

MICHIGAN TRADESMAN

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Forty-first Year

GRAND RAPIDS, WEDNESDAY, MARCH 5, 1924

Mar 8 '24

Number 2111

The Chapel of the Heart

DEEP in the dales of the human heart,
Deep in the dells of the soul,
Where the springs of the innermost passions start,
Where the brooks of hope and happiness part,
And the flowers of life unfold,
Is a temple whose vespers rise and swell,
Yet it hath no priest and it hath no bell.
'Tis loftier far than the dome of the sky,
'Tis deeper down than the sea;
It catches the gleam of the stars as they fly
And the music they make as they wander by
With their heavenly minstrelsy.
Music—but whence no mortal can tell—
For it hath no priest and it hath no bell.
No glitter of tinsel, no blight of gold,
No fashion of rank and lies,
No creeds in their confined urns of old
Where the dust lies deep on their hearts of mold;
No altar where prides arise—
And yet no cathedrals in beauty excel,
Though it hath no priest and it hath no bell.
And her hath the crushed and the desolate prayed
From the depths of their soul's despair;
And hither hath sad-eyed sorrow strayed,
And outcast Hope hath sobbed and laid
Her head on the altar there.
And never anathema rings their knoll,
For it hath no priest and it hath no bell.
Oh, glorious church of the heart divine
(Oh science priest to us all)
High o'er the world may your sweet dome shine,
With your silent priest in this heart of mine,
And the image of love on your wall.
Oh, church of the heart, 'tis there God dwells,
Though it hath no priests and it hath no bells.

JOHN TROTWOOD MOORE.

Public Reference Library,
Library St.



THERE'S a heap of satisfaction—

When you look over your inventory sheet—figure out what your efforts during 1923 have meant—

When you decide that new life is needed in your business to create enthusiasm in your merchandise on the part of your customers and your clerks, it is good to know there is at your command an absolutely reliable service for this work.

You know a Kelly campaign will put that life into your business—move “shelf warmers,” and winter goods which will be obsolete if carried over. With the usual Kelly results in the way of a clean stock, more business from a greater territory and a fund of new selling and merchandising plans business is sure to hit a splendid stride.

The Jones Company of Tecumseh, Michigan, has recently enjoyed that “grand and glorious feeling” which comes after a Kelly sale. Some \$6,541 worth of merchandise moved profitably for them.

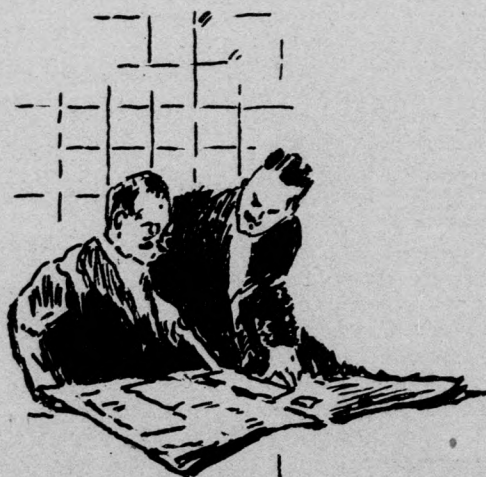
“Old stock cleaned out profitably, ready cash, hundreds of new permanent customers”—that in brief is their comment on Kelly Service.

Kelly
Service
MINNEAPOLIS



Such a Service operating in your store the next few weeks, will bring out the possibilities of your store and territory—possibilities which will mean a bigger figure on the profit side of your 1924 ledger.

Certainly you can hardly afford to pass up any opportunities for making this year a banner one—if you have never received full details of Kelly Service, send in the size and kind of stock you carry and our plans will be forwarded at once. If you have full details, then you would do well to make early reservation.



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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.

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TRADESMAN COMPANY
Grand Rapids

E. A. STOWE, Editor.

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NOW IS OPPORTUNE TIME.

It is very evident that the officers of the General Merchants and Retail Grocers Association of Michigan propose to force to the front the issue between the independents and the chains, so far as the handling of cut-rate brands is concerned. Those manufacturers who sell their products to the chains as low or lower than they sell to the jobber will, undoubtedly, be given an opportunity to right about face or be made to realize that their packages are quietly deposited under the counter, to be resurrected only when specifically called for by the consumer. The issue is plain and unmistakable. There can be no middle ground. No man can serve two masters. The manufacturer can cater to the independent grocer or he can bend the knee of submission to the chains. The manufacturer has been led into this trap by the daily newspapers and advertising agents, who have whanged away on one string for years—that the retail grocer is a serf who can be depended on to do the bidding of his royal masters (the manufacturers) and handle anything that is exploited in the daily newspapers, whether the transaction involves profit and loss.

It is time for the "serfs" to discard the shackles which the manufacturers have forged for his especial benefit and demonstrate that they have a right to exist, the same as the chains.

Will they do it or will they continue to act as the slaves of the advertising manufacturers?

SALES OF MEN'S CLOTHING

There has been much ado lately over the poor business in men's clothing, and various factors, such as the weather and the automobile, have been held responsible. Yet sales of men's clothing at wholesale in the New York district are reported by the Federal Reserve agent to have been 13 per cent. larger in January than in the same

month a year ago. Part of this increase may have resulted from purchases for special sales which always feature the clothing business in that month, but the gain seems also to indicate that retailers in this section expect better business this spring than last. In fact, sales of men's clothing in January made a better showing than sales of women's. Wholesale buying of women's dresses just held even with the same month a year ago, and sales of coats and suits showed a decline of 10 per cent.

Annual Banquet of Local Grocers and Butchers.

One of the most enjoyable functions in years was the recent banquet of the Grand Rapids Retail Grocers and Meat Dealers Association, given in the Pantlind on the night of Feb. 21. It was noted for its large attendance, 392 guests being present; for its high class entertainment; for the splendid address given by John A. Green, publicity director of the American Sugar Refining Co., of Cleveland, Ohio, and the general all round feeling of good-fellowship.

Order was called at 7:45 by President Gezon, who introduced Rev. Wm. J. Stuart, who delivered the invocation. The discussion of the menu, which was an appetizing one as only the Pantlind chefs can make, followed and was most heartily enjoyed, the food furnished being of excellent quality and, what is more, there was plenty of it.

The menu over, President Gezon discovered that the toastmaster scheduled to preside—Barney Google—was not on hand, nor could he be found. For this he was roundly taken to task, but a happy substitute was found in Herman Hanson, who functioned ably and well.

The hit of the evening was John A. Green, above mentioned, who in his forceful yet pleasant way told the dealers something that made many of them sit up and take notice and made them wonder whether they were really in business or just mere hangers on. Having opened the wound he was also quick to apply the remedy and none of his auditors felt the least bit hurt, even though the shoe pinched at times.

The Ritz trio furnished splendid music. Ray De Bruine gave a zyllophone solo which was highly applauded. The Central Reformed quartette sang. Mrs. Myrtle Koon Cherryman gave a group of readings. Community songs were interspersed by the audience and thus was passed an evening that will be long remembered in the annals of the Association.

The Fleischmann Yeast Co. furnished a radio entertainment and also passed the cigars used upon the occasion.

Great credit is due the committee

having the matter in charge, who worked tirelessly to make the affair a success. The committee was as follows: P. D. Morhardt, Chairman, Paul Gezon, Corn. J. Appel, John M. De Vries, S. C. VanderPloeg, A. J. Michmershuizen.

Mr. Howard the Victim of an Impersonator.

Detroit, Feb. 28—We enclose herewith our bulletin No. 725, which answers your letter of Feb. 25, and from it you will see that probably the party referred to was an impostor attempting to impersonate the real Mr. Howard.

Will you please give this bulletin the same publicity that you gave the original one? H. M. Brown,
Sec'y Michigan Bankers Ass'n.

Warning Information.

Upon investigation we find that the party mentioned in Warning No. 2, of our Bulletin No. 718, was a man who resembled, and was probably attempting to impersonate, a Mr. Howard, a business man of Lake Odessa, whose line of business is the same as described in our Bulletin.

We still warn our members against this impostor who is using the method described in our Bulletin No. 718 to cash checks which purport to be signed by the real Mr. Howard. As this man, from the description given, appears to be almost Mr. Howard's double, it is necessary that particular diligence be used.

Michigan Bankers Association.

Not Right To Demand It.

Flushing, Feb. 26—As an ex-soldier of the American Expeditionary Army I regard with regret the movement of other ex-soldiers to secure passage of the Federal bonus measure. No man in our position should, unless in private expressions of inevitable opinion, make any pronouncements for or against such a donation to himself. To oppose it smacks of the sanctimoniously righteous or hypocritical. But to urge it, especially to wage an organized campaign for it, is a work of dishonor, a blot upon the soldier's glory that was our aspiration.

Whether or not it is right for us to have the proposed compensation or reward, it is not right for us to demand it. The pride of our war record is that we did willingly and freely the little or much that our country called upon us to do in behalf of certain high ideals. It is not for us, or any of us, now to say whether our services should receive more pay, our losses through service greater compensation, our loyalty further honor. That is a question for our fellow citizens alone. It is theirs, certainly not ours, to say, if they choose, "Well done," and to measure our deserts.

