
Old Timer.

OLD MONK OLIVES

The most attractive line in the market.

Old Monk Olives are the finest in the market. Only the choicest variety are packed under this famous brand. There are many varieties of Olives same as Apples, Pears or other fruit. Consider the difference between the famous Delicious or Jonathan and the Ben Davis, which commands the market. It is the same with Olives. In offering OLD MONK Olives to the trade we consider quality above everything else. OLD MONK Olives are plump, firm and meaty, they have that Tangy Delicious flavor so rare in other packs.

JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

The Mill Mutuals

AGENCY

Lansing, Michigan

Representing Your Home Company,

The Michigan Millers Mutual Fire Insurance Co.

And 22 Associated Mutual Companies.

\$20,000,000.00 Assets

Is Saving 25% or More

Insures All Classes of Property

ROBERT HENKEL, Pres.

A. D. BAKER, Sec.-Treas.

Tea Table

Weber Flour Mills Corp. Brands.

Tea Table \$7.65
Oven Spring 7.20

For Sale by
KENT STORAGE COMPANY
Grand Rapids—Lansing—Battle Creek
Wholesale Distributors



How the Men Dress Up Their Feet.

The fashionable New York tailors and manufacturers of high class ready-to-wear clothing for men are doing a great deal to popularize a combination of black coat and vest and white striped worsted trousers. The claim is not made that this suit will ever become generally popular but a great many well-dressed men are affecting the style for semi-dress. Certain exponents of the theme have even gone so far as to advocate odd trousers with a black jacket for semi-evening dress. For instance, a man going to the club or the theater at night alone or with other men changes into this combination as a relief from business clothes. Exclusive shoe stores will find in the immediate future, it is contended, more or less of a demand for the Newmarket boot, with black lowers, taupe cloth upper with facings and lacings of reddish tan leather. This is the shoe most approved for the style of suit mentioned. In a throng at one of the Broadway theaters recently a number of men were observed wearing this type of boot. A few of the stores are reporting a mild demand for such effects. In any discussion of men's footwear at the present time it becomes appropriate to state that the black shoe seems to be in high favor. The better-dressed actors are putting black calf across strong, especially the English performers. The latter stick to black in everything.

In Nazimova's new production, "Dagmar," one of the principals wears black with all changes except sports clothes. The bigger men like black because it does not emphasize large pedal extremities, with which most of them are necessarily endowed. Men feel at ease anywhere with black shoes, it is claimed. This specific case is merely mentioned because the play and the audience are closely linked in reflecting well-dressed professionals and audiences.

Mention might very appropriately be made at this time of some of the newer low shoes that are being shown for men. A model of brogue displayed, with full assurance that it was one of the very latest styles, was of gray reindeer. This model also comes in taupe. Buckskin is sometimes used in producing the desired effect. A new summer lounge shoe is of white reindeer, tipped with black calf and laced with white. The facings and heel of this low shoe are also trimmed with black calf. The latter model would be more commonly known as a dress sports model, but at the source of its creation is listed as a "lounge model," which is "specialty shop" for semi-dress in sports parlance. The

sports moccasin is something unusual in the way of a golf shoe. It is made like the woodman's moccasin. The sole continues under the foot and is then mounted on a thin leather sole, to which is attached the new crepe rubber sole. The moccasin idea has been previously attempted, especially on Broadway, but the moccasin effect has been largely confined to the vamp and its adornment. This model has a cushioned heel and a scientifically adjusted arch construction. The price was around \$10.

While gray is being heavily featured in footwear for women, it might also be said that the color has by no means been overlooked in getting out the sports models for men. There is every indication at present that the color will be widely noted next summer. A pair of buckskin brogues in gray, noted the other day, would clean very easily, and are recommended for both general country and sports wear. One of the very newest novelties for men now being offered is a laced oxford with buckle at the top. The laces in this oxford are run straight across and are clasped very neatly at the top. The idea seems to have a sound claim on the good opinion of men who have always protested the use of the lace tied in a bow as a bona fide nuisance.

Of slippers a great deal has been said of recent times. Slippers are now a part of the young man's wardrobe, just as they are the special pets of the philosophical old gentlemen who leave it to their younger generation to close the town up every night. Dealers might profitably remember that every man should have two pairs of slippers, one at the bedside for ordinary use and another for wear about the house. In the latter connection it might be said that there has recently been created something new and smart in the way of a slipper-boot. This model is a bit like the Russian boot and comes in red Morocco. This is the style of slipper a man should wear with house gown or pajama suit, the latter now quite fashionable.

What One Store Clerk Would Do.

- I would be on time each morning.
- I would be present each day.
- I would take not more than forty-five minutes for lunch.
- I would arrange my stock and be ready when the store opens.
- I would have my salesbook and index ready for action.
- I would not leave my department without a permit.
- I would be polite and courteous to customers.
- I would try to impress the customer that I was a salesperson.

- I would fill the order correctly.
- I would not use a scratch pad in taking an order.
- I would use only the salesbook in taking an order.
- I would itemize each purchase on the salesbook.
- I would not abbreviate an item.
- I would add and total the purchase correctly.
- I would carry the amount to the index.
- I would write plainly.
- I would ask customers to kindly take small packages with them.
- I would be positive in getting customers' correct names and addresses.
- I would write correct date on sales-check.
- I would write my full number on each check.
- I would ask customer for signature on "charge send" to different address.
- I would ask customer for at least 25 per cent. deposit on a C. O. D.
- I would give customer voucher as a receipt on every sale.
- I would thank customer at conclusion of sale.
- I would try to sell more goods than any other salesperson.
- I would issue a "want slip" for merchandise not in stock.
- I would not promise the delivery of a purchase unless I was sure.
- I would call the floorman regarding a special delivery.
- I would have the floorman advise me when not sure.
- I would report any act of dishonesty to section manager.
- I would watch and guard my stock.

Herold-Bertsch Shoes

Michigan  Made



Above are the two big farm papers of Michigan. Every week in one of these papers we are telling Michigan folks about Herold-Bertsch shoes, and sending them to you to buy. In this way we are increasing the good will developed by our 30 years of honest shoe values, and making it easy for you to sell more and more H-B goods. Let your community know through your windows and your ads where they can buy the Herold-Bertsch shoes and oxfords they've been reading about.

HEROLD-BERTSCH SHOE COMPANY
Grand Rapids.

Easter is Only a Few Weeks Off

- Be prepared on our style expressing oxfords.
- Polo Last, No. 544 at \$5.00, Men's brown kid blucher Oxford Comb Last Rubber heel welt 6-11 B C D.
- Pilgrim Last, No. 587 at \$4.25, Men's black surpass kid oxford Pilgrim last rubber heel welt 6-11 C D.
- Saxon Last, No. 535 at \$4.25, Men's black calf saxon last oxford four row stitched pinked tip and vamp solid leather Wingfoot Rubber heel 6-11 B C D.

GET IN THAT MAIL ORDER TODAY.

HIRTH-KRAUSE CO.

From Hide to you.
Shoe Mfgs. & Tanners Grand Rapids, Michigan



Gabby Gleanings From Grand Rapids.

Grand Rapids, March 13—This is the story told by a well-known hardware traveling salesman who hails from Grand Rapids. The event happened years ago, and the veteran would probably deny it if it was pinned onto him to-day:

"I once went into a little hardware store up North; it was long, and dark, and narrow. The shelf hardware was piled up any way, and the floor was covered with agricultural implements. No one was in sight. I walked and walked on, and just before I butted into the rear wall I heard a half-snarling voice behind me: 'Well, what in blank do you want, anyway?'"

"I looked back. An angry looking man came out of a little closet, where he seemed to have been washing his hands. 'Hello,' said I, cheerfully, 'good morning to you.' He paid no attention to my salutation, but went on, 'Oh, you're another one of them, are you? Well, let me tell you, I don't want any goods; I don't need any advice as to how to run my business; and I am sick and tired of drummers. Been a half dozen of them here this week, and not a man of them managed to stick me. So you can get out as soon as you feel like it.'

"I was mad all the way through, and it would have done me good to paste his nose back over his eyebrows. But I held my temper, and said pleasantly, 'You don't seem glad to see me. Perhaps you have mistaken me for some other fellow. I have come here with the best of intentions and hope to be able to do you some good and myself also.'

"He looked at me for a moment as though I was the dust of the earth and responded: 'It is not worth your while to tarry any longer with me, and as for buying goods it is entirely out of the question. When I want hardware I know enough to write to somebody who sells it, and do not need any young whipper-snapper of Grand Rapids to come and tell me what to do. Get out of here, or get hurt.'

"With that my dander arose, and I said to myself that here was a case of punching a bully, or being barred out of that store forever. I set down my sample case, rolled back my sleeves, walked up to the ugly store-keeper, and shaking a good big fist under his nose said, 'See here, my friend. I have come all the way from Grand Rapids on a bit of honest business. I am here to sell goods for those who sent me. A polite word from you to the effect that you did not care to look at my samples would have sent me out of the store in search of somebody with more politeness than yourself. But you have seen fit to insult me and I have made up my mind to one of two things. Either you sit down like a gent'eman and look at these samples or you take a good licking or give me one.'

"He looked at me for a moment, and I must confess that he was the most surprised man I ever met. His eyes bulged and his jaw dropped and finally he said to me in a very humble manner, 'Don't get riled, my friend. I am not half as bad as I seem to be, and things have not gone well with me this morning. Just wait a minute and we will see what you have got,'

In five minutes he and I were going over the samples in a very amicable manner, something like a lion and a lamb lying down together, and in less than a half hour I had sold him goods to the amount of \$127. We parted as the best of friends, and he was my customer during all the years that I traveled in that territory."

John J. Dooley writes the architect of Gabby Gleanings as follows from Lake Worth, Florida: Lots to occupy one's time here, as the weather is fine and the climate is wonderful. There are many Michigan people here for the winter. They held a meeting at the auditorium last night. Over 300 were present. Michigan glories were surely told. I came here on account of Asthma and a rest, which was coming to me. The asthma has practically gone. This climate is hard on that trouble, of which I am rejoiced. I am getting the Tradesman right along and we always find time to go through it from cover to cover. Will be here for another thirty days and then we go back home to good old Grand Rapids. In this I am like one of two men I met at the Lake Worth casino. I was talking with one of these two men who lives in Northern Illinois, when the second one came on the scene. They shook hands and were glad to see each other, as they were acquainted back home in Illinois. One said to the other, "Jim, how do you do and how long have you been here? How do you like the country?" Said Jim, "I certainly like it. I have been here for 90 days and see much that I am pleased with. Fruits, flowers and the sun shining days certainly appeal to me in February. Now, George, may I ask how you like it down here?" "Well," said George, "I, like you, like it fine; but there are two things I like better than all the rest: This wonderful climate with the beautiful sunshine and the trains going North." I feel like George in that soon after April 1 I want to see the train that goes North.

Salesmen in the hardware business make more calls and more sales when using motor transportation. Such is the experience of 103 out of 110 commercial houses surveyed by the National Hardware Association, as quoted in the Oil, Paint and Drug Reporter. In 70 cases the salesman owns his car and is remunerated on a mileage basis; in 23 cases the car is owned by the houses, and in other cases there is a plan of joint ownership. Of those who keep comparative cost records, 44 report that car transportation costs the same or less, and 30 that it costs more, than train transportation, plus livery.