Whatever the truth of the arguments advanced I feel shame for the propagandists of the American Legion for advancing any arguments at all.

Chester S. Massett.

Inevitable.

"Boys will be boys," mused the so-called happy father, when his seventh consecutive son was born.

Dates Decided On For Flint Meeting.

At a meeting held in Flint on Feb. 21 by representatives of the Genesee County Retail Druggists' Association, the Michigan State Pharmaceutical Association and the Michigan Pharmaceutical Travelers Association, the dates for the coming State convention were set as June 4, 5 and 6. This is an innovation in convention dates, as it will be Wednesday, Thursday and Friday, instead of Tuesday, Wednesday and Thursday, as before. The committee thought that Wednesday would be a more convenient opening date for the druggists having considerable ways to come than Tuesday would be. Another innovation will be a noon-day luncheon every, instead of a banquet. It is planned to start the convention off Wednesday with a noon-day luncheon and have one each day. There will be a speaker for each luncheon who will interest the ladies as well as the druggists. Speakers of National prominence will be engaged for these luncheons. Registration will entitle each guest to attend these luncheons without extra charge. The druggists of Flint have already made good headway in providing entertainment for the ladies. It is assured that the ladies will be well taken care of at this convention. Hotel Durant will be the official convention headquarters.

Edmund O. Geissler, Grand Rapids druggist, has been elected President of the Exchange Club of that city.

Beware of the Bogus Sullivan.

A party representing himself to be William J. Sullivan is passing checks through Indiana and Michigan by representing himself to be the Vice-President of the Indiana Lumber & Manufacturing Co., South Bend, and Mishawaka, Ind. There is a real William J. Sullivan with the Indiana Lumber Co. and this impostor seems to be well acquainted with the said Mr. Sullivan, as he seems to know all about his affairs and discusses his business freely. The forger is described as 50 years old, 5 feet 8 in., with a pleasing personality. The checks are drawn on the Indiana Trust Co., South Bend, and are cleverly certified by his method of forgery.

Loaf Cheese Finds Favor Among American People.

New York, March 3—Loaf cheese wrapped in tinfoil and boxed is finding favor among the American people. In that form it keeps better than the natural cheese, and can be shipped into warm climates.

It is that feature of loaf cheese that has had a large effect on the cheese consumption in America. Not only has the cheese consumption in cooler was put, out but a great deal of cheese climates increased since the loaf cheese is now eaten in the warmer states.

An old stick-in-the-mud is more valuable than a young splash-around.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 23—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Arnold Sonneveldt, Bankrupt No. 2440. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Grand Rapids and a baker. The schedules filed list assets of \$250, all of which is claimed as exempt to the bankrupt, with liabilities of \$8,616.62. The court ordered funds for the first meeting and such funds having been paid into court, the first meeting has been called for March 10. A list of the creditors of the bankrupt is as follows:

Alpine Ave. Garage, Grand Rapids	\$ 10.81
Kramer Motor Co., Grand Rapids	18.75
A. Driesens & Sons, Grand Rapids	36.11
M. Datema, Grand Rapids	134.68
Consumers Power Co., Grand Rap.	36.00
Citizens Tel. Co., Grand Rapids	7.00
G. R. Grain & Milling Co., Grand Rapids	91.00
B. Heller & Co., Chicago	7.14
Chapman & Smith, Chicago	99.24
Swift & Co., Grand Rapids	202.91
Malt Diastase Co., New York City	112.90
Bustaan Coal Co., Grand Rapids	95.20
Rademaker-Dooze Grocer Co., Grand Rapids	40.80
Russell-Miller Milling Co., Minneapolis	85.50
Dry Milk Co., New York City	147.00
Brown & Bigelow, St. Paul	46.45
American Colortype Co., Chicago	900.65
Falk-American Potato Corp., Pittsburgh	233.00
Lewellyn & Co., Grand Rapids	99.37
Reid Murdock & Co., Chicago	98.02
Kelly Foundry & Machine Co., Goshen	29.40
C. W. Mills Paper Co., Grand Rap.	137.04
The Roco Products Co., Cleveland	123.00
A. G. Woodman Co., Grand Rapids	36.00
Hardy Baking Co., Flint	517.50
Kent Storage Co., Grand Rapids	32.40
Colonial Oil Co., Grand Rapids	34.65
Roy Baker, Grand Rapids	149.77
Hilker & Bletsch Co., Chicago	36.72
Donker Coal Co., Grand Rapids	194.12
Foot & Jenks, Jackson	65.00
American Diamalt Co., Cincinnati	165.76
Hirsch Bros. Co., Chicago	54.60
Washburn Crosby Co., Detroit	484.81
L. & L. Jenison, Jenison	158.20
Morris & Co., Grand Rapids	192.41
Allegan Milling Co., Allegan	32.00
Wolverine Paper Co., Otsego	191.57
Joe Lowe Co., Inc., Chicago	34.77
Judson Grocer Co., Grand Rapids	1,792.00
United Auto Insurance Co., Grand Rapids	115.74
Steindler Paper Co., Muskegon	32.77
Wilson & Co., Chicago	40.00
J. M. Vergeer, Grand Rapids	62.50
Becker & Zuiderhoek, Grand Rapids	31.75
E. A. Bear & Co., Chicago	90.00
H. Freudenberg, Grand Rapids	91.30
E. G. Gallagher, Detroit	208.00
Michigan Tradesman, Grand Rap.	4.63
Newark Paraffine Co., New York City	243.42
Pillsbury's Flour Co., Minneapolis	84.00
Sevens Insurance Co., Grand Rapids	81.45
Southern Cotton Oil Co., Chicago	81.33
Voight Milling Co., Grand Rapids	368.50
G. R. Gas Co., Grand Rapids	16.76
Joe De Vries, Grand Rapids	8.40
Gem Mfg. Co., Detroit	108.00
Edward Kautnaur, Grand Rapids	29.40

Feb. 27. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Alex Niewiadomski, Bankrupt No. 2442. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and is a baker. The schedules filed list assets of \$250, all of which is claimed as exempt to the bankrupt, with liabilities of \$2,268.61. Funds have been ordered for the first meeting and upon receipt of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Dr. W. Northrop, Grand Rapids	\$ 7.00
Siegel's, Grand Rapids	17.50
G. C. Bear & Co., Detroit	71.73
Voigt Milling Co., Grand Rapids	127.80
Red Star Yeast Co., Grand Rapids	95.61
E. B. Gallagher Co., Grand Rapids	88.02
Republic Coal Co., Grand Rapids	130.82
Kent Storage Co., Grand Rapids	17.00
G. R. Paper Co., Grand Rapids	6.17
Washburn-Crosby Milling Co., Grand Rapids	167.43
Arbuckle Bros., Chicago	17.50
James Mol, Grand Rapids	15.95
Swift & Co., Grand Rapids	63.76
L. & L. Jenison, Jenison	50.69
National Grocer Co., Grand Rapids	54.63
Mrs. Lena Karpovitz, Grand Rapids	500.00
K. Kozlowski, Grand Rapids	880.00

March 1. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Axel W. Johnson, Bankrupt No. 2441. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights. The occupation of the bankrupt is not stated in his schedule. The schedules list assets in the sum of \$200, all of which is claimed as exempt to the bankrupt. His liabilities are listed at \$1,515.48. The funds for the first meeting have been furnished and such meeting will be held at the referee's office on March 17. A list of the creditors of the bankrupt is as follows:

Evertet Smith, Muskegon	\$ 13.17
Geo. McMichel, Muskegon	50.00
Leo Manton, Pentwater	30.30
Henry Monton, Pentwater	61.50
Milan Cornell, Nawaygo	67.50
Singer Sewing Machine Co., Muskegon	36.00
Liberal Clothing Co., Muskegon	16.00
Dr. L. Budard, Muskegon	267.00
Joe Tanis, Muskegon	15.00
Tobiason & George, Muskegon	35.00
Morse Transfer Co., Muskegon	20.00
United Home Tel. Co., Muskegon	53.65
Close Electric Co., Muskegon	9.75
G. R. Adv. Co., Grand Rapids	83.00
Boomer Auto Supply Co., Muskegon	16.00
Standard Oil Co., Grand Rapids	28.99
Dr. Cramer, Muskegon	20.00
Grand Haven Vulc. Co., Grand Haven	13.60
Terrace St. Garage, Muskegon	81.65
Reliable Tire Co., Muskegon	55.65
Quality Tire Co., Muskegon	53.75
Dr. Geo. Le Fevre, Muskegon	8.00
Western Auto Co., Muskegon	3.50
Mileage Tire Co., Muskegon	94.77
Electric Wiring Co., Muskegon	8.15
Consumers Tire Co., Muskegon	129.28
James McDermott Co., Muskegon	179.00
W. J. Carl, Muskegon Hts.	100.00
Ebert McKinley, Grant	67.50
Q Grocer Co., Muskegon	211.29
W. M. Champagne & Son, Muskegon	5.00

Mrs. G. Geo. Williams, Muskegon	56.25
Jos. Ernewein, Muskegon	53.00
Terrace Tire Co., Muskegon	13.00
General Vulc. Co., Muskegon	16.00
Sanitary Dairy Co., Muskegon	50.23
Lewis Blodgett, Muskegon	100.00
J. Klont, Muskegon	150.00
Dr. Russell Riley, Muskegon	45.00
Earl Hackett, Coopersville	50.00
Hackley Hospital, Muskegon	83.00

In the matter of Smith Bros. Iron & Metal Co., Bankrupt No. 2078, the trustee has reported an offer of compromise of litigation with Benjamin Colitz in the sum of \$3,000, the said Benjamin Colitz to take the real estate under consideration and dispute and assume all liens for taxes and all incumbrances or mortgages on such property. An order to show cause has been issued to creditors to show cause why such offer of compromise should not be accepted and confirmed and the matter in litigation settled in this way. The date fixed for hearing on such show cause is March 7. All interested should be present at the referee's office at such time and place.

In the matter of Northern Michigan Pulp Co., Bankrupt No. 2280, the trustee has filed in said court its final report and account, and a final meeting of creditors has been called for March 14. At such meeting the trustee's final report and account will be passed upon and

an order made for the payment of administration expenses and the balance of the funds to taxes, there being no funds on hand for the payment of dividends to creditors.

March 3. On this day was held the first meeting of creditors in the matter of William A. Jaynes, Bankrupt No. 2433. The bankrupt was present in person and by attorney. Creditors were present in person. The bankrupt was sworn and examined without a reporter. No claims were proved and allowed. No trustee was appointed. The case being one without assets was closed without date and returned to the clerk of the district court.

On this day also was held the first meeting of creditors in the matter of Martin Kuks, Bankrupt No. 2430. The bankrupt was not present, but represented by attorney. Edward DeGroot was appointed trustee and the amount of his bond placed at \$500. Appraisers were appointed. The meeting was then held open for report of the trustee as to proceedings to be taken in the absence of the bankrupt.

On this day also was held the first meeting of creditors in the matter of Paul Bayer, Bankrupt No. 2436. The bankrupt was present in person and by attorney. Creditors were present in person. Claims were proved and allowed. Alex Rogoski, of Muskegon, was appointed

Only as our
candies excel for
the price asked
do we hope to ob-
tain your interest
and merit your con-
tinued patronage

A.R. WALKER CANDY
CORPORATION
MUSKEGON MICHIGAN

ed trustee and the amount of his bond placed at \$500. The bankrupt was then sworn and examined without a reporter. The bankrupt was refused his trade exemptions. Appraisers were appointed. The meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Frank R. Murray, Bankrupt No. 2435. The bankrupt was present in person. No creditors were present or represented. Two claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The meeting was then adjourned no date and the case closed and returned as a no-asset case.

On this day also was held the first meeting of creditors in the matter of Jake Cox, Bankrupt No. 2438. The bankrupt was present in person and by attorney. Creditors were present in person and by attorney. The creditors filed claims, which were allowed. Appraisers were appointed. John G. Goble was appointed trustee, and the amount of his bond placed by the referee at \$200. The bankrupt was then sworn and examined without a reporter. The meeting was then adjourned without date.

On this day was held the sale of assets in the matter of Truman J. Swart, Bankrupt No. 2431. The bankrupt was not present. The trustee was present. Various creditors and bidders were present in person. The stock in trade, furniture and fixtures, as well as the Ford sedan were sold to P. C. Peterson for \$495. An order was made confirming the sale at such price. The meeting was then adjourned without date.

March 4. On this day was held the first meeting of creditors in the matter of Louis Gold, Bankrupt No. 2434. The bankrupt was present in person and by attorney. No creditors were present or represented. No claims were proved. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The meeting was then adjourned without date and the case closed and returned to the district court as a no asset case.

John D. Evidently in Love With Savannah.

Savannah, Ga., March 3—Savannah, called the "Birthplace of Georgia," is famed as one of the country's most beautiful and historical cities. On many automobiles a plate is carried with the wording "Savannah, the port of Georgia," yet it is a fact that there is another port, the city of Brunswick, a city of about 15,000 inhabitants, fifty miles South on the coast. Savannah is as the bird flies about 725 miles South of New York City, twenty-two hours by train, 525 miles South and West from Washington, D. C., seventeen hours by train. Chicago is about the same distance as New York from Savannah. Three National motor highways lead into Savannah from the North, West and South, making the city most accessible to the auto tourist. Six trunk lines and railways serve Savannah, making a complete network of transportation to points West, Middle West and Northwest. There is direct ocean passenger and freight service with New York, Boston, Baltimore, Philadelphia and other points, North, as well as merchant lines operating to all principal ports of the world. The harbor is thirty-two feet deep and naturally open to navigation the entire year. Savannah's school system is thoroughly modern and complete. Savannah's churches include all denominations. Here is found the oldest church in Georgia, where the first Protestant Sunday School was founded by John Wesley. From the port of Savannah sailed the first steamship to cross the Atlantic ocean. Many monuments of great historical interest and many buildings of colonial fame interest the casual visitor. Such buildings are still in active use. The house where George Washington stayed while in Savannah, the home where General Lafayette was entertained, General Sherman's headquarters. There is also the oldest theater now in active use in the United States. Savannah enjoys the finest and best of fire protection and claims to be the first in the country to be completely motorized. The city is governed by a Mayor and Board of Aldermen, but there is a very strong sentiment for the commission form of government and it will soon come. Nearly every fraternal or-

ganization is represented in Savannah and many of the homes of the fraternities are among the finest, architecturally, in the country. Savannah claims to have established the first golf course in America and you can here play the game on the most unique course in the country, where the bunkers are the original Confederate breastworks. In the city are fifteen parks and in many of them you will find monuments to Confederate and Colonial Generals. Among them you will find General James Oglethorpe, Major General Greene, Sergt. William Jasper, Count Casimir Pulaski, a monument to the Confederate dead and many more. There is in the very center of the city a very old cemetery dating back before revolutionary times. Each grave is marked with a very old headstone and the upkeep is in the hands of the Daughters of the Revolution. The ground covers about one block square. Victory drive is one of the beauty spots of the city. It is about an eighteen mile drive to the sea, starting in the very heart of the city. It is laid out in a double boulevard drive, with a double row of palms all surrounded with beautiful flowers. This center is about ten feet wide. It is the starting of what is known as the Victory drive, and after about seven miles of the double drive it narrows to a single drive, but is still lined with palm trees and continues on another eleven miles to the sea. This drive is in memory of our fallen boys of the kaiser's war. Savannah has one of the greatest assets in the way of water. The drinking water is certainly the finest. It comes from deep artesian wells. When first drinking it you will detect a little odor and taste of sulphur, but after a day or two you do not notice it, but you just can't get enough water. You want to drink it all the time. It certainly is good. The water is very nice and soft to use on the hands and face as well as in the bath.

John D. Martin.

From President National Retail Hardware Association.

Hot Springs, Ark., March 1—I never received your letter of Feb. 8 until I returned home from the East, and that was too late to comply with your request, but I am enclosing copy of another talk which I made in New York, subject "Organization." Since you were so kind as to publish my talk entitled "What Makes Success or Failure for the Hardware Business," I feel like that you should have the privilege of using the one enclosed if it is not out of season and you care to do so. That is a matter of course, entirely in your hands.

I thank you very kindly for the space you gave me in your splendid journal.

I enjoyed my visit to the Michigan Convention very much. I don't think I ever received quite so many favors as I did in the hands of Mr. Ross, President, and Mr. Scott, Secretary. There are very few as good Secretaries as Mr. Scott and none better.

Hamp Williams.

Well, in That Case—

Stude—Sir, I want permission to be away three days after the end of vacation.

Dean—Ah, you want three more days of grace?

Stude—No, sir. Three more days of Gertrude.

It is not enough to have fine store equipment. See that every bit of that equipment is in hundred per cent. condition.

If you do not have what people ask for when they come to do business with you, you handicap your salesmanship and lessen your sales.

FIGHTING THE BUG-A-BOO

HE SAID—

He was tired of all of this talk about painting up, putting your stock in better order, and having the clerks wear aprons, and the old ways were good enough for him.

BUT—

His partner (a Yankee by birth) said he was beginning to know what aggressive merchandising might do for their business.

AND SO—

They put their house in order—made their store the most attractive in the neighborhood.

AND THEN—

Their trade commenced to grow again as it had in the days of old.

AND THEN—

Their courage grew—their old time confidence in their expert knowledge returned and they began again to buy those goods for which the customers really got the most for their money.

AND THEN—

Their customers more and more showed their confidence in and appreciation of the real merchants back of the counter, doing business on real and honest merchandising lines.