The story of an old-time who'saler: One of the best salesmen I ever knew gave me reply to my question as to what he considered of first importance in selling goods, "Know 'em and Show 'em." There's a whole sermon in these five words. Know your samples and show them intelligently. I recall an incident of only a few years ago when I went into the store of one of our customers and found him on a ladder counting or taking stock of his tinware. He greeted me with "Good morning," and kept on with his work. That was all right, but a few minutes later two ladies entered and he called down to them from his ladder, "Well, what is it this morn-

HOTEL ROWE

GRAND RAPIDS NEWEST HOTEL

350 Rooms—350 Servitors—250 Baths
Rates \$2 with Lavatory and Toilet \$2.50 with Private Bath
HOLDEN HOTEL CO., C. L. Holden, Mgr.

3 Short Blocks from Union Depot and Business Center

HOTEL BROWNING

MOST MODERN CONSTRUCTION IN GRAND RAPIDS

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

The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

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.

Stop and see George,

HOTEL MUSKOGON

Muskegon, Mich.

Rates \$1.50 and up.

GEO. W. WOODCOCK, Prop.

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

HOTEL WHITCOMB

St. Joseph, Mich.

European Plan

Headquarters for Commercial Men
making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurbished 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

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.

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon Michigan

CODY HOTEL

GRAND RAPIDS

RATES \$1.50 up without bath
\$2.50 up with bath

CAFETERIA IN CONNECTION



Western Hotel

- BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

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

Mary J. Field Company

Grand Rapids Representative

Auto Owners Insurance Company

Bell Main 1155

514-515 Widdicombe Bldg.

Citz. 65440



Walker
MUSKOGON
MICHIGAN

Makes
Good
Chocolates

ing?" One of the ladies said, "I want a six quart granite milk pan." He replied, "We haven't any," and kept on counting his tinware and the ladies went out. Such a merchant can never succeed; this man failed within two years.

"Please tell your traveling man that we are not interested in the stories of his hard luck," wrote an up-State retailer to a local wholesale house. "Nor do we care because his mother-in-law is a scold or his wife can hardly hobble because of her corns. We have troubles of our own. Only last week our delivery truck busted two tires; my partner has measles in his family; the book-keeper is just recovering from a bone felon; a rascally contractor has run away, leaving us in a hole to the tune of \$200 and a red-headed blacksmith has married the head clerk's best girl. Also a raise in the tax rate of the town. And one of our best customers is in the county jail for bootlegging."

The twenty-first annual U. C. T. banquet, held in the Pantlind on Saturday evening, was one long to be remembered. About 200 were in attendance. The Pantlind service was excellent. Dan Viergever had some difficulty in organizing his class for community singing because the pianist insisted on playing jazz time for Liza Jane. It took some little time for Dan to understand that he was being kidded. The Victor trio from the Printing House Craftsmen made a big hit. So did Mr. Reilly with his vocal solo. The pupils of Marjory Ford surprised and pleased the audience. Homer Bradfield, as toastmaster, kept everyone interested and amused. Maurice Heuman, Grand Secretary of the U. C. T. gave some statistics concerning Grand Rapids Council and H. L. Bullen, Grand Counselor of Michigan, told of some personal experiences. Walter D. Murphy, Supreme Secretary of the order, made a few well chosen remarks, punctuated with wit and humor, to the delight and pleasure of his audience. Rev. G. P. T. Sargent paid his compliments to the commercial traveler and related many pleasing incidents, adding a little spice now and then for the benefit of the toastmaster, closing his remarks amid loud applause and shouts of "go on," "more," etc. At the close of the program some remained to dance for an hour. The programs were in imitation leather printed and cut out to represent a sample case, with the U. C. T. emblem attached and containing twelve pages. They were produced and presented to the Council by the Michigan Tradesman. Cigars were furnished by Tunis Johnson and candy by the National Candy Company. Cartoons in the program were by H. A. Christian, of the Grand Rapids Show Case Co., and the emblems were from the Michigan Tag Co.

The Yellow Cab Co., of Grand Rapids has mailed a neat little card in colors to every Grand Rapids traveling man calling attention to their service. If these had been enclosed in envelopes, the cancelling machine at the postoffice would not have soiled an otherwise very attractive card.

The Mastiff Cigar Co. has moved from Arthur avenue to 1501 Wealthy street and will increase their output. In addition to their own product all the better known brands of Grand Rapids cigars and smokers articles are carried in stock.

R. P. Dolson, representing the Thos. Phillips Co., maker of bags, leaves this week for a long business trip through the Southwest. "Bob" buys mileage books in case lots, it is said. Anyway, he only hits the high spots.

L. H. Hamilton, 205 Main street, Niles, has added a complete line of sporting goods, including golf tools and fishing tackle. Until recently his stock has consisted largely of phonographs, carpet sweepers and washing machines. Business men of Niles have recently taken to outdoor sports. A new golf course and an instructor in

the art of teeing-off is the latest addition to the amusement program.

V. T. Burroughs, of Lansing, representing Schoverling, Daly & Gales, of New York, reports excellent sales on a new type of target rifle.

James Heddon's Sons, of Dowagiac, makers of fishing tackle have marketed a new level wind reel, quite different from any other now in use and at a lower price. The season's output is already over sold.

The Parker-Jones Drug Co., of Battle Creek, gives complimentary tickets to a local play house, good on certain days, as a means of advertising.

J. H. Taylor, now manager of the Keystone Printers Supply House, of Philadelphia, is still a member of Grand Rapids Council and sends regards to old friends. Mr. Taylor won local fame during the bicycle era in Grand Rapids many years ago.

W. J. Hooper, manufacturer of flies and leaders for trout fishing, is now located at 1142 Powers avenue. His entire line is on display at the W. B. Jarvis Co.

The attendance at Saturday's You-See-Tea Club at the Pantlind was unusually small, probably because the customary announcement was not mailed during the week. Secretary Bradfield was absent because of illness. George B. Frazee, principal of the Grand Rapids Vocational School, gave an excellent talk on the purpose and advantages of vocational work in Grand Rapids. In recognition of his work as a salesman, Mr. Frazee was unanimously elected an honorary member of the Club.

It is estimated that about twenty-five Grand Rapids traveling men are now on the sick list. A dozen or more came limping home during the past week with various ailments.

Thomas B. Carlyle, buyer for the Worden Grocer Company, has sold his residence at the corner of Paris avenue and Logan street to Fred Olman, manager of the Herpolsheimer Co. Mr. Carlyle and family have leased a residence on West Leonard Road for the present.

Clayton N. Smith, of Saginaw, who was formerly with the Grand Rapids Dry Goods Co. in that territory, has again taken the Saginaw and Flint territory, with headquarters at Saginaw.

Carl Robinson, druggist at Leslie, has purchased new fixtures from the Hazeltine & Perkins Drug Co.

Edward J. Hart, who has been connected with the Worden Grocer Company for the past nineteen years—twelve years as manager of the tea department—has resigned to accept the position of sales manager of the Jennings Manufacturing Co. Mr. Hart quits the Worden house on Saturday and starts in with the new connection next Monday. Harry Winchester will resume the management of the tea department at the Worden house.

Pat Behan (Grand Rapids Dry Goods Co.), who has been very ill with pneumonia at his home in Petoskey, is gradually improving, having passed the crisis. In the meanwhile W. E. Friend, of Petoskey, is making his territory.

Urge the Amendment To the Pharmacy Act.

The attention of the retail grocers and general merchants of Michigan is called to House bill, No. 273, which amends Section 18 of the present Pharmacy Act of Michigan.

This bill removes some restrictions which the present law places upon general merchants, in that they are not now permitted to sell patent and proprietary medicines and the ordinary household remedies. This bill gives them the right which should never have been taken away from them.

The bill amends the present law as

follows: Section 18. Nothing in this act shall apply to the practice of a practitioner of medicine, who is not the proprietor of a store for the dispensing or retailing of drugs, medicines and poisons or who is not in the employ of such proprietor, and shall not prevent practitioners of medicine from supplying their patients with such articles as they may deem proper; or to the sale by general merchants of patent or proprietary preparations or household remedies or drugs in the original, unbroken packages of the manufacturers.

Retail grocers and general merchants should write their representatives in the House and Senate of the Michigan Legislature urging them to vote for this worthy measure which will lessen the expenses of the people

of the State and add to their health and happiness.

Grand Rapids—The Mutual Veneer Co., Fuller station, has been incorporated with an authorized capital stock of \$1,000 common and 30,000 shares at \$1 per share, of which amount \$100 and 2,000 shares has been subscribed and paid in in cash.

Lansing—R. N. Burlingame, for several years a member of the firm of Houghton & Burlingame, Cedar street and Michigan avenue, has opened a drug store at the intersection of Ottawa street and Butler boulevard.

Durand—John Foster has purchased the drug stock formerly conducted by Paul Baldwin.

United Light & Railways Co.

Davenport

Chicago

Grand Rapids

First Preferred Stock, Dividend No. 50

Participating Preferred Stock, Dividend No. 3

Extra Dividend of 1% on the Participating Preferred Stock

Special Dividend of 5% on the Common Stock, Payable in Common Stock

Regular Quarterly Dividend of 1¼% on the Common Stock, No. 21

Extra Dividend of ½ of 1% on the Common Stock, No. 2

The Board of Directors of United Light & Railways Company has declared the following dividends on the Stocks of the Company:

- (a) The regular quarterly dividend of 1½% on the 6% First Preferred Stock, payable April 2, 1923, to stockholders of record March 15, 1923.
- (b) The regular quarterly dividend of 1¾% on the 7% Participating Preferred Stock, payable April 2, 1923, to stockholders of record March 15, 1923.
- (c) An extra dividend of 1% on the 7% Participating Preferred Stock, payable ¼ of 1% on April 2, July 2, October 1, 1923, and January 2, 1924, to stockholders of record on the 15th day of the preceding months.
- (d) A special dividend of 5% on the Common Stock of the Company, payable in Common Stock on April 2, 1923, to stockholders of record March 15, 1923.
- (e) The regular quarterly dividend of 1¼%, and an extra dividend of ½ of 1% on the Common Stock of the Company, payable in cash, May 1, 1923, to stockholders of record April 16, 1923.

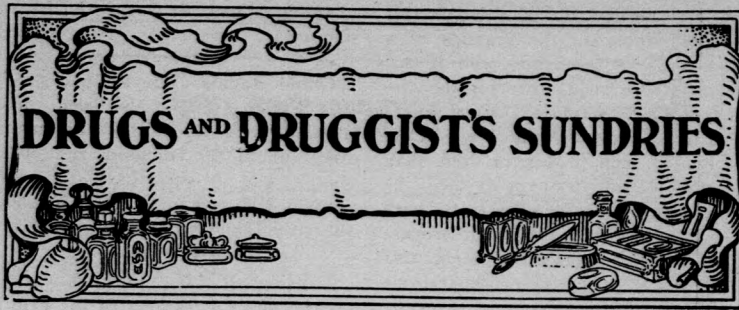
Definitive Common Stock certificates for whole shares will be sent to stockholders entitled to same, and where fractions occur warrants will be issued for fractional shares, which warrants can be bought and sold to make up full shares. Warrants will not be entitled to dividends, but if converted into full share will be entitled to the cash dividends on Common Stock.

Stock books for transfer of First Preferred, Participating Preferred and Common Stock certificates will close for transfers at the close of business March 15, 1923, and will re-open for transfers at the opening of business March 16, 1923.

For the distribution of the cash dividend on the Common Stock, stock books will close for transfers at the close of business April 16, 1923, and will reopen for transfers at the opening of business April 17, 1923.

L. H. HEINKE, Treasurer.

March 8, 1923.



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.

Chemical Industry Moderately Active.