AND NOW—

This store is the leading grocery in its community and has lost all fear of the so-called NEW KINDS OF COMPETITION. And we know of many others.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.



Movement of Merchants.

Detroit—The confectionery at 7526 Oakland avenue is now known as W. H. Terry & Co.

Detroit—Walter S. Boltz has sold his grocery business at 2628 Howard street to H. Carter.

Detroit—R. L. Ladd has purchased the drug store at 2678 St. Clair avenue from F. C. Bellemore.

Detroit—Michael Onik has sold his shoe stock at 3620 Michigan avenue to Mary Wyszomirski.

Detroit—John Walukiewicz has bought Stanley Orda's meat market at 3613 Michigan avenue.

Detroit—Stefan Machlanski sold his confectionery at 5342 Chene street to Frank Francala recently.

Detroit—Mike Yovitz's confectionery, 9146 Oakland avenue, is now in the hands of William Block.

Detroit—Lemuel Disinger has bought the Bald grocery, 4514 Brooklyn avenue, from Maude Bald.

Detroit—Helen Bedoc has moved her fur shop from 8043 Hamilton avenue to 127 Owen avenue.

Detroit—Martha Begrin has bought the confectionery stock of Frances Glowicki, 5223 Dubois street.

Detroit—George Rittenhouse has sold his grocery at 5700 Holcomb avenue to James H. Withee.

Detroit—The Subway Cigar Co., 749 Griswold street, closed recently. Louis R. Oliver was the owner.

Detroit—Thornton E. Berthet opened an exclusive gift and stationery shop at 10 Cadillac Square March 1.

Detroit—The McRob Envelope & Paper Specialties Co. has dissolved partnership and retired from business.

Detroit—L. Bernstein has bought the grocery and confectionery business at 1201 Caniff road from Roy Shapiro.

Detroit—Lee W. Sherman has opened the Lexington pharmacy in the Lexington Hotel, 2970 West Grand boulevard.

Detroit—The LaBelle Garment Co., 405 West Jefferson avenue, has increased its capital stock from \$10,000 to \$20,000.

Detroit—Bert Peters and wife are conducting the confectionery at 8440 Ferndale avenue. Edith Sarantos sold it to them.

Detroit—G. P. Heinrich has taken over the bakery at 3451 Joseph Campau avenue. Paul Schwalbe was the owner formerly.

Detroit—George Maschke has bought out the share of A. F. Spohr in the Maschke hardware, 4714 McGraw avenue.

Detroit—The G. R. Kinney shoe store, at 4834 Michigan avenue, closed March 1. Theodore Murawa formerly managed it.

Detroit—Fred J. Pilgrim has bought the interest of his partner, Lewis G. Pilgrim, in the Kennite Co., makers of Kennite polish.

Detroit—The Wolverine Trailer Equipment Co., 419-39 Rowen street, has increased its capital stock from \$50,000 to \$200,000.

Detroit—The Roberts Clothes Shop, 536 Woodward avenue, will discontinue business about April 1. Maurice Berenson is the proprietor.

Adrian—Anthony Pollari, grocer at 704 Toledo avenue, has filed a petition in bankruptcy, with assets of \$1553.02 and liabilities of \$1529.23.

Fremont—Vredevelt & Co. have purchased the Pikaart store building and will occupy it with their stock of boots, shoes and shoe findings.

Detroit—W. Witkowski sold his grocery and meat market to Jos. Smutnik recently. The business is located at 3180-84 East Warren avenue.

Hamtramck—Thomas Dawidowicz has transferred the title to his pool room and cigar store, 12525 Joseph Campau avenue, to his wife, Helen.

Detroit—Fire destroyed the stock and badly damaged the fixtures of the Palace of Sweets, 8241 Hamilton avenue. Sam Stiglitz is the proprietor.

St. Louis—Mrs. George Vliet has leased a store and will occupy it with a stock of millinery about March 15, under the style of the La York Hat Shop.

Detroit—The Fleisher Knitting Mills will open a retail branch at 4717 Michigan avenue early in March. The headquarters are at 2602 Hastings street.

Detroit—Max Friedlander has sold his delicatessen at 8259 Hamilton avenue, to Isadore Cohen. Max will remain with Mr. Cohen for several weeks.

Detroit—Earl G. Bowman has bought out his partner, John H. Wolfley, and will conduct the Wolfley Tire & Repair Co., 5126 Grand River avenue.

Detroit—Thomas Hudgins is the new owner of E. E. LeFevre's confectionery, 2901 Hudson avenue. LeFevre bought it from C. F. Lennox a while ago.

Detroit—The Sheraton Delicatessen, 4425 Second boulevard, has undergone a change of ownership recently. Lee Cramer and others bought it from Frank H. Lee.

Lakeport—The Tip-Top Silver Black Fox Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Washington—An involuntary petition in bankruptcy has been filed against Wacław Koticki, dry goods

dealer, by two creditors whose claims aggregate \$1,100.41.

Detroit—George Kamar is the new butcher in charge of the store at 2907 Sixteenth street, which was formerly owned by L. S. Mattison. The change took place Feb. 26.

Belleville—Paul Clark succeeds W. A. Alban & Co., in the fuel business.

Wyandotte—The Ferguson Lumber Co., Inc., has increased its capital stock from \$30,000 to \$50,000.

Vicksburg—The Dudley Motor Sales, Inc., has removed its business offices to Battle Creek.

Lansing—E. P. Kinney has opened an electrical appliance store at 117 East Ottawa street.

Detroit—Mrs. Hertha Elzerman's grocery, 3596 Joseph Campau avenue, is now being operated by Edna James.

Detroit—Maude Blakely is the new owner of Mildred Franck's confectionery, 2901 Belvidere avenue.

Ida—William Palmer, who conducts stores in Adrian and Tecumseh, has purchased the general stock of John Martin and will continue the business.

Cadillac—Fire damaged the stock and store building of the Johnson Hardware Co. to the extent of about \$30,000.

Redford—The Krugler Hardware Co. has changed its name to C. H. Krugler & Co. and increased its capital stock from \$50,000 to \$75,000.

Detroit—The Dawson pharmacy is the new style of the drug store at 14914 Kercheval avenue. Russell Dawson bought the business from Charles G. Kennedy and wife.

Detroit—The Detroit Hardware Co., Leo C. Clark proprietor, will open at 16 East Milwaukee avenue, in the former location of John F. Algee, bankrupt, about March 15.

Detroit—Edwin E. Coe, formerly with Ward L. Andrus & Co., merchandise brokers, has established himself in business as Ed Coe Co., Inc., at 119 West Woodbridge street.

Greenville—E. S. Clark, who has conducted a dry goods store here for many years, has installed new fixtures, modern lights, etc., as well as painting the entire interior of the store.

Marquette—Harrington & Tripp, clothiers on Washington street, have dissolved partnership and the business will be continued by Joseph P. Harrington under the style of the Leader.

Ypsilanti—Hamernik Bros., meat dealers on East Michigan avenue, have dissolved partnership and the business will be continued by Norbet Hamernik, who has taken over the interest of his brother Joseph.

Detroit—The Liberty Candy store, 6068 Woodward avenue, formerly run by Plakakis & Demos, is being conducted by Thomas Plakakis, since he bought out his partner, Charles Demos, Feb. 29.

Detroit—Geo. O. Beeman, Jr., bought the stock and fixtures of the Hannert pharmacy, 9945 East Jefferson avenue, from a wholesale house which foreclosed a mortgage on the business recently.

Saginaw—The Misses Ethel and Mabel Zuckerman and Helma Borden have engaged in the women's ready-to-wear clothing business at 117

North Franklin street under the style of the Fashion Shop.

Britton—Benjamin J. Beasley, who has conducted a produce store for the past 18 years, has sold his store building and stock to Millard Cheever and Clyde Brown, who took possession March 1.

Detroit—The Ralph Co., Inc., 401 Equity building, has been incorporated to deal at retail in women's and men's wearing apparel, with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in cash.

Benton Harbor—The Sodus Distributing Co., Room 9, Traction building, has been incorporated to sell at wholesale and retail, humus, marl, fertilizers, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Ishpeming—John and Albert Poirier have formed a copartnership under the style of Poirier Bros. and purchased the grocery stock and meat market of T. P. LaVigne and will continue the business at the same location, in the LaVigne building.

Lansing—The Daniels Jewelry Co., of Toledo, Ohio, will open a jewelry store in the Mapes building on South Washington avenue about March 15, under the management of William A. Present. The company conducts a chain of stores in Michigan and New York.

Jackson—Daniel T. Doherty, dealer in general merchandise, groceries, produce, etc., at 721-23 Wildwood street, has merged his business into a stock company under the style of the Doherty Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Lansing—The Julian Goldman organization, of New York City, which conducts a chain of over 100 stores from coast to coast under the style of the Union Stores, has opened a similar store at 214 North Washington street under the management of Maurice L. Klein, of Indianapolis, Ind.

Detroit—The Fashion Custom Tailors, 163 West Jefferson avenue, has been incorporated to manufacture and deal in women's clothing, wearing apparel, etc., at wholesale and retail, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$10,000 in cash and \$10,000 in property.

Benton Harbor—Berk & Granger, wholesale and retail fruit, vegetables and produce dealers, have merged their business into a stock company under the style of Berk & Granger, Inc., 190 West Main street, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$25,000 in cash and \$25,000 in property.

Sturgis—George Olds, dealer in general merchandise and groceries in the suburbs, has sold his store building and stock to Brown & Kirby, who will continue the business in connection with their creamery and ice cream business. Mr. Olds has purchased the grocery stock of Arthur E. Gilhams, who has conducted the business for the past seventeen years.

Essential Features of the Grocery Staples.

The whole canned food line is quiet in both spots and futures. For current packs there is the usual routine demand, which makes the situation conspicuous in certain lines which are wanted but which are hard to obtain even from second hands at full prices, but for the more plentiful staples, including vegetables, tomatoes or fish or the whole line of fruits, there is only a hand-to-mouth demand. One reason is that consumption this winter has been hardly up to normal, but with Canned Food Week now in progress it is hoped that a better consumer demand will be developed. In futures it is largely the old story of a difference of opinion between canner and buyer as to prices and neither side will make concessions. This applies to the local trade, as canners assert that jobbers in other markets are out-buying local operators.

Sugar—There are no signs of improvement in the demand for refined sugar and the general opinion appears to be that the dullness may last a week or two longer, or until stocks in hands of jobbers and manufacturers have been worked down more. Some think that refiners might be impelled by the lack of demand to lower their lists, while others deprecate such a move as likely to further unsettle confidence, or, at any rate, to be without effect to induce buyers to come in before they are ready. Local jobbers have made no change in their quotations since a week ago.

Tea—Conditions in the market change little from day to day. In the absence of speculative buying there is no particular life to trade, as current wants of consumption are moderate and country merchants are disinclined to take on more tea than the needs of the present or of immediate future dictate. The market, however, retains its firm tone, holders showing no inclination to shade prices with a view to quickening the demand.

Coffee—Owing to the holiday in Brazil there are no special official advices, but a private cable reported a continued bullish feeling in Santos. It referred also, to general discontent in the labor field, and the possibility of a strike within the next week. The spot market in Santos was reported firm owing to the scarcity of desirable lots and decreasing stocks. It was added that many old contracts for March shipment are still to be filled.

Rice—Sentiment more than volume of business in domestic rice controls the situation. Spot trading is not active in a broad way in any grade; rather the demand is for pick ups to fill gaps in stocks and not for goods for speculative purposes. Local offerings are restricted and are not to be had at concessions because of the strong market down South, which makes replacements difficult except at a higher basis than earlier purchased lines. Considerable strength is shown at primary points, due to moderate holdings. Foreign rice is also unchanged. Offerings are light, and while there is not a heavy demand, a jobber has to pay full list when he comes to cover.

Canned Fruits—There is a better enquiry for Hawaiian pineapple, especially for sliced but it is a buyers' market since offerings can be freely had, often in distress lots at sacrifice prices. In some lines of California peaches and apricots there is improvement such as in seconds. Seconds in peaches are reported to be closely sold up in California. Buying is mostly on the spot to round out jobbing lines. Apples are steady but the spring demand has not yet opened.

Canned Vegetables—There has been no rush in the tomato market to buy future or Southern packs at opening. Some pet brands have been taken, but general buying has been light. Spot tomatoes are merely steady and are taken for immediate use, with local holdings preferred. The demand is largely for 2s, 3s and 2½s, with 10s neglected. The excitement in new packs of corn has subsided after canners in Maine and the Middle West reporting satisfactory books of fancy and standards. The better known brands have been maintained at opening, with free buying of Western goods to be noted in fancy packs. The spot market has not been active in a big way, but light jobbing stocks force dealers to keep in the market more or less of the time. Peas are the strongest and best placed of all of the items on the list. Last year's big pack has cleared remarkably well out of first hands and can be said to hardly exist in that quarter. It has been passed on to second hands and has moved well into consumption. There is enquiry for all grades of State and Wisconsin peas, mainly on the spot for jobbing parcels for immediate use. Futures have outsold other commodities and so much business resulted after the original opening that Standard No. 4s and No. 5s are now quoted 5@10c over the first of the season. It is difficult, but not impossible, to buy new packs, although the situation favors the canner.

Dried Fruits—Prunes face a dual problem, the chief consideration being to get rid of the Oregon crop, which consists largely of 40-50s, which have not sold well even though 5c per pound below California fruit of equal size. In California prunes the problem is to get medium sizes moving. Hope in Oregon fruit lies in the reported Coast sale of a block to one of the chain stores which is said to have secured an option of seventy-five cars or any part of that quantity of 40-50s at a price which will enable it to sell at retail at three pounds for 25c. Should this chain start working on Oregons, as it has in the past but has not done recently, it will force other chains to do the same. Oregon prunes offer good values, but the retailer seems to have lost sight of his opportunity. California large sizes are firmly held at the Saturday advance in 30s and 40s, with very few 20s to be had even in assortments. Medium sizes are dull. There is not much to be said of other dried fruits as reports show very little change in the spot or Coast markets. It is noticeable, however, that California packers have higher ideas and are by no means free

sellers. The spot movement in the various items is no more than fair for the season and mostly of a hand-to-mouth nature.

Review of the Produce Market.

Apples—Standard winter varieties such as Spys, Baldwin, Jonathan, Russets, etc., fetch \$1 per bu. Box apples from the Coast command \$3.

Bagas—Canadian \$1.75 per 100 lb. sack.

Bananas—9@9½c per lb.

Butter—Local jobbers hold extra fresh at 46c in 60 lb. tubs; fancy in 30 lb. tubs, 48c; prints, 48c. They pay 20c per packing stock.

Cabbage—\$3.50 per 100 lbs. for old; \$5 for new.

Carrots—\$1.75 per bu.

Cauliflower—California, \$2.50 per doz. heads.

Celery—75c@1 per bunch for Florida, crates of 4 to 6 doz., \$3.

Cocoanuts—\$6.25 per sack of 100.

Cranberries—Late Howes from Cape Cod command \$9 per bbl. and \$4.50 per ½ bbl.

Cucumbers—Hot house command \$4 for fancy and \$3 for choice.

Eggs—Local jobbers pay 22c for fresh.

Egg Plant—\$3.50 per doz.

Garlic—35c per string for Italian.

Grape Fruit—Fancy Florida now sell as follows:

36 ----- \$3.50

46 ----- 3.75

54 ----- 4.00

64 and 70 ----- 4.00

Grapes—Spanish Malaga, \$9.50@12.50 per keg.

Green Beans—\$4 per hamper.

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

Honey—25c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

California Iceberg, per crate --\$3.50

Leaf, per pound ----- 16c

Lemons—The market is now on the following basis:

300 Sunkist ----- \$5.50

300 Red Ball ----- 5.00

360 Red Ball ----- 4.50

Onions—Spanish, \$2.50 per crate; home grown, \$2.75 per 100 lb. sack.

Oranges—Fancy Sunkist Navels now quoted on the following basis:

100 ----- \$5.50

126 ----- 5.50

150, 176, 200 ----- 5.00

216 ----- 4.50

252 ----- 4.00

288 ----- 4.00

Floridas fetch \$4.25@4.50.

Poultry—Wilson & Company now pay as follows for live:

Heavy fowls ----- 24c

Heavy springs ----- 24c

Light fowls ----- 18c

Geese ----- 12½c

Ducks ----- 17c

Parsley—65c per doz. bunches.

Peppers—75c per basket containing 16 to 18.

Potatoes—55@60c per bu.

Radishes—\$1 per doz. bunches for hot house.

Spinach—\$2.25 per bu.

Sweet Potatoes—Delaware kiln dried fetch \$3.25 per hamper.

Tomatoes—Southern grown \$1.40 per 5 lb. basket.

Turnips—\$1.50 per bu.

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 4—Frederick W. Stevens, President of the Michigan Trust Co., has purchased the L. A. Cornelius home on North Prospect street. He will take possession about May 1.

Ole A. Jacobson has sold his interest in the Electrical Alarm Co. to his partner and is preparing to make a trip to Norway to visit his aged mother.

E. P. Monroe (Sherwood Hall & Co.) has some bran new bear stories which he repeats only on special occasions.

Clarence Thomas now has twenty-eight chain stores in his combination—twenty-four in Grand Rapids and one each in Holland, Muskegon, Lowell and Ionia.

Charles A. Christenson, President of the Retail Grocers and General Merchants Association of Michigan, is spending the week in Grand Rapids as a guest of the Burleson institution. Mr. Christenson has large plans for the annual convention of his organization, which will be held in Grand Rapids in April, and hopes to carry them into execution. Mr. Christenson has given the Association a great deal of thought and study ever since he became connected with the grocery organization movement, so that his administration during the past year has been productive of great results. If the membership will properly support Mr. Christenson in his aims and ambitions, the grocery trade of Michigan will be placed on a great deal better basis than it ever has been in the past.