Demand for heavy chemicals is fairly active, but there is hardly enough business to make for a brisk market. Makers and dealers as well are complaining over the transportation situation, and most of them feel that this is one of the principal difficulties remaining in the way of an active market. One instance during the past week sufficiently indicates how serious this situation is. Supplies of goods shipped from works to New York by one large manufacturer failed to arrive in thirty-three days where the usual time for the arrival of such shipments is not more than a week. The situation, according to many firms, is worse than it was at any time during the war.

The movement of caustic and ash for export is better but is not yet up to the levels of a short time ago. Domestic enquiry is steady.

There are reports to the effect that acetate of lime is in short supply, and this seems to be borne out by the position of acetic acid, which is materially tighter than it has been.

Tin and lead salts are very strong and further advances are in prospect. The same is true of salts of copper and zinc.

There is talk in some quarters of higher prices on bichromate of soda, but the competition between makers is likely to prevent this and hold the price down to the level of 7½ cents per pound spot, recently established by prominent manufacturers.

Caustic potash, and to some extent chlorate of potash as well, is stronger for shipment, and supplies in shipment position abroad are restricted.

Nothing new is heard in alums or alumina sulphate, the markets for these items being in a very strong position.

Crude Drugs.

The demand is fairly active and there was a moderate movement of supplies during the past week. The sale of crude drugs has not been quite as heavy as was expected, being principally confined to small lots for the

immediate use of the buyer. None of the latter are anxious to anticipate, nor is it believed that they will be in the market for very large supplies during the remainder of the season. The prices which prevail on the leading items are too high to encourage much forward buying. Sellers are well content to see the business come through in this way. They believe that it indicates a healthy condition of affairs and that it will hold prices firm throughout the season without bringing about a condition of serious shortage, such as might be seen if large buyers were in the market for goods in volume. Prices throughout the list are firm and the only recessions from previously existing high levels have taken place in a few items which were unduly inflated during the period when stocks were practically unobtainable. Business was not any too active at the close of the week, and price changes were limited.

Uncle Sam Comes To Aid of Meat Dealers.

Washington March 13—After years of tremendous expenditure in free service for the benefit of the farmer, labor and other classifications of the Nation's population, the United States Government has launched a campaign which will be of direct value to retail merchants.

The retailers who will benefit will be the butchers.

The campaign is one of advertising, to the end of stimulating the public consumption of meat, which, according to Dr. Charles J. Brand, of the Department of Agriculture, under whose direction the work will be carried on, has fallen off in decided fashion.

The purpose of the campaign is more directly for the benefit of those farmers who raise livestock, of course, than it is for the retail dealer, but the campaign is necessarily of such a character that the meat dealer cannot help but benefit directly by it.

Dr. Brand formerly was chief of the Bureau of Markets, and later vice-president and general manager of the American Fruit Growers, Inc.

The effort will be to broadcast the idea, "Meat is wholesome," and spread the gospel that health and vigor are dependent upon well-balanced meals, and the use of a variety of kinds and cuts of meat.

"High retail costs, substitution of other foods—particularly advertised food products—the definite campaign during the war to conserve meat and the impression that has grown up that meat is unhealthy are, in my opinion the principal causes for the decrease in the consumption of meat in the last twenty years," Dr. Brand says.

"Unlike its activities for the direct benefit of the farmer, however, the present campaign is not going to be paid for entirely out of the pocket of the Government, objection to this having been registered by the joint Committee on Printing, on the ground that it would benefit certain 'classes' of business men. But the Government

is going to print posters at cost for those who care to buy them, and will aid in their distribution.

"Price, quality and efficiency of salesmanship are important factors in the consumption of every foodstuff," Dr. Brand explains. "There is a strong conviction in many minds that widespread inefficiency exists in the retail distribution of meats. There is some evidence to this effect, although the meat trade of the United States is making an earnest, if not concentrated, effort to cure the situation. During the war increase of livestock production and conservation in meat consumption were urged with a most effective artillery of propaganda. We are now producing heavily with continued inhibition of consumption, particularly by reason of high prices. The price situation varies with respect to the different kinds of meat and with respect to the different cuts of the same kinds of animals. Consumers can help the livestock industry—and also their own pocketbooks—by using a wider variety of kinds and cuts of meat."

"Many persons still hold to the belief, which was largely the outgrowth of unfair and misguided propaganda, that meat is not healthy. Medical science has proved over and over that a large number of ills once charged against meat eating are due to infection of teeth, tonsils and other organs.

"The Department's position, in brief, may be summarized by saying that meat is wholesome; that the livestock industry is of fundamental importance to permanent agriculture, and hence to the interest of every citizen, and that for health and vigor we should eat well-balanced meals, including a variety of kinds and cuts of meat, making such substitutions as price variations show to be most economical."

Fruit Cheap in Haiti.

Oranges were selling at two cents a dozen and bananas at five for a cent in Haiti recently, according to reports received by the United States Department of Commerce.



STRAIGHT
 SIZE—

The Johnson
 Original 10¢ Cigar

VAN DAM

MANUFACTURED BY
 TUNIS JOHNSON CIGAR CO.
 GRAND RAPIDS, MICHIGAN



Window Display Advertising Service Co.

McMullen Building

GRAND RAPIDS

MICHIGAN

Service anywhere.

Citizens Phone 62185.

1882

AWNINGS AND TENTS

1923



CHAS. A. COYE, INC.

We make a specialty of Rope Pull Up and Roller Awnings with Cog Gear Fixtures.

Our stock of White and Khaki Duck and Awning Stripes is very complete. Quality of materials and workmanship, not cheapness, has always been our motto.

Ask for our blanks giving full instructions how to take measurements. Don't buy until you get our prices and samples.

Grand Rapids, Mich.

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, March 3—In the matter of Samuel H. Gerber, bankrupt, of Kalamazoo, the special meeting of creditors called to consider the bankrupt's proposed offer of composition was held at Kalamazoo and creditors were present or represented by a great majority in number and amount of claims. The bankrupt was sworn and examined by the referee and attorneys present, whereupon there appearing no cause to the contrary, it was determined that the offer of composition of 40 cents on the dollar to unsecured creditors be recommended to the district judge for confirmation and that the referee make the usual certificate within five days from date. The meeting then adjourned without day.

March 5. In the matter of the Palace Lamp Co., a corporation, bankrupt, of Benton Harbor, an order was entered calling the final meeting of creditors at the referee's office on March 16 for the purpose of passing upon the trustee's final report and account, showing total receipts of \$4,751.89 and disbursements of \$1,346.88, and balance on hand of \$3,405.01, for the payment of administration expenses and the declaration and payment of a final dividend. Creditors were directed to show cause why a certificate should not be made recommending the bankrupt's discharge and why the trustee's final report and account should not be approved and allowed.

In the matter of Louie J. Bressin and Bressin & Schad, a co-partnership consisting of Louis J. Bressin and Roscoe D. Schad, of Allegan, the trustee filed his supplemental final report and account, showing the distribution of all funds, whereupon an order was entered by the referee closing the estate and discharging the trustee. The referee also made a certificate recommending the discharge of the bankrupts. The record book and files were returned to the clerk of the court.

March 6. In the matter of Max Benton, of Paw Paw, bankrupt, the trustee filed his final report and account showing total receipts of \$1,-

294.25 and disbursements of \$360.78, balance on hand of \$933.37, with request that the final meeting of creditors be called for the purpose of paying a final dividend and the administration expenses, which request was granted by the referee and the meeting called for March 30.

March 7. In the matter of Edward G. Corning, bankrupt, of Hartford, an order was made calling the first meeting of creditors at the latter place on March 19 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.

March 8. In the matter of Samuel H. Gerber, alleged bankrupt, of Kalamazoo, pursuant to the order made at the first meeting of creditors, creditors in number of claims 90, and in amount over \$22,600, having accepted the bankrupt's offer of composition the referee made certificate recommending that the composition be confirmed by the district judge.

In the matter of Price W. Perry, bankrupt, of Bangor, the referee entered an order calling the first meeting of creditors at Hartford on March 19, 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.

March 9. In the matter of William M. Traver, bankrupt, also Hartford Exchange Bank and George W. Merriman, bankrupt, orders were made by the referee for special hearings upon the claims of creditors at Hartford on March 19, preparatory to disposing of the same in view of calling final meetings of creditors to declare a final dividend. Thus far dividends to the amount of 50 per cent. have been paid in the Merriman estate and it is expected another dividend of 8 to 10 per cent. will be paid.

March 10. In the matter of Steve Copek, bankrupt, formerly engaged in the bakery business at Hartford, no cause to the contrary being shown, an order was made by the referee closing the estate and recommending the bankrupt's discharge. The record book and files were returned to the clerk of the court.

WHOLESALE DRUG PRICE CURRENT

Prices quoted are nominal, based on market the day of issue.

Table listing various drug categories such as Acids, Almonds, Sweet, Ammonia, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Leaves, Oils, Potassium, Roots, Seeds, Tinctures, and Paints, with their respective prices.

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

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

- Sash Cord
- Clothes Lines
- Twine
- White Wine Vinegar
- Olives
- Lard

DECLINED

- Michigan Cheese
- Wisconsin Cheese
- Longhorn Cheese
- Lemon Peel
- Orange Peel
- Raisins
- Veal
- Hogs

AMMONIA

- 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 dz. sm. 4 80
- Silver Cl'd, 2 dz., med. 4 00
- Silver Cloud, 3 dz. lge. 6 70
- One case free with five.

AXLE GREASE



- 45, 1 lb. 4 25
- 24, 3 lb. 5 50
- 10 lb. pails, per doz. 8 20
- 15 lb. pails, per doz. 11 20
- 25 lb. pails, per doz. 17 70

BAKING POWDERS

- Calumet, 4 oz., doz. 95
- Calumet, 8 oz., doz. 1 95
- Calumet, 16 oz., doz. 3 35
- Calumet, 5 lb., doz. 12 75
- Calumet, 10 lb., doz. 19 00
- K. C., 10c doz. 92 1/2
- K. C., 15c doz. 1 37 1/2
- K. C., 20c doz. 1 80
- K. C., 25c doz. 2 30
- K. C., 50c doz. 4 40
- K. C., 80c doz. 6 85
- K. C., 10 lb. doz. 13 50
- Queen Flake, 6 oz. 1 25
- Queen Flake, 16 oz. 2 25
- Queen Flake, 100 lb. keg 11
- Queen Flake, 25 lb. keg 14
- Royal, 10c, doz. 95
- Royal, 6 oz., doz. 2 70
- Royal, 12 oz., doz. 5 20
- Royal, 5 lb., doz. 31 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., doz. 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 dz. sm. 3 30
- Silver Cloud, 2 dz. lge. 3 80
- with perforated crowns.
- One case free with five.