The V. C. Milling Co. has taken over the milling property of the Portland Milling Co., at Portland, and is now overhauling the plant installing new machinery and more than doubling the capacity.

The assets of the Ideal Clothing Co. were bid in at \$8,150 by Arthur D. Carrel and C. C. Robinson, who will continue the business as a copartnership under the same style. The factory will be started up again Monday.

Walter J. Baker Wins Promotion.

Walter J. Baker, for several years traveling passenger and freight agent for the Michigan Railway Company, has received signal recognition from John F. Collins, vice-president and general manager.

Mr. Baker has been promoted to the position of general passenger agent for the entire system of Michigan Railroad and Michigan Electric Railway lines. He will hereafter have supervision of passenger traffic of the lines from Kalamazoo to Grand Rapids and Holland, Kalamazoo to Jackson and Detroit, Flint, Bay City and Saginaw, Lansing and Saginaw.

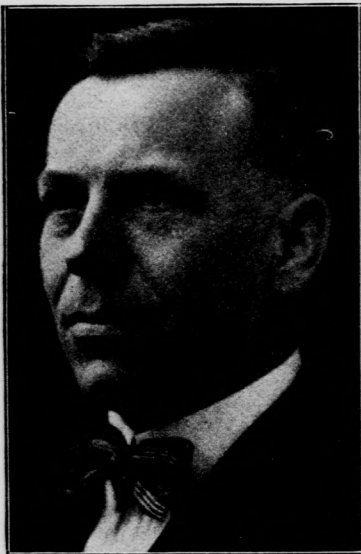
Mr. Baker has been a hard worker for the interests of the Michigan Railroad Company, in both the freight and passenger departments. In many instances he personally conducted special trains bearing parties from Kalamazoo to other cities, and his handling of freight traffic has been prompt and satisfactory.

Detroit—Stallings, Inc., 1113 Lafayette building, has been incorporated to make and deal in metal stampings, specialties, auto accessories, etc., with an authorized capital stock of \$25,000 preferred and 500 shares at \$1 per share, of which amount \$3,500 and 287 shares has been subscribed and \$3,500 paid in in cash.

REPRESENTATIVE RETAILERS.

Herman C. Meyer, General Dealer at Boyne Falls.

Herman C. Meyer was born in West Prussia Oct. 10, 1878, being one of a family of six children—five boys and one girl. His father was so badly afflicted with asthma that he decided to emigrate to this country. The family were two weeks in making the trip and during the ocean voyage the malady disappeared and has never troubled his father since. The family located at Ludington on a farm about a mile from the city. Herman worked on the farm and attended the ungraded school winters until he was 18 years of age, when he went to Alden to clerk in the hardware store of his brother, F. J. Meyer. Before he left Ludington an old merchant of that city told him to scan closely every customer who came into the store with a view to selling him anything he needed, whether it was a new pair of shoes for a child or a new harness for the horse. He accepted this advice at par and has made it the dominant feature of his career ever since. Six months later he formed a co-partnership with his brother, G. A. Meyer, and purchased his brother's hardware stock.



Herman C. Meyer.

continuing the business under the firm name of Meyer Bros. A few years later the two brothers opened a branch store at Rapid City, which they subsequently developed to such an extent that they were able to close the store at Alden and yet retain practically all the custom naturally tributary to both establishments. Five years later they both sold out and went to Valparaiso, Ind., where they devoted a year to pursuing a business course at Valparaiso University. They then went to Boyne Falls in 1903, where they purchased the hardware and implement stock of A. McMahon & Son. The following year they erected a double brick store on Main street, 60 x 80 feet in dimensions. A portion of the building is two stories in height and there are many additions thereto for storage and farm implements. In 1909 he purchased the interest of his brother and in 1919 he added a complete general stock, including undertaking goods. This necessitated his securing a license from the State to practice undertaking.

Mr. Meyer was married July 23, 1910, to Miss Lottie Marsh, of Boyne Falls. They have five children—four girls and one boy. The latter bears the same name as his father. Mr. Meyer is a member of the Methodist church of Boyne Falls and has been one of the stewards for many years. He is a member of the Masonic order, with Blue lodge affiliations at Boyne Falls and with Consistory and Shrine affiliations at Grand Rapids. He was Township Treasurer six years and Village Councilman many years. When the bank at Boyne Falls faltered, he was instrumental in assembling a number of responsible men in the creation of the Boyne Falls State Bank, which he serves in the capacity of President. He was one of the first advocates of the consolidated school system and, largely through his efforts, Boyne Falls now has a consolidated school covering the territory formerly divided into eight districts. The school has a complete curriculum up to and including high school work. Including the maintenance of eight auto busses to convey the children to and from school, it is costing the taxpayers only \$25 per year per \$1,000 valuation. If the old district school method had been continued, the cost for ordinary primary and intermediate courses would be \$40 to \$50 per year per \$1,000 valuation. Notwithstanding the heavy snows this winter there has been no interruption to speak of in the transportation of the children to and from the school. Mr. Meyer has written much in support of the consolidated school system and as the result of a very remarkable paper which he read before the Michigan Retail Hardware Association two years ago that organization officially went on record as favoring the consolidated school.

Mr. Meyer's hobby is his wife and children. He attributes his success to hard work, but those who know him well and realize the remarkable success he has achieved in the field in which he has devoted the past twenty years of his life are convinced that many other things besides hard work have entered into the situation. He is a man of pleasant personality and is well liked by all who have occasion to do business with him at any stage of the game. His advice is sought by all classes of people who come within the circle of his influence, because they have found by long experience that his judgment is good and that his conclusions are based on fair and dependable deductions.

Mr. Meyer is conceded to be the most successful merchant who ever located at Boyne Falls and one of the most prosperous merchants in Northern Michigan. His prosperity is based on an accurate knowledge of the merchandise he handles, an unfailing ability to read human nature and a high sense of honor which has given him the confidence and co-operation of every one who looks to Boyne Falls as his trading point.

A good merchant, a good citizen, a consistent Christian, a faithful husband and an indulgent father, Mr. Meyer has every reason to regard his record with pride and satisfaction and to consider his future with great complacency.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

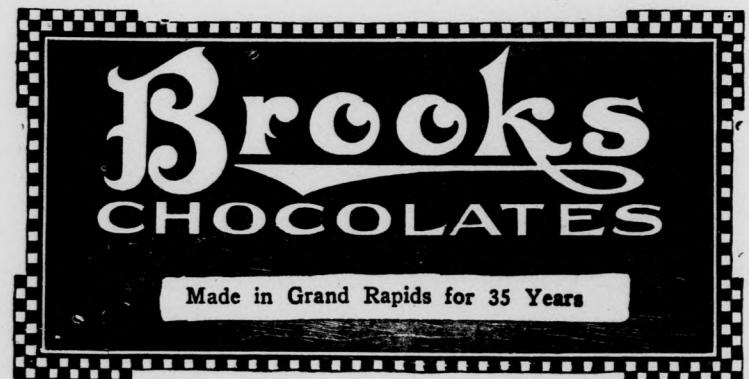
It affords the Tradesman much pleasure to note that the Michigan Bankers Association has completely exonerated Charles F. Howard from the charge of irregularity in the matter of cashing checks, which was given currency in the Tradesman two weeks ago. Mr. Howard now stands in the position of a man who has been completely absolved from all blame in connection with the lapses which some one must have indulged in at the expense of his good name. The Association still warns its members against the imposter who is using the method described to cash checks which purport to be signed by the real Mr. Howard. As this man, from the description given, appears to be almost Mr. Howard's double, it is necessary that particular diligence be used.

Detroit, March 1—You have attacked all forms of fraud so ruthlessly

and fearlessly that I am at a loss to understand why you have not turned your batteries on the gang of swindlers who compose the More Egg Producing Co., of this city. I enclose you some circulars showing you the kind of bait they are throwing out to catch the unwary. What do you think of the lurid promises they make as to the efficiency of their chicken restorative and invigorator.

John T. Small.

Science has been accused of many things, but probably few that have brought the blush of mortification to her cheek as has this charge of concocting a liquid a few drops of which placed in the drinking water of fowls will rid them of lice, mites, blue bugs, chiggers, fleas and other vermin. For good measure, the liquid will, it is claimed, keep down disease and make hens lay more eggs. "Now Science has worked another wonder," says the circular. She has, indeed, if she has accomplished all this, but still another wonder is that, having done so much, she has stopped short of making a fluid that will also do away with bumble-foot, frozen combs and dead



BEECH-NUT

Prepared Spaghetti



Ready to Serve!

The ideal quality product for the progressive Grocer to sell. Display it, thus telling your customers you have it. It is nationally advertised.