BREAKFAST FOODS

- Cracked Wheat, 24-2 3 85
- Cream of Wheat 6 90
- Flisbury's Best Cer'l 2 20
- Quaker Puffed Rice 5 45
- Quaker Flaked Wheat 4 30
- Quaker Brist 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. 3 80
- Grape-Nuts, 24s 2 75
- 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
- Standard Parlor, 23 lb. 8 00
- Fancy Parlor, 23 lb. 9 50
- Ex. Fancy Parlor 25 lb. 10 50
- Ex. Fcy. Parlor 26 lb. 11 00
- Toy 2 25
- Whisk, No. 3 2 75

Rich & France Brands

- Special 8 00
- No. 24 Good Value 8 75
- No. 25 Velvet 10 00
- No. 25, Special 9 50
- No. 27 Quality 11 00
- No. 22 Miss Dandy 11 00
- No. B-2 B. O. E. 10 50
- Warehouse, 36 lb. 11 00
- B.O.E. W'house, 32 lb. 10 50

BRUSHES

- Scrub
- Solid Back, 8 in. 1 50
- Solid Back, 1 in. 1 75
- Pointed Ends 1 25
- Stove
- No. 1 1 10
- No. 2 1 35

Shoe

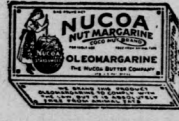
- No. 1 90
- No. 2 1 25
- No. 3 2 00

BUTTER COLOR

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

BUTTER SUBSTITUTES

- No. 1 90
- No. 2 1 25
- No. 3 2 00



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 3 00@3 50
- Cherries, No. 2 1/2 4 00@4 95
- Cherry, No. 10 11 50@12 00
- Fogberries, No. 2 3 00
- Peaches, No. 1 1 85
- Peaches, No. 1, Sliced 1 40
- Peaches, No. 2 1/2, Mich 2 25
- Peaches, 2 1/2 Cal. 3 00@3 75
- Peaches, No. 10, Mich 7 75
- Pineapple, 1, sli. 1 85@2 00
- Pineapple, 2, sli. 2 90@3 25
- Pineapple, 2, Brk. slic. 2 25
- Pineapple, 2 1/2, sl. 3 90@4 25
- Pineapples, No. 2, crus. 2 50
- Pineap., 10, cru. 8 00@8 50
- Pears, No. 2 3 25
- Pears, No. 2 1/2 4 25
- Plums, No. 2 2 25
- 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, Minc'd, No. 1 2 50
- Finnan Haddie, 10 oz. 3 30
- Clam Bouillon, 7 oz. 2 45
- 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. 1/4, Star 2 90
- Shrimp, No. 1, wet 1 80
- Sard's, 1/4 Oil, k. 4 25@4 75
- Sardines, 1/4 Oil, k'less 3 85
- Sardines, 1/4 Smoked 7 00
- Salmon, Warrens, 1/2 2 75
- Salmon, Red Alaska 2 80
- Salmon, Med. Alaska 1 65
- Salmon, Pink Alaska 1 60
- Sardines, Im., 1/4, ea. 10@28
- 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
- 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, 2 15
- Chili Con Ca., 1s 1 35@1 45
- Devised Ham, 1/4s 2 20
- Devised Ham, 1/4s 3 60
- Hamburg Steak & Onions, No. 1 3 15
- Potted Beef, 4 oz. 1 40
- Potted Meat, 1/4 Libby 50
- Potted Meat, 1/2 Libby 90
- Potted Meat, 3/4 Rose 80
- Potted Ham, Gen. 1/4 2 15
- Vienna Saus., No. 1/2 1 35
- Veal Loaf, Medium 2 30
- Baked Beans 1 40
- Campbells, 16 oz. 1 15
- Climatic Gem, 18 oz. 95
- Fremont, No. 12 1 25
- Snider, No. 1 1 95
- Snider, No. 2 1 35
- Van Camp, Small 92 1/2
- Van Camp, Med. 1 15

CANNED VEGETABLES.

- Asparagus, No. 1, Green tips 4 00
- No. 2 1/2, Lge. Gr. 3 75@4 50
- Wax Beans, 2s 1 35@3 75
- Wax Beans, No. 10 6 00
- Green Beans, 2s 1 60@4 75
- Green Beans, No. 10 8 25
- Lima Beans, No. 2 Gr. 2 00
- Lima Beans, 2s Soaked 95
- Red Kid, No. 2 1 60@2 55
- Beets, No. 2, wh. 1 40@1 55
- Beets, No. 2, cut 1 25@1 75
- Beets, No. 3, cut 1 40@2 10
- Corn, No. 2, St. 1 00@1 10
- Corn, No. 2, Ex.-Stan. 1 55
- Corn, No. 2, Fan 1 60@2 25
- Corn, No. 2, Fy. glass 3 25
- Corn, No. 10 7 25
- Ediminy, 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 48
- 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, E.J. 1 90@2 10
- Pumpkin, No. 2 1 45@1 75
- Pumpkin, No. 10 4 00
- Pimentos, 1/4, each 15@18
- Pimentos, 1/2, each 27
- Swt' Potatoes, No. 2 1/2 1 15
- Sauerkraut, No. 3 1 65
- Succotash, No. 2 1 60@2 35
- Succotash, No. 2, glass 3 45
- Spinach, No. 1 1 35
- Spinach, No. 2 1 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. 10 6 25
- 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 85
- Lilly Valley, 1/2 Pint 1 65
- Sniders, 8 oz. 1 75
- Sniders, 16 oz. 2 75

CHILI SAUCE.

- Snider, 16 oz. 3 25
- Snider, 8 oz. 2 25
- Lilly Valley, 1/2 Pint 2 25

OYSTER COCKTAIL.

- Sniders, 16 oz. 3 25
- Sniders, 8 oz. 2 25

CHEESE

- Roquefort 55
- Kraft Small tins 1 70
- Kraft American 2 75
- Chili, small tins 1 70
- Pimento, small tins 1 70
- Roquefort, small tins 2 50
- Camembert, small tins 2 50
- Brick 29
- Wisconsin Flats 27
- Wisconsin Daisy 27
- Longhorn 30
- Michigan Full Cream 27
- New York Full Cream 34
- Sap Sago 35
- Adams Black Jack 65
- Adams Bloodberry 65
- Adams Calif. Fruit 65
- Adams Sen 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 37
- Baker, Caracas, 1/2s 35
- Baker, Premium, 1/4s 37
- Baker, Premium, 1/2s 34
- Hersheys, Premium, 1/4s 36
- Hersheys, Premium, 1/2s 36
- Runkle, Premium, 1/4s 34
- Runkle, 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 35
- Huyler 36
- Lowney, 1/4s 40
- Lowney, 1/2s 38
- Lowney, 5 lb. cans 31
- Van Houten, 1/4s 75
- Van Houten, 1/2s 75

COCOANUT.

- 1/2s, 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 4 00

COFFEE ROASTED

- Bulk 20
- 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. 6 50
- Milk Compound
- Hebe, Tall, 4 doz. 4 50
- Hebe, Baby, 8 doz. 4 40
- Carlene, Tall, 4 doz. 4 00
- Carlene, 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
- 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
- Borden's, Tall 5 25
- Borden's, Baby 5 15
- Van Camp, Tall 5 25
- Van Camp, Baby 3 45
- White House, Baby 4 75
- Lewellyn & Co. Brands
- Capitol, 50s 125 00
- Favorita, 50s 115 00
- Victory, 50s 95 00
- Buckeye, 50s 75 00
- Panetela, 50s 75 00
- LaSoreta (smokers) 70 00
- Wolverine, 50s 75 00
- Wolverine, Swift
- Supreme, 50s 130 00
- Bostonian, 50s 95 00
- Perfecto, 50s 95 00
- Blunts, 50s 75 00
- Cabinet, 50s 73 00
- Garcia Master
- Cafe, 100s 27 50

- 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 58 00
- Alvas. 1-40, Wood 125 00

- Webster Cigar Co.
- Plaza, 50s, Wood 95 00
- Panetela, 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
- Perfectos, 25s 195 00

- Rosenthals Bros.
- R. B. Londres, 50s 58 00
- 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 25 00
- New Panetela, 100 37 50
- Henry George, 100s 37 50

- Cheeroots
- Old Virginia, 100s 20 00

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

- CIGARETTES
- One Eleven, 24 in pkg. 1 49
- 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, Plain 16 00
- Murad, 10, cork or pl. 16 00
- Murad, 20, cork or pl. 16 00
- Luxury, 10, cork 16 00
- Melachrino, No. 9, 10, cork or plain 16 00
- Melachrino, No. 9, 20, cork or plain 16 00
- Melach'o, No. 9, 10, St 16 50
- Melach'o, 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

Liggett & Meyers Brands.

Briar Pipe, doz.	96
Cuban Star, C., 10c	96
Cuban Star, Falls, dz.	6 30
Corn Cake, Gran. 5c	40
Corn Cake, Gran., 10c	96
Corn Cake, Gran., 25c	2 40
Corn Cake, Gran., 50c	4 80
Duke's Mixture, 10c.	96
Glad Hand, L. C., 10c	96
Growler, L. C., 10c.	96
Growler, L. C., 25c.	2 50
Growler, L. C., 50c.	5 00
La Turka, Plug C, 15c	1 44
Noon Hour L. C., 10c	96
O. U., Gr. Cut P., 10c	96
O. U., C. P., 90c jars	9 00
Pilot, Long Cut, 25c	2 90
Plow Boy, 10c, doz.	96
Plow Boy, 70c Falls.	7 40
Summertime, 10c, doz.	96
Summertime, 30c, doz.	2 90
Summertime, 65c Falls	6 50
Sweet Tip Top, 10c, dz	96
Velvet, Cut Plug, 10c	96
Velvet, Cut Plug, tins	1 53
Velvet, Cut Plug, 8 oz.	6 72
Velvet, C. Pl., 16 oz.	15 84
Yum Yum, 10c, doz.	96
Yum Yum, 70c pails	6 80

P. Lorillard's Brands.

Beechnut Scrap, doz.	96
Buzz, L. C., 10c, doz.	96
Buzz, L. C., 35c, doz.	3 30
Buzz, L. C., 80c, doz.	7 90
Chips, P. C., 10c, doz.	96
Honest Scrap, doz.	96
Open Book Scrap, dz.	96
Stag, Cut P., 10c, doz.	96
Union Leader, 10c tin	96
Union Leader, 50c tin	4 80
Union Leader, \$1 tin	9 60
Union Leader, 15c, dz.	1 44
Union Leader, 50c, dz.	1 44
War Path, 35c, doz.	3 35

Scotten Dillon Co. Brands

Dan Patch, 10c, doz.	96
Dillon's Mixture, 10c	96
G. O. P., 35c, doz.	3 00
G. O. P., 10c, doz.	96
Loredo, 10c, doz.	96
Peachy, Do. Cut, 10c	96
Peachy Scrap, 10c, dz.	96
Peninsular, 10c, doz.	96
Peninsular, 8 oz., doz.	3 00
Reel Cut Plug, 10c, dz.	96
Union Workman Scrap, 10c, doz.	96
Way Up, 10c, doz.	96
Way Up, 8 oz., doz.	3 25
Way Up, 16 oz., doz.	7 10
Way Up, 16 oz. pails	7 10
Yankee Girl Scrap, 10c	96

Pinkerton Tobacco Co. Brands.

American Star, 10c, dz	96
Big 9, Clip., 10c, doz.	96
Buck Shoe Scrap, 10c	96
Pinkerton, 30c, doz.	2 40
Pay Car Scrap, 10c, dz.	96
Pinch Hit Scrap, 10c	96
Red Man Scrap, doz.	96
Red Horse Scrap, doz.	96

J. J. Bagley & Co. Brands.

Broadleaf, 10c	96
Buckingham, 10c, doz.	96
Buckingham, 15c tins	1 44
Gold Shore, 15c doz.	1 44
Hazel Nut, 10c, doz.	96
Kleeko, 25c, doz.	2 40
Old Colony, Pl. C. 17c	1 53
Old Crop, 50c, doz.	4 80
Red Band, Scrap, 10c	96
Sweet Tips, 15c, doz.	1 44
Wild Fruit, 10c, doz.	96
Wild Fruit, 15c, doz.	1 44

Independent Snuff Co. Brands

New Factory, 10c, doz.	96
New Factory Pails, dz	6 60

Schmidt Bros. Brands

Eight Bros., 10c, doz.	96
Eight Bros., Pails, dz.	8 40

R. J. Reynolds Tobacco Co. Brands.

George Washington, 10c, doz.	96
Old Rover, 10c, doz.	96
Our Advertiser, 10c.	96
Prince Albert, 10c, dz.	96
Prince Albert, 17c, dz.	1 53
Prince Albert, 8 oz.	6 72
Prince Albert, without pipes	6 72
Prince Albert, 8 oz. and Pipes, doz.	8 88
Prince Albert, 16 oz.	12 96
Stud, Gran., 5c, doz.	48
Whale, 16 oz., doz.	4 80

Block Bros. Tobacco Co. Brands

Mail Pouch, 10c, doz.	96
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Falk Tobacco Co., Brands.

American Mixture, 35c	3 30
Arcadia Mixture, 25c	2 40
Champagne Sparklets, 30c, doz.	2 70
Champagne Sparklets, 90c, doz.	8 10
Personal Mixture, doz.	6 60
Perique, 25c, per doz.	2 25
Serene Mixture, 16c dz	1 60
Serene Mixture, 8 oz.	7 40
Serene Mixture, 16 oz	14 70
Tareyton London Mixture, 50c, doz.	4 00
Vintage Blend, 25c dz.	2 30
Vintage Blend, 80 tins	7 70
Vintage Blend, \$1.55 tins, doz.	14 99

Superba Tobacco Co. Brands.

Sammy Boy Scrap, dz.	96
Cigar Clippings	
Havana Blossom, 10c	96
Havana Blossom, 40c	3 95
Knickerbocker, 6 oz.	3 00
Lieberman, 10c, doz.	96
W. O. W., 6 oz., doz.	3 00
Royal Major, 10c, doz.	96
Royal Major, 6 oz., dz.	3 00
Royal Major, 14 oz., dz	7 20
Larus & Bro. Co.'s Brands.	
Edgeworth Ready Rub-bed, 17c tins	1 62
Edgeworth Ready Rub-bed, 8 oz. tins, dz.	7 00
Edgeworth Ready Rub-bed, 16 oz. tins, dz	14 50
Edgeworth Sliced Plug, 17c tins, doz.	1 62
Edgeworth Sliced Plug, 35c tins, doz.	3 55

United States Tobacco Co. Brands.

Central Union, 15c, dz.	1 44
Shag, 15c Tins, doz.	1 44
Shag, 15c Papers, doz.	1 44
Dill's Best, 16c, doz.	1 48
Dill's Best Gran., 16c	1 48
Dill's Best, 17c Tins	1 48
Snuff, 10c, roll	64
Seal Blandening, 10c	64
Seal Göteborg, 10c, roll	64
Seal Swe. Rapee, 10c	64
Seal Norkopping, 10c	64
Seal Norkopping 1 lb.	85

CONFECTIONERY

Stick Candy Pails	
Standard	17
Jumbo Wrapped	13
Pure Sugar Stick, 600's	4 20
Big Stick, 20 Lb. case	18
Mixed Candy Pails	
Kindergarten	19
Leader	16
X. L. O.	13
French Creams	18
Cameo	19
Grocers	11
Fancy Chocolates	
5 lb. Boxes	
Bittersweets, Ass'ted	1 75
Choc Marshmallow Dp	1 60
Milk Chocolate A A.	1 95
Nibble Sticks	2 00
Primrose Choc.	1 25
No. 12 Choc.	1 60
Chocolate Nut Rolls	1 90
Gum Drops Pails	
Anise	17
Orange Gums	17
Challenge Gums	14
Favorite	20
Superior	20
Lozenges, Pails	
A. A. Pep. Lozenges	17
A. A. Pink Lozenges	17
A. A. Choc. Lozenges	18
Motto Hearts	19
Malted Milk Lozenges	21
Hard Goods, Pails	
Lemon Drops	18
O. F. Horehound Dps.	18
Anise Squares	18
Peanut Squares	20
Horehound Tablets	20
Pop Corn Goods.	
Cracker Jack, Prize	3 75
Checkers, Prize	3 75
Cough Drops	
Putnam's	1 30
Smith Bros.	1 50
Package Goods	
Creamery Marshmallows	
4 oz. pkg., 12s, cart.	95
4 oz. pkg., 48s, case	3 75

Lozenges, Pails

A. A. Pep. Lozenges	17
A. A. Pink Lozenges	17
A. A. Choc. Lozenges	18
Motto Hearts	19
Malted Milk Lozenges	21

Hard Goods, Pails

Lemon Drops	18
O. F. Horehound Dps.	18
Anise Squares	18
Peanut Squares	20
Horehound Tablets	20
Pop Corn Goods.	
Cracker Jack, Prize	3 75
Checkers, Prize	3 75
Cough Drops	
Putnam's	1 30
Smith Bros.	1 50
Package Goods	
Creamery Marshmallows	
4 oz. pkg., 12s, cart.	95
4 oz. pkg., 48s, case	3 75

Specialties.

Arcadian Bon Bons	19
Walnut Fudge	23
Pineapple Fudge	21
Italian Bon Bons	18
National Cream Mints	25
Silver King M. Mallowes	30
Hellow, Hiram, 24s	1 50

COUPON BOOKS

50 Economic grade	2 50
100 Economic grade	4 50
500 Economic grade	20 00
1,000 Economic grade	37 50
Where 1,000 books are ordered at a time, special-ly print front cover is furnished without charge.	

CRISCO.

36s, 24s and 12s.	21
Less than 5 cases	20 1/2
Five cases	20 1/2
Ten cases	20
Twenty-five cases	19 1/2
6s and 4s	19
Less than 5 cases	19 1/2
Five cases	19 1/2
Ten cases	19 1/2
Twenty-five cases	19

CREAM OF TARTAR

6 lb. boxes	38
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DRIED FRUITS

Apples	
Evap'd Choice, blk.	15
Apricots	
Evaporated, Choice	28
Evaporated, Fancy	33
Evaporated Slabs	25
Citron	
10 lb. box	87

Currants

Package, 14 oz.	20
Boxes, Bulk, per lb.	20

Peaches

Evap. Fancy, Unpeeled	20
Evap. Fancy, Peeled	22

Peel

Lemon, American	26
Orange, American	28

Raisins

Seeded, bulk	12 1/2
Seeded, 15 oz. pkg.	13 1/2
Seedless, Thompson	12 1/2
Seedless, 15 oz. pkg.	13 1/2

California Prunes

90-100 25 lb. boxes	@10 1/2
80-90, 25 lb. boxes	@11
70-80, 25 lb. boxes	@12
60-70, 25 lb. boxes	@13
50-60 25 lb. boxes	@14
40-50 25 lb. boxes	@16
30-40 25 lb. boxes	@19

FARINACEOUS GOODS

Beans

Med. Hand Picked	09
Cal. Limas	11 1/2
Brown, Swedish	08
Red Kidney	09 1/2

Farina

24 packages	2 10
Bulk, per 100 lbs.	05

Hominy

Pearl, 100 lb. sack	2 50
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Macaroni

Domestic, 20 lb. box	07 1/2
Domestic, broken bbls.	06 1/2
Armours, 2 doz., 8 oz.	1 80
Fould's, 2 doz., 8 oz.	1 80
Quaker, 2 doz.	1 85

Pearl Barley

Chester	4 25
00 and 0000	6 00
Barley Grits	5 00

Peas

Scotch, lb.	09
Split, lb.	08

Sago

East India	08 1/2
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Tapioca

Pearl, 100 lb. sacks	8 1/2
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

FLAVORING EXTRACTS

Jennings

Pure Vanilla	
Turpeneless	
Pure Lemon	

Doz. Doz.

Lemon	1 20
Vanilla	1 50
1 1/2 ounce	2 00
2 1/2 ounce	3 25
4 ounce	3 00
4 1/2 ounce	5 50
7 1/2 ounce	9 50
15 00 ounce	18 00
29 00 ounce	34 00

FLOUR AND FEED

Valley City Milling Co.

Lily White, 1/2 Paper sack	1 50
Harvest Queen, 24 1/2	
Light Loaf Spring	
Wheat, 24s	
Roller Champion 24 1/2	
Snow Flake, 24 1/2s	
Graham 25 lb. per cwt	
Golden Granulated Meal, 2 lbs., per cwt., N	
Rowena Pancake Com-pound, 5 lb. sack	
Buckwheat Compound, 5 lb. sack	

Watson Higgins Milling Co.

New Perfection, 1/8s	7 60
Red Arrow, 1/8s	7 80

Worden Grocer Co.

American Eagle, Quaker, Pure Gold, Forest King, Winner.	
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Meal

Gr. Grain M. Co.	
Bolted	2 55
Golden Granulated	2 70

Wheat

No. 1 Red	1 25
No. 1 White	1 23

Oats

Carlots	51
Less than Carlots	56

Corn

Carlots	81
Less than Carlots	86

Hay

Carlots	16 00
Less than Carlots	20 00

Feed

Street Car Feed	35 00
No. 1 Corn & Oat Fd	35 00
Cracked Corn	35 00
Coarse Corn Meal	35 00

FRUIT JARS

Mason, pts., per gross	7 45
Mason, qts., per gross	8 70
Mason, 1/2 gal., gross	11 70
Ideal Glass Top, pts.	8 95
Ideal Glass Top, qts.	11 10
Ideal Glass Top, 1/2 gallon	15 10

GELATINE

Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acid'd, doz.	2 25
Minute, 3 doz.	4 05
Plymouth, White	1 86

HAND CLEANER

10c size, 4 doz. 3 60
15c size, 3 doz. 3 60
25c size, 2 doz. 4 00

HORSE RADISH

Per doz., 7 oz.	1 25
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JELLY AND PRESERVES

Pure, 30 lb. pails	3 15
Pure 7 oz. Ass't., doz.	1 20
Buckeye, 22 oz., doz.	1 75
O. B., 15 oz., per doz.	1 40

JELLY GLASSES

8 oz., per doz.	35
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MATCHES.

Blue Ribbon, 144 box.	7 55
Searchlight, 144 box.	8 00
Safe Home, 144 boxes	8 00
Red Stick, 720 lb. box	5 50
Red Diamond, 144 bx	5 85

Cleveland Match Co. Brands

Old Pal, 144 Boxes 8 00
Buddle, 144 Boxes 5 75

Safety Matches.

Quaker, 5 gro. case	4 75
Red Top, 5 gro. case	5 25

MINCE MEAT.

None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 75
Libby Kegs, Wet, lb.	24

MOLASSES.

Gold Brer Rabbit

No. 10, 6 cans to case	5 10
No. 5, 12 cans to case	5 35
No. 2 1/2, 24 cans to cs.	5 60
No. 1 1/2, 36 cans to cs.	4 60

Green Brer Rabbit

No. 10, 6 cans to case	3 60
No. 5, 12 cans to case	3 95
No. 2 1/2, 24 cans to cs.	4 15
No. 1 1/2, 36 cans to cs.	3 50

Aunt Dinah Brand.

No. 10, 6 cans to case	2 85
No. 5, 12 cans to case	3 10
No. 2 1/2, 24 cans to cs.	3 35
No. 1 1/2, 36 cans to cs.	2 90

New Orleans

Fancy Open Kettle	55
Choice	42
Fair	28
Half barrels	5c extra

Molasses in Cans.