BEECH-NUT PACKING COMPANY

"Foods and Confections of Finest Flavor"

CANAJOHARIE

NEW YORK

chicks in the shell. Of course the usual testimonials from enthusiastic poultrymen and the iron-clad money-back guarantee are appended to the descriptive circular; no fake would be complete without them, but the advice of the Tradesman is that no money be sent in the first place and that dependence for ridding fowls of vermin be placed upon less miraculous, but better proven, compounds.

It is exceedingly unfortunate that no assistance is ever rendered the retail dealers and poultry raisers of Michigan in matters of this kind. The Tradesman sent a bottle of alleged chicken panacea to the Secretary of the food and drug department at Lansing more than six months ago, but has never been able to obtain an analysis of the mixture. The receipt of the bottle and its contents was acknowledged and a promise made that an analysis would be promptly forthcoming, but the promise has never been kept, although several very important letters have been dispatched to Lansing in the hope that the work could be expedited. Under every other administration before Groesbeck such matters were given prompt attention, but the men who draw large salaries and apparently render the people no equivalent in return therefor are evidently too busy building Groesbeck fences to turn a willing ear to the taxpayers who furnish the funds to keep the wheels of government turning round.

Ann Arbor, March 3—If every trade publication would devote space to the exposure of frauds as the Tradesman does under its Realm of Rascality, I believe it would only be a short time before that class of men would be driven to cover and the public would be more on its guard against doing business with them. It sometimes appears to me that our sheriffs and police departments seem to put little stress in running these fellows down and, even when they do get them red handed, are too easy with them. I hope to meet you at our State convention in April in Grand Rapids.

Victor F. Sorg.

Mr. Sorg is absolutely correct in his conclusions. Merchants as a class do not receive the co-operation they deserve from the officers of the law. The only way they can ever get what they are entitled to is by organizing so compactly that they may become a working force in the community in which they live—a force large enough and strong enough to entitle them to the respect and co-operation of the men who are paid to see that justice is meted out fairly to all classes.

Lansing, March 3—What is your opinion of Brinkler Institute, New York City? Am enclosing some of the circulars. They also send out an educational pamphlet and questionnaire which I loaned to a neighbor who is ill. She is much impressed with their method but thinks their fee too high. They ask \$35 per month for reducing injuries caused by fall. The injury has caused a blood clot on brain is the opinion of physicians. It has caused her much suffering in the past, is some better at present, is able to be around at her work now. Brinkler Institute has given her some information in regard to diet and guarantee complete cure if fee of \$35 is sent in advance. She is a person in moderate circumstances and feels that she could not

afford to lose the money. They demand the fee of \$35 before commencing treatment. She is a person that will follow out instructions to the letter but so far has not received any benefit from physicians prescribing medicine. Could anyone obtain information similar to that given by Brinkler Institute from State Department of Health, Albany, N. Y.? The neighbor says that Brinkler Institute information in regard to diet has benefited her. Their methods sound sensible to me. I was the one that gave her the advertisement found in Brain Power magazine of Brinkler Institute. As you do not carry their advertising am writing you for your opinion before sending them any money.

Mrs. M. B. C.

Our opinion of the Brinkler Institute is that it is wholly unreliable and cannot possibly do what it professes to be able to do. The statements with which it begins its circulars, such as "Every disease is due to congestion, producing starvation of tissues of one or more parts of the body," are absolutely untrue and are fair samples of the evidence of quackery which permeates the literature of the concern. Keep your \$35.

There is no question that proper foods and proper methods of cooking and eating are conducive to health and that everyone should be intelligently informed with regard to these things. There is no occasion, however, for adopting food fads or for allowing blatant quacks to take one's money in return for promises impossible of fulfillment.

There are many Government publications relating to foods which may be obtained by application to proper bureaus. Write the Department of Agriculture, Washington, D. C., for Farmers' Bulletin No. 142; ask the Public Health Service, Washington, D. C., for any available bulletins with regard to food and nutrition.

Read It and Weep.

Longfellow could take a worthless piece of paper, write a poem on it and make it worth \$65,000—

That is genius.

There are men who can write a few words on a piece of paper and make it worth a million dollars—

That is capital.

A mechanic can take \$5 worth of steel and make it into watch springs that will sell for \$1,000—

That is skill.

Michael Rundaltzoff can take a fifty-cent piece of canvas, paint a picture on it and make it worth \$1,000—

That is art.

Our merchants can take a piece of goods that cost seventy-five cents and sell it for one dollar—

That is business.

Your secretary could write a check for \$9,000 but it wouldn't be worth a cent—

That is tough.

We know a man who is so absent-minded that he often thinks he forgot his watch, then takes it out to see if he has time to go back after it—

That is awful.

There is another man who thinks he can get along without the Tradesman and yet be successful and keep out of the bankruptcy court—

That is just plain foolishness.



MR. GROCER: Do you know what's back of Quick-Turn-over?

* * *

IT'S Consumer Demand.

* * *

IT is Consumer Demand that has established the nation-wide popularity of Mazola.

* * *

AND it's constant advertising of every kind that has created this Consumer Demand for Mazola.

Corn Products Refining Co.

17 Battery Place

New York

SHOULD ABOLISH NEPOTISM.

There must be something in heredity else there would not be so much stress laid on it. When some one achieves success in statesmanship, science or art, or amasses a fortune in oil, steel or even bootlegging, genealogists are found who will show conclusively—to themselves at least—that the winning streak came from some ancestor who did something or other in his time. As practically all the great things in recent times have been done by persons of very plebeian immediate origin, it is consoling to those who pride themselves on their ancestry alone to be informed that the real doers had some time in the remote past forebears who also were noted in some way. It encourages them to believe that "blood will tell." But if the hour glass of time is reversed so that a study is made of descendants of great men instead of the ancestors of them the results will not prove as flattering. This has been shown to be the case with regard to great rulers, generals, statesmen and others who have helped make history or advance civilization. It is just as true of those concerned in business of one kind or another. Few of the great merchant princes or financial magnates of some decades ago, for instance, left descendants capable of going on with their work, and new names are the rule rather than the exception at the head of great industrial enterprises. What gives point to these observations, as well as timeliness, are certain remarks made by a Catholic priest at Fall River, Mass., in the course of an address there last Sunday night.

Fall River, as is well known, is noted for its manufactures of cotton cloth. It has met with increasing competition from Southern mills and latterly its output of fabrics has been much curtailed because of restricted sales due to the high prices resulting in great measure from the increased cost of cotton. Operatives have been thrown out of work or have been on part time. So many families have been affected by these conditions that the Mayor of the city has urged a Congressional investigation with a view to finding a remedy for the existing state of things. A large number of the families are parishioners of St. Patrick's church, of which Rev. James E. Cassidy is pastor, and he is naturally interested in their temporal as well as spiritual welfare. This is what led him to discuss publicly the mill situation with a view to suggesting reforms. Two things stand out prominently among the suggestions he made. These are: "Nepotism and dumbbellism must go by the board" and "modern methods and modern machinery must displace antiquation and junk." They are parts of the same idea, because the second suggestion would naturally follow the first. The nepotism referred to is the placing of the management of mills in the hands of sons, grandsons or other relatives of those who founded or developed the plants, regardless of their special fitness for the positions. How much of this there is has not been stated, but any considerable amount would naturally militate against suc-

cess. In the period of growing competition that is at hand the ability of executives will come near being the controlling factor.

WOOLS AND WOOLEN GOODS.

Auction sales of wool in London will be resumed next week and the indications at the moment are that prices will continue to be well sustained. In this country there is more contracting for wool on the sheep's back, prices for territories running from 40 to 45 cents per pound. There is going to be more pooling of wool by domestic growers this season from all appearances. Wool estimates for 1923, prepared in the Department of Agriculture, put the amount at 223,610,000 pounds, an increase of 1,050,000 pounds over the preceding year. But this increase appears to be based on heavier fleeces rather than on a greater number of sheep.

Two notable happenings in the goods' market attracted attention during the last week. The first of these was the opening of women's wear fabrics for fall by the American Woolen Company. Surprise was expressed in the trade at the prices announced, especially at the reduction in worsteds. The company, however, is making an especial drive at securing a larger part of the business in women's wear lines and has put fifteen of its mills at this kind of work. It apparently hopes in this way to overcome any drop there may be in the sales of men's fabrics. The response to the offerings was immediate and pronounced, so much so that there was even talk of closing the lines within a couple of weeks or so. Besides this incident, the other that provoked comment was the announcement of the Alexander Smith & Sons Carpet Co. to hold an auction sale of about \$6,000,000 worth of rugs and carpets. It was stated that about 60 per cent. of the quantity would be from stock, which would make it appear that business lately has not been as good as was anticipated. The prices at the auction will be awaited with interest.

DEATH OF GOOD CITIZEN.

In the death of Charles A. Coye, which occurred last Wednesday, Grand Rapids loses one of her most dependable citizens. Mr. Coye was what is popularly called an aggressive man of affairs. He was conservative in manner and speech, reserved in matters of action, courteous and considerate in his relations to his associates. He had many friends and no enemies.