Red Hen, 24, 2 lb.	2 60
Red Hen, 24, 2 1/2 lb.	3 25
Red Hen, 12, 5 lb.	3 00
Red Hen, 6, 10 lb.	2 80
Ginger Cake, 24, 2 lb.	3 10
Ginger Cake, 24, 2 1/2 lb.	4 00
Ginger Cake, 12, 5 lb.	3 75
Ginger Cake, 6, 10 lb.	3 50
O. & L. 24-2 lb.	4 50
O. & L. 24-2 1/2 lb.	5 30
O. & L. 12-5 lb.	5 00
O. & L. 6-10 lb.	4 75
Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	4 15

Playing Cards

Broadway, per doz.	2 40
Blue Ribbon	4 00
Crickett	3 25
Bicycle	4 25

POTASH

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 for ice cream	56
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, 700 box	6 00
Grdma White Na. 100s	5 00
Rub No More White	
Naptha, 100 box	5 50
Swift Classic, 100 box	5 25
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 50
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm. 2 00	
Grandpa Tar, 50 Lge 3 35	
Fairbank Tar, 100 bx 4 00	
Tribly, 100, 12c	8 00
Williams Barber Bar. 9s 50	
Williams Mug, per doz. 48	
Proctor & Gamble,	
5 box lots, assorted	
Chipso, 80, 12s	6 40
Chipso, 30, 32s	6 00
Ivory, 100, 6 oz.	6 50
Ivory, 100, 10 oz.	10 85
Ivory, 50, 10 oz.	5 50
Ivory Soap Flks., 100s	8 00
Ivory Soap Flks., 50s	4 10
Lenox, 100 cakes	3 65
Luna, 100 cakes	4 00
P. & G. White Naptha	5 25
Star, 100 No. 13 cakes	5 50
Star Nap. Pow. 60-16s	3 65
Star Nap. Pw., 100-12s	3 85
Star Nap. Pw., 24-60s	4 85

CLEANSERS.	
KITCHEN KLENZER	
80 can cases, \$4.80 per case	
WASHING POWDERS.	
Bon Ami Pd, 3 dz. bx 3 75	
Bon Ami Cake, 3 dz. 3 25	
Climaline, 4 doz.	4 20
Grandma, 100, 5c	4 00
Grandma, 24 Large	4 00
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
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	3 85
oz.	
Rub No More, 13 Lg. 4 25	
Spotless Cleanser, 48,	20 oz.
Sani Flush, 1 doz.	3 85
Sapoline, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 70
Speedee, 3 doz.	7 20
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, Cochlin ----	@20
Mace, Penang ----	@70
Mixed, No. 1 ----	@22
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70-80 ----	@40
Nutmegs, 105-110 ----	@40
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 ----	@30
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 1/2 oz. ----	3 25
Kitchen Bouquet ----	3 25
Laurel Leaves ----	20
Marjoram, 1 oz. ----	90
Savory, 1 oz. ----	90
Thyme, 1 oz. ----	90
Tumeric, 2 1/2 oz. ----	90

STARCH	
Corn	
Kingsford, 40 lbs. ----	11 1/4
Powdered, bags ----	03
Argo, 48 1 lb. pkgs. ----	3 75
Cream, 48-1 ----	4 80
Quaker, 40-1 ----	6

Gloss	
Argo, 48 1 lb. pkgs. ----	3 75
Argo, 12 3 1/2 lb. pkgs. ----	2 74
Argo, 8 5 lb. pkgs. ----	3 10
Silver Gloss, 48 1s ----	11 1/4
Elastic, 48 1 pkgs. ----	5 25
Tiger, 64-1 ----	2 85
Tiger, 50 lbs. ----	04 3/4

CORN SYRUP.	
Penick Golden Syrup	
6, 10 lb. cans ----	2 55
12, 5 lb. cans ----	2 75
24, 2 1/2 lb. cans ----	2 85
24, 1 1/2 lb. cans ----	1 95
Crystal White Syrup	
6, 10 lb. cans ----	2 95
12, 5 lb. cans ----	3 15
24, 2 1/2 lb. cans ----	3 30
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, 2 1/2 lb. cans ----	4 05
24, 1 1/2 lb. cans ----	2 75

Corn	
Blue Karo, No. 1 1/2,	
2 doz. ----	2 00
Blue Karo, No. 5, 1 dz.	2 80
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

Maple	
Imt. Maple Flavor.	
Orange, No. 1/2, 2 doz.	2 75
Orange, No. 5, 1 doz.	3 90
Green Label Karo,	
23 oz., 2 doz. ----	6 69
Green Label Karo,	
5 1/2 lb., 1 doz. ----	11 40
Maple and Cane	
Kanuck, per gal. ----	1 60
Sugar Bird, 2 1/2 lb.,	
2 doz. ----	9 00
Sugar Bird, 8 oz., 4	
doz. ----	12 00

Maple	
Johnson Purity, Gal. 2 50	
Johnson Purity, 4	
doz., 18 oz. ----	18 50
TABLE SAUCES.	
Lea & Perrin, large.	6 00
Lea & Perrin, small.	3 35
Pepper ----	1 60
Royal Mint ----	2 40
Tobasco ----	2 75
Sho You, 9 oz., doz.	2 70
A-1 large ----	5 75
A-1 small ----	3 25
Capers ----	1 90

TEA.	
Japan.	
Medium ----	34@38
Choice ----	45@56
Fancy ----	58@60
No. 1 Nibbs ----	62
1 lb. pkg. Siftings ----	18
Gunpowder	
Choice ----	28
Fancy ----	38@40
Ceylon	
Pekoe, medium ----	33
Melrose, fancy ----	56

English Breakfast	
Congou, Medium ----	28
Congou, Choice ----	35@36
Congou, Fancy ----	42@43
Oolong	
Medium ----	36
Choice ----	45
Fancy ----	50

TWINE	
Cotton, 3 ply cone ----	52
Cotton, 3 ply balls ----	55
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, single handle ----	90
Market, extra ----	1 25
Splint, large ----	8 50
Splint, medium ----	7 50
Splint, small ----	7 00

Churns.	
Barrel, 5 gal., each ----	2 40
Barrel, 10 gal., each ----	2 55
3 to 6 gal. per gal. ----	16
Egg Cases.	
No. 1, Star Carrier ----	5 00
No. 2, Star Carrier ----	10 00
No. 1, Star Egg Trays 4 50	
No. 2, Star Egg Trays 9 00	

Mop Sticks	
Trojan spring ----	2 00
Eclipse patent spring 2 00	
No. 2, pat. brush hold 2 00	
Ideal, No. 7 ----	1 35
12 oz. Cot. Mop Heads 2 25	
16 oz. Cot. Mop Heads 3 50	

Pails	
10 qt. Galvanized ----	2 35
12 qt. Galvanized ----	2 60
14 qt. Galvanized ----	2 90
12 qt. Flaring Gal. Ir. 6 75	
10 qt. Tin Dairy ----	4 80
12 qt. Tin Dairy ----	5 40

Traps	
Mouse, wood, 4 holes --	60
Mouse, wood, 6 holes --	70
Mouse, tin, 5 holes ----	85
Rat, wood ----	1 00
Rat, spring ----	1 00
Mouse, spring ----	30

Tubs	
Large Galvanized ----	8 65
Medium Galvanized --	7 60
Small Galvanized ----	6 75
Washboards	
Banner Globe ----	6 00
Brass, Single ----	7 00
Glass, Single ----	6 75
Double Peerless ----	8 25
Single Peerless ----	7 50
Northern Queen ----	5 75
Universal ----	7 50

Window Cleaners	
12 in. ----	1 65
14 in. ----	1 85
16 in. ----	2 30
Wood Bowls	
13 in. Butter ----	5 00
15 in. Butter ----	9 00
17 in. Butter ----	18 00
19 in. Butter ----	25 00

WRAPPING PAPER	
Fibre, Manila, white. 05 1/2	
No. 1 Fibre ----	07 1/2
Butchers Manila ----	06 1/2
Kraft ----	09

YEAST CAKE	
Magic, 3 doz. ----	2 70
Sunlight, 3 doz. ----	2 70
Sunlight, 1 1/2 doz. ----	1 35
Yeast Foam, 3 doz. ----	2 70
Yeast Foam, 1 1/2 doz. 1 35	
YEAST-COMPRESSED	
Fleischman, per doz. --	28

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 13—The Erickson Grocery Co., which has been engaged in the grocery and meat business for several years in this city, and which also has a branch at Dafter, has changed the name of the house and will henceforth be known as Maki & Co. John Maki has been manager of the company and for a number of years the house has been one of the Soo's successful enterprises. The firm recently acquired the packing house and abattoir from the J. H. Moher estate and the plant will soon be in operation.

The ferry between the two Soos will not be in operation this year until after March 20, according to announcement made by the International Transit Company. The opening of the steel plant on the Canadian side should make the ferry business unusually good next summer. It is quite a handicap not to be able to get over to the other side at the present time except by rail.

"One trouble with the investigation of the coal shortage is that the report will come to hand at about the time we all begin to grumble about the price of ice."

Fred Griffin has been appointed postmaster at Manistique to take the place of Fred Carroll, present incumbent. Mr. Griffin served for several years as a mail carrier and later served a four year term as sheriff. He is well and favorably known and should make an efficient postmaster.

Ferris Shaheen, who has been conducting a clothing store at 229 Portage avenue for several years, closed his doors recently pending settlement of financial difficulties. However, it is expected that the store will be opened in a few days.

The building occupied by Wm. Bowerman, at Whitedale as a general store was destroyed by fire March 3. The cause of the fire was a defective chimney. It was a close shave for the hotel at Whitedale, which was saved by the heroic efforts of the people of the village. Mr. Bowerman carried a small insurance and it is understood he will be a heavy loser. It has not been learned yet whether the building will be re-built. The building was an old landmark at Whitedale. It was erected more than thirty years ago and was at one time known as the Michigan Hotel during the flourishing days of Whitedale, when lumbering was in full swing.

M. J. Gillespie, second hand merchant on West Portage, announces that he has purchased the Pabst block, which will be completely remodeled in the Spring, and that he will continue business as heretofore at that location.

"A London doctor urges women to smoke pipes, but you can't talk with a pipe in your mouth."

John McInnis, proprietor of the McInnis grocery, 443 East Spruce street, has taken in Everett York as a partner. The store will be conducted under the same name for the present. It is understood they intend to go into the flour and feed business later on as well as handle groceries.

The Stack Lumber Co., at Manistique, is putting on a night shift and is running day and night with a payroll of \$8,000 per month.

The Lakeview Hotel was re-opened last week by Ed. Rapin, who will conduct the hotel portion of the building and also the dining room. The building has been entirely renovated and is in fine condition. In addition to the dining room, Mr. Rapin has also installed a lunch counter which will be in continuous operation. Mr. Rapin, who has had many years experience in the business needs no introduction in this city and his new location will, undoubtedly, prove a success.

M. J. Magee, formerly Vice-President of the Sault Savings Bank, was recently elected President to succeed the late George Kemp. Mr. Magee

has been active Vice-President since 1907 and his elevation to the Presidency is well deserved.

Valentino is said to receive \$30,000 per week for dancing. (Which is enough to make anyone dance).

Two new automobile lines out of the Soo are planned for the coming season. The old line will be operated on a larger scale and from present indications Soo people and the traveling public will have plenty of convenience in getting about the country.

Plans are under way for a bus line from the Soo to Trout Lake. This line will be routed through Dafter, Kinross and Trout Lake. It is expected they will carry freight as well as passengers. It is also rumored that a bus line will be started between the Soo and DeTour.

"Happiness is not scarce. It just isn't being used much."

The car shortage is being felt to a marked degree by agricultural interests here. The matter has been called to the attention of the Commercial Association who have taken the matter up with officials in the hope of securing relief as soon as possible.

August Winkle has opened a meat market at Manistique and will carry a full line of meats and farm products.

In the departure of the Rev. S. H. Alling, the Soo loses one of its popular citizens. For several years he has been in charge of the Episcopal church here, but expects to leave in the near future for Nashville, Tenn., where he has accepted a call. He has made many friends while here who regret his departure but wish him much success in his new field.

William G. Tapert.

"Suggestion Sale" Worked All Year.

A "Suggestion Sale" contest started in the Elder-Johnston Co. store of Dayton, Ohio, secured such a foothold that it not only brought in \$32,789.46 but has become so ingrained in the selling system of the employes that added sales from suggestions are being reported every day. The average "suggestion sale" by the individual was \$176.29 for the month.

Thomas Elder, himself, says that he has had suggestive selling tried on him. Another member of the firm had his shoes mended and on calling for them, the clerk remarked:

"Did you notice that the strings in these shoes were nearly worn out?"

"At his reply in the affirmative, she produced a new pair, which he bought. The laugh was at the expense of the firm member.

Innumerable similar incidents to these soon showed that the organization was thoroughly "wrapped up in the possibilities of "suggestion selling."

Rules should be laid down dictating the conditions which decide the types of "Suggestion Sales" recognized in the contest. They are:

(a) A customer makes a purchase of a spool of thread, the salesperson suggests a paper of needles, the customer purchases the needles.

(b) A customer asks for a certain brand of men's shirts; we do not carry these and she will have no other brand; the salesperson suggests a tie and the customer purchases the tie.

(c) If, while holding a special sale in the department on an article, the salesperson secures sales over the phone by suggestion, and the customer makes the purchase the same day or has the article delivered, this will be considered as a suggestion sale."

Expressions Which Repel Instead of Gaining Trade.

Finding that many salespeople have become careless in their choice of words the bureau of sales training of the Pelletier store, at Sioux City, Iowa has issued a bulletin of "hackneyed words and phrases," with suggested substitutes. According to W. T. White, advertising manager of the store, the bulletin, reproduced below, is having an excellent effect in improving verbal salesmanship:

Words to Avoid:

- "Something" or "waited on?"
- Stuff
- Swell
- For instance, "That certainly is swell on you."
- Elegant.
- To say, "That's a very elegant dress."
- Nifty
- This is a slang term and has no place in a really good selling vocabulary.
- Cheap
- This word is erroneously applied to price when it naturally refers to quality. Use other words with the same meaning but a "softer" sound.
- Awfully and terribly
- For instance, "An awfully pretty hat."
- "I love that waist on you" or "I'm crazy about that sweater" are not in good usage and should be avoided.
- "One of our best sellers" is a "trade" term, or slang, and has no place in a selling talk to customers.
- Lady
- "That there"
- as in "that there pair of hose."
- Ain't
- "I've worn it—"
- Words to Be Used With Care.
- Stunning, dashing, striking wonderful and nice.
- Only good when one says, These are nice, choice oranges."
- Dressy
- Frenchy
- Good-looking
- Suggested Substitutes.
- Do you wish attention?
- May I interest you?
- Are you receiving attention?
- May I be of service, madam?
- Handsome, beautiful, exquisite, charming, fashionable, modish.
- Smart, clever, attractive, nobby, becoming, desirable, unusual, delightful.
- Inexpensive
- Moderately priced.
- Good value.

Very, extremely, most, unusually, decidedly, remarkably.

"This is in great demand."
 "These are very popular now."
 "These are the favorites for spring."
 Use "madam" instead.
 "That pair of hose" or "this pair of stockings."
 —is grammatically incorrect.
 "I'm not sure" is much better.
 Can be employed to describe superior quality, high-priced goods.
 For example, a dress at \$250 would no doubt be a wonderful dress.

"That's a nice pair of hose" is colorful.
 Attractive, pleasing, desirable, dainty are much better.

Instead of saying, "That hat is so Frenchy," it is better to say, "That hat is French in style," or has "French style," or "is quite French in mode."

Is not incorrect, commercially, but should be used with care, as it borders on slang.

Attractive, beautiful, distinctive, stylish, smart, clever and many others will do duty instead.

Corporations Wound Up.

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

- Dickinson Mineral Land Co., Detroit.
- De Coursey-Cramer Co., Eaton Rapids.
- W. W. Harmon, Inc., Detroit.
- Shiland-Dive Co., Detroit.
- Tyler Fuel & Building Material Co., Grand Rapids.
- International Exchange, Detroit.
- Rosenbach Co., Chicago-Detroit.
- Berendt Sign Co., Detroit.
- Hammond Estate Co., Detroit.
- City Music Co., Detroit.
- Illinois Car & Mfg. Co., Chicago-Detroit.
- Cross-Kramer Oil Co., Chicago-Grand Rapids.
- George D. Roper Corporation, Illinois, Detroit.
- Lacota Food Products Co., Lacota.
- Sawyer Insurance Agency, St. Clair.
- F. F. Hodges Mfg. Co., Kalamazoo.
- Munising Hardware Co., Munising.
- Acme Concrete Products Co., Cement City.
- Kingsbury Construction Co., (New York), Cheboygan.
- Fair Round Real Estate Co., Detroit.
- Nyhoff Realty Co., Detroit.
- Allegan Furniture Co., Allegan.
- Pure Food Specialties Co., Ohio-Detroit.
- C. L. Marshall Co., Inc., Detroit.
- Keystone Steel Co., Detroit.
- Straits Rubber Co., Detroit.
- Tiger's Claw Manufacturing Co., Detroit.
- Congleton & Rogers Co., Flint.
- Health Baking Co., Kalamazoo.
- Home Building Co., Detroit.
- Walton Chair Co., Sturgis.
- National Vaporizer Co., Kalamazoo.
- L. J. Hillock Realty Co., Detroit.

Can you be cheerful the last thing Saturday night as well as at any time during the week when you feel fresh and rested? Cheerfulness in business is a great asset.

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 60 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.



E. E. JOHNSON A. CO.
Mds. Auct. Experts
 Reduce stock or sell you out slick and clean and do it quick. Write or wire for date.
240 East Burch St.
Canton, Ill.

For Sale—Drug stock and fixtures, ice-less fountain, ice put up for summer use. Inquire of H. W. Rodenbaugh, Breeds-ville, Mich. 81

For Sale—Clean cash grocery stock and fixtures. Invoice complete about \$4,000. Will rent brick building. Good running business, stock turned every month. Inquire of J. M. Salze, Milbank, South Dakota. 82

For Sale—Seventy-nine pairs Dr. Scholls arch supports, good condition and sizes, at 25% discount. Detailed sizes to interested party. A. J. Diehm, Remus, Mich. 83

POSITION WANTED—An experienced dry goods man wants position as buyer of linen, bedding and wash goods, or as buyer and manager of general store. Best of references. Address "Salesman," 3469 Pennsylvania Ave., Detroit, Mich. 84

FOR SALE—TWO-STORY BRICK BUILDING AND confectioner's outfit, stock and everything, on Michigan Ave., in a bank block, next to theater. One of the best buys in Wayne county. Selling on account of sickness. Cash or terms. Phone 119 or come out and see me at store. N. T. Johnson, Wayne, Mich. 85

For Sale—Old established business, dry goods, men's furnishings and shoes. Town 1200; college 400 students one mile from limits. Southwest Michigan, heart of fruit belt. Location excellent, good building, rent low. Liberal discount for cash, terms to right party. Other business requires all my time. Address No. 86, care Michigan Tradesman. 86

HOTEL FOR SALE—Ten bedrooms, completely furnished; seating capacity for twenty-four in dining room; lavatory and kitchen complete; big back yard. I rent a barber shop and a creamery in the building. Building alone, \$2,500; furnished, \$3,000. \$1,000 down, remainder in easy payments. Mrs. Ella Clary, Eagle Hotel, White Cloud, Mich. 87

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.

DICKRY DICK THE SCALE EXPERT. MUSKEGON, MICH. 939

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—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

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

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.**

For Sale—General stock of dry goods and groceries, on railroad and good roads. A good resort trade in season, and good farmers' trade the year round. Invoices about \$4,500, fixtures extra. Rent, with eight living rooms, \$25. Have other business. Write No. 78, care Michigan Tradesman. 78

For Sale—General store, gasoline station, new bungalow, agency for corduroy tires. Located in Holland community. Will trade for city property. Address No. 79, care Michigan Tradesman. 79

FOR SALE—TWO STORY BRICK STORE, including \$3,000 stock general merchandise and dwelling grain elevator, potato house and hay house. Potato house equipped with two wagon dumps and power sorters, electric motors. Located seven and one-half miles from Chippewa Falls on Omaha Railway. Excellent opportunity for married man. Best reasons for selling. If you mean business, you had better investigate this. Farmers' Produce Co., Chippewa Falls, Wisconsin. 80



Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

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.

GRAND RAPIDS SAFE CO.

Dealer in

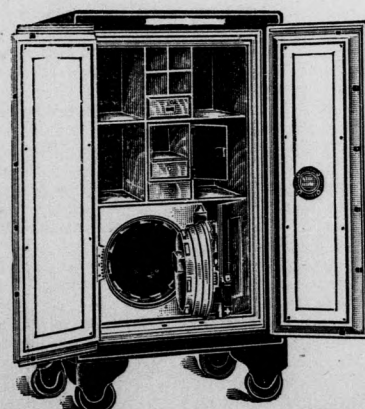
Fire and Burglar Proof Safes

Vault Doors and Time Locks

Largest Stock in the State.

Grand Rapids Safe Co.

Grand Rapids, Mich.



LICENSING GROCERS.

Measure Introduced in the Washington Legislature.

Section 1. The words "grocer's clerk," whenever used in this act, shall be held to mean and include any person over the age of 21 years engaged in selling articles of any grocer and who has had not less than two or three years' experience in selling such articles;

The words "grocer's apprentice," whenever used in this act shall be held to mean and include any person between the ages of legal minimum and 21 years engaged in selling articles used for human food as an employe of a grocer.

Section 2. The director of licenses shall have the power and it shall be his duty:

a. To, with the advice and assistance of the supervisor of foods, drugs, and oils and the supervisor of weights and measures in the department of agriculture and the supervisor of purchasing and the State dietitian in the department of business control, from time to time, establish and provide for courses of study in the subjects of knowledge of foods and food values, commercial English, commercial arithmetic, elementary bookkeeping, laws relating to pure foods and sanitary methods of handling the same and methods of business.

b. To formulate rules for the examination of, and the granting of certificates of qualifications to persons desiring to be registered as grocers' apprentices or to be granted a certificate as grocer's clerk or grocers.

c. To, with the assistance of the board of examiners to be appointed by the governor from time to time, said board to consist of three members of the Washington Retail Grocers and Merchants' Association or other qualified grocers hold written examinations of applicants for such certificates, at least semi-annually, at such places as the director may designate.

d. To grant certificates of registration to grocers' apprentices and certificates to such applicants as may, upon examinations, be found qualified to act as grocers' clerks or grocers;

e. To charge and collect from all applicants for registration as grocers' apprentices a fee of not to exceed \$5 and from all applicants for examination and certification as grocers' clerks or grocers a fee of \$10.

f. To revoke for cause any certificate issued, after written notice to the holder and the hearing had thereon.

g. To report annually to the governor, on or before the first day of January in each year, all such certificates issued during the preceding year.

Section 3. Any citizen of the United States, or any person who has duly declared his intention of becoming such citizen, residing and doing business in the State of Washington, being over the age minimum legal years and of good moral character, may apply to the director of licenses, on a form to be prescribed by the director, for a certificate of registration as a grocer's apprentice, and such citizen of the United States, or declarant, being over the age of 21 years and of good moral character, may apply to the director of

licenses, upon a form to be prepared for that purpose for examination and for the issuance to him of a certificate of qualification to act as a grocer's clerk or grocer; and such persons, upon the issuance and receipt of such certificate and during the period of existence thereof, shall be styled and known respectively as certified grocer's apprentice, certified grocer's clerk or certified grocer; Provided that, no person shall be entitled to receive and use a certificate or to be known as a certified grocer unless all of his employes engaged in selling articles for human food shall be certified grocer's clerks or certified grocer's apprentices, and it shall be unlawful for any person or persons, not holding such certificates to assume and use the title or advertise or use any words, letters or figures to indicate that the person using the same is a certified grocer's apprentice, certified grocer's clerk or certified grocer.

Flint Grocery Jobber Stands Up For Manufacturer.

Flint, March 13—So much confusion exists in the minds of business men regarding the right of a manufacturer to maintain his fixed selling price right through the various distributing agencies down to the consumer. It is a question of such vital importance to the trade and to the entire Nation that the time has come when business men and trade papers should give this question serious thought and publicity in an effort to establish settled and sane conditions in the place of the present disorganized, chaotic and unhealthy conditions found in all lines of trade to-day.

The right of a manufacturer to fix and maintain his price is as sound as his right to manufacture goods. When the owner of a great department store discovers a clerk stealing from him, or "picking the pockets" of another clerk, he promptly discharges the offending clerk and forbids him any further connection with or income from the store. His right to discharge is not questioned.

When a manufacturer finds a jobber or a retailer destroying his established trade or cutting his goods (picking the pockets of another clerk) he is restrained by law from protecting his business.

Legally, then, the jobber and the retailer (both of them only clerks for manufacturers) can uproot and destroy in a short time all the good will and business the owners have built up in years. Legally these clerks may also "pick each others pockets" and the owner can neither discharge them, punish them or in any way prevent them from doing so nor secure just redress.

Some folks seem to think a manufacturer makes his product to sell to jobbers or retailers, but it is safe to say this is not the case. The manufacturer makes his product for his customer the ultimate consumer. He studies qualities, sizes of containers, prices, etc., and finally brings forth the object of his thought and fancy, an article to be sold at a certain price to the consumer.

His connection with jobbers, retailers or others who are not consumers is only incidental. He uses them or not, as he thinks will fit his scheme and purpose. At best they are only his clerks hired for a stipulated and usually uniform amount to act for him in a certain defined capacity. Is it reasonable then that when one of these proves a detriment to his business that he be denied the right to sever all business relations with the "unfaithful clerk," and that he be denied the right to prevent that clerk from re-entering his employ through indirect channels?

Are the laws to be arranged to protect thieves under the disguise of maintaining competition? Or under the same disguise do we want to teach our merchants that competition is only another word for "picking one another's pockets?"

Rather than be forced to submit to the abuses practiced by trade pirates (cut price jobbers and retailers) a manufacturer should have the right to collect damages from them where damages could be shown. After all the internal business of the Nation is only one big department store with the owners (the manufacturers and producers) selling their product to the consumers (you and I and the rest of us).

The middle men—jobbers, retailers, etc.—are "just clerks" hired and paid to perform a certain service in the great business of distribution. If a clerk fails to do as he agrees, or to function in a way satisfactory and agreeable to the owner he is eliminated. The faithful clerk is retained.

Why all the volumes of argument, pro and con, when only the most simple, fundamental rights of a man to protect his own rights are involved? Such laws as we have had along the lines of monopoly prevention are of themselves the very causes of monopoly. The rights of the individual manufacturer to protect his own business properly will be this Nation's greatest and most effective safeguard against monopoly.

To protect his own business properly, he, a manufacturer, must be able to maintain his price to consumers and to enforce his clerks (retailers and jobbers) to abide by his terms of sale.

R. C. Moffett.

Licensing Grocers a Good Thing.

The agitation for licensing retail grocers appears to be growing over the country—not for the purpose of taking them for Revenue purposes, but rather with a view to qualifying them to enter the business. The Michigan grocers in convention recently went on record favoring some method of licensing whereby the prospective grocer's ability and knowledge of the business would be put to a test. In Washington state the grocers are back of a bill to "certify" them at the hands of a state director of licenses. In Kansas several years ago a move started with the same object in mind, while in Oklahoma a special local law was passed to score their sanitary conditions.

The National Association of Retail Grocers adopted the idea of a Better Grocers' bureau, the principal feature of which is to certify retail grocers, a most commendable effort but its value is lacking because of the fact that the certification comes from an organization of retail grocers in which the public will have no confidence. Moreover, that is purely individual and voluntary whereas the moves referred to will be under the sanction of the state, will be general in its application to all retail food merchants within the state and of course will have more influence with the people. Direct benefits will accrue from legislation of this sort if it can be brought about, both to the consuming public as well as to the retail grocer trade itself, which will be freed from incompetent and in some instances unfair competition.

Certification of retail grocers along the lines being followed in England would be a good thing for this country. However, the legislative moves would not have the same purposes in view as a whole. As we understand

it, men would be licensed to do business providing they are qualified from a sanitary standpoint. We don't believe it is the intention to go into their capabilities, though that is a very desirable feature if it could be included. Unquestionably, if all states had laws which were strictly enforced that would enable the authorities to close up unsanitary places and those that handle questionable foods, it would be a mighty good thing.

However, it would be much better if laws could be enacted that would force merchants to pass a test of competency, both in a financial as well as in a managerial way. Too many people think they can make money selling groceries. It is quite easy for them to get credit for a time from jobbers but having embarked in the business find that all is not gold that glitters. During their stay they are a thorn in the side of the surrounding merchants and as a consequence are a detriment to the other merchants. These incompetents know nothing about overhead, have no idea of a reasonable selling price that will enable them to pay operating expenses and a little over, with the result that they demoralize the other dealers' business.

The licensing or certifying of grocers has been a subject of discussion for many years. A start in a legislative way has been made. It will take some time to get what is wanted to fill the bill, but perseverance usually has its reward, especially for anything that is worthy and right. The retail grocery trade needs some "force" to eliminate the incompetents and save them from throwing away their money. The mortality among them does the eliminating but there is always a new crop ready to brave the dangers of failure, hence the situation complained of cannot be controlled. A state law, though, if within the bounds of constitutionality would prove a remedy, since it would shut out the new beginners who are doomed to failure from the start—Interstate Grocer.

The Board of Directors of the Retail Grocers and General Merchants' Association of Michigan will meet at Saginaw Thursday to select a secretary to serve during the ensuing year. The organization has evidently reached the parting of the ways, where it will continue its upward course to keep pace with the hardware and dry goods associations or drop back into inaction and indifference, as was the case under the administration of a number of the early incumbents of the secretary's office.

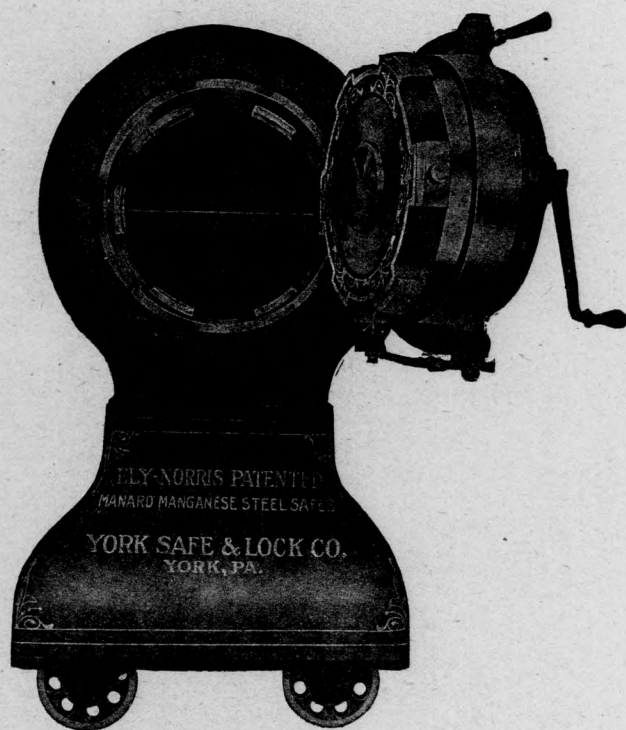
Detroit—The Detroit Food Products Co., 2621 Ferry Park avenue, has been incorporated to deal at wholesale and retail in peanut butter and other food products with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and paid in, \$1,500 in cash and \$1,500 in property.

Eaton Rapids—The W. F. Hall Co., owner of the local knitting mill, has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, all of which has been subscribed and \$12,000 paid in in property.

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SOME twelve years ago the firm of Kane & Kane entered business in Orillia, Ontario.

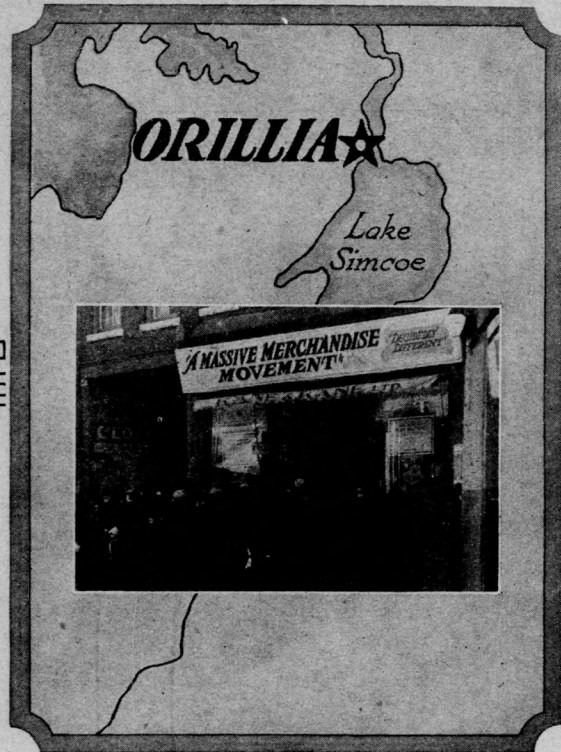
AT that time their stock inventoried \$20,000, consisting of shoes, dry goods, clothing besides men's and women's furnishings. Excellent business signalized their first year—their total sales exceeding \$60,000.

THOUGH Orillia is a town of just 7,000 people and located barely forty miles from Georgian Bay, while its trade territory in the opposite direction is cut short by another large body of water, Lake Simcoe, Kane & Kane, through intensive working of their business district, have produced a steady, healthy growth in their trade.

THE stock of Kane & Kane was gradually expanded as the business justified it, and a line of ladies' ready-to-wear added. The past three years its average inventory has been \$45,000 with yearly gross sales of \$100,000.

RESOLVED to follow the policy of carrying the smallest stock consistent with their legitimate business requirements and at the same time to increase the volume of their sales, Kane & Kane decided on a thorough going drive for new business.

AFTER a careful investigation, they selected Kelly Service to conduct



their selling campaign. A volume of \$15,000 was figured the maximum obtainable in this drive which was to be followed by a consistent advertising campaign under the supervision of the Service Department maintained by the T. K. Kelly Sales System for the benefit of its old clients.

A TOTAL of \$20,000 was sold in this Kelly campaign—\$5,000 more than the amount Kane & Kane regarded as the outside possibility.

SINCE the conclusion of this drive, consistent advertising of the kind that is truly selling by printer's ink, has enabled Kane & Kane to make enviable progress in their greater business program.

SUCH progress is open to every merchant—to you—and you can obtain a complete outline of the plans and methods through which Kelly Service will so increase your business, merely by forwarding the size of your stock.

This information is free and confidential.

The **T. K. KELLY**
SALES SYSTEM
MINNEAPOLIS