Mr. Coye was an honest man. That was his strongest characteristic. He carried the imprint of integrity and sincerity in his calm, unruffled face. He was one of those men who, without flights of fancy or ambition to touch the stars, patiently did his work from day to day.

Men sometimes rise to sudden eminence and rest content with worthwhile accomplishments without the fatigues of many days and long journeys. Mr. Coye accomplished his purpose through persistent, conservative effort. He labored continuously, intelligently and faithfully through a useful life to the end.

THE COTTON CONTROVERSY.

A controversy has arisen with regard to the amount of the carryover of cotton at the beginning of this cotton year. It is said that the Census Bureau figures make a total of about 500,000 bales more than was really the case. So Secretary Hoover is to have a set of expert statisticians look into the matter and suggest what changes, if any, should be made in future computations. Meanwhile, whatever discrepancies there may be between the final census figures of this year's cotton crop and those of the estimates of the Department of Agriculture will appear this month. Back of the agitation of the crop figures and supplies of cotton is the disappointment of the holders of cotton in not being able to push prices as high as they believe they should be in view of the comparative smallness of the yield. But the course of things appears to show that when cotton prices get above a certain point buying ceases because cotton fabrics cannot be sold on the basis of the higher costs of the raw material. In Great Britain the mills working on American cotton have shut down for three days a week, and the claim is made that the supply is about sufficient to last until near the end of the season. Certain estimates of the world's supply of cotton, issued under official authority, appear misleading. One of them is that from the Department of Agriculture putting the world's supply at 19,125,000 bales. But great discrepancies are shown in the reports from countries such as Egypt, India and China, which are the main producers outside this country, and these dissimilar reports, it may be added, seem each to be on good authority.

The course of goods' prices follows largely the quotations on cotton. Lately it has been mainly downward not only for gray goods but also for bleached and other fabrics. Branded muslins were reduced during the last week and gingham prices are also below the old levels. The new prices, being regarded as fairly stable, have led to somewhat greater activity. In underwear for fall buyers and sellers remain far apart on the question of price, with the result that little is doing. Hosiery is in about the same position.

COST OF DISTRIBUTION.

With margins of profit as small and precarious as they are at the present it is not at all surprising that more attention than ever is being paid to the cost of doing business. Cost accounting systems are being established in all kinds of industries and occupations, so that definite ideas may be had of the various items, with a view to introducing economies wherever practicable as well as of letting producers and dealers know whether they are doing business at a loss or not. Each department of activity is placed under scrutiny in order to determine what its pro rata share is of the general expense. Sometimes the results of investigations along these lines upsets preconceived theories. As an illustration of this may be mentioned some recent reports to the National Whole-

sale Grocers' Association. These have reference to the cost of truck deliveries of goods within a radius of fifty miles or so, and the calculations on them have been reduced to percentages of the selling prices of the articles. These percentages vary from 2.8 to 14.8 and average somewhere around 25 cents per hundredweight. As the margin on which wholesale grocers work is said to be not much over 2 per cent. net on sales, it is insisted that unless an adequate charge is made for deliveries by truck the wholesalers will have to go out of business. The instance is one which may well be considered by those who profess to see no reason why there should be so great a spread as there is between producers' prices and those paid by the ultimate consumer.

Frank A. Vanderlip must have spoken with his tongue in his cheek when he declared in his Washington's Birthday address that we must have a "clear stream of information" about current happenings in Washington and elsewhere. No man in public life of recent days has done more to muddy the waters by loose garrulity of statement unwarranted by the possession and production of specific facts. When Mr. Vanderlip was confronted by his own statements concerning the Marion Star he had to admit that they were a flimsy tissue of hearsay and guesswork. No newspaper would long continue to hold its readers' confidence if it circulated such loose, vague allegations as those which Mr. Vanderlip put forward as the facts.

The appointment of Charles B. Warren to be Ambassador to Mexico was expected. He was one of the two Americans who negotiated the agreements with Mexico that at last made possible the recognition of the Obregon government. No man is better fitted to carry them out. He knows their genesis and their backgrounds. If anything is likely to prove a hindrance to good relations with our trans-Rio Grande neighbor it will be questions arising from these agreements. The new Ambassador is no amateur in diplomacy and is said to be in high favor with President Obregon. His was the logical appointment.

Another fine irony of the literary auction room is seen in the disposal of a printed copy of Shelley's "Adonais," with a poem in his hand on the flyleaf, for \$10,000. It is said that the entire sum received in his own lifetime by the poet from publishers was \$350. Most of his writings were printed because he paid for it. Now we find one book published at fifty cents sold for \$500. The history of Shelley's writings is paralleled repeatedly in the story of music as well as of literature. In the pile of old music valued at a few dollars when Schubert died was the score of the C major Symphony.

The result of good business methods show only when you stick to those methods. There is no immediate jump as a result of them.

Don't give up any more to front door than is necessary. The doors show no goods. Narrow the doors and widen the windows.

Late Michigan Mercantile News.

Detroit—Gaetano Neopolitano has bought the stock and fixtures of the Harper-Burns Drug Co., 8546 Harper avenue, and will continue the business. Sam B. Plotler was the former owner.

Menominee—The Wilson-Henes Department Store, 615 Main street, was completely destroyed by fire on the 24th. The loss is estimated at \$300,000. Rebuilding will begin immediately.

Detroit—The Lake Erie Fish Co., wholesale and retail fish at 2823 Hastings, has experienced a change in ownership recently, when Charles Cohen sold out to his partner, Morris Molitz.

Detroit—She Stinson Sales Corporation, 438 Congress street, West, has been incorporated to act as manufacturers' agent for merchandise, with an authorized capital stock of \$10,000, of which amount \$1,500 has been subscribed and \$1,000 paid in cash.

Wayland—Hunsberger & Bowman have sold their lumber yard and fuel business to F. A. Baxter and H. A. Creager, who will continue the business under the style of Baxter & Creager.

Detroit—Abraham Goldstein has sold his share in the business known as Goldstein Brothers, 10105 Shoemaker avenue, to Solomon Goldstein. The firm handles dry goods and notions.

Detroit—The Detroit Magnesite Floor & Tile Co., 12100 Grand River avenue, has been incorporated with an authorized capital stock of \$25,000, \$3,000 of which has been subscribed and paid in cash.

Ypsilanti—S. Arnold Wiard has been appointed custodian of the C. & A. Baking Co., which has filed a petition in bankruptcy. The company is capitalized at \$25,000, \$20,000 of which has been paid in.

St. Johns—Charles Harrison, proprietor of the People's Restaurant for the past three years, has sold it to Lloyd and George Conklin, of Lansing, who will continue the business under the same style.

Detroit—The E. J. Hickey Co. has combined with the Canton-Hickey Co. and moved to the location of the latter concern, 1533 Washington boulevard. The E. J. Hickey Co. was located at 1275 Woodward avenue.

Detroit—Sophie Novak, proprietor of a department store at 13228 East Jefferson avenue, is the subject of an involuntary petition in bankruptcy filed recently by three creditors whose accounts totaled \$7,620.52.

Lansing—Presents Specialty Shop, 118 East Michigan avenue, has remodeled its store, installed new lighting fixtures, garment cabinets, etc., and added a millinery department, which is completely stocked.

Detroit—The Improved Garment Co., 8603 Twelfth street, has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,100 has been subscribed and paid in, \$1,000 in cash and \$1,100 in property.

Ludington—Miss Marie Antzack has leased the store at 406 South James street and will occupy it March 1, with a stock of silks, satins, sports mater-

ials, dress trimmings and novelties under the style of the Specialty Silk House.

Detroit—The Ed. Coe Co., Inc., 119 West Woodbridge street, has been incorporated to deal in food products with an authorized capital stock of \$5,000, all of which has been subscribed, \$2,107.76 paid in cash and \$1,759.25 in property.

Kalamazoo—Clark & Biek succeed A. Wenzel & Co. in the clothing and men's furnishings goods business at 121 West Water street. Mr. Wenzel will devote his entire time to the management and development of the People's Shoe Co.

Recent News From Michigan Manufacturers.

Grand Haven—The Kyloid Co. has removed its business offices to Muskegon.

Detroit—Dissolution papers have been filed for the MacRab Envelope & Paper Specialties Co.

Lansing—The Atlas Drop Forge Co. has increased its capital stock from \$700,000 to \$1,000,000.

Detroit—The Denby Motor Truck Co. has changed its name to the Denby Motor Truck Corporation.

Houghton—The Econo Shoe Manufacturing Co. has increased its capital stock from \$50,000 to \$75,000.

Detroit—The Michigan Malleable Iron Co. has increased its capital stock from \$2,000,000 to \$2,500,000.

Detroit—The Federal Screw Works, 3401 Martin avenue, has increased its capital stock from \$180,000 to \$200,000.

Grand Rapids—The Verhey-Noorthoek Lumber Co. has increased its capital stock from \$40,000 to \$100,000.

Kalamazoo—The Textile Leather & Metal Preserver Co. has increased its capital stock from \$100,000 to \$166,000.

Detroit—The Auto Springs Stabilizer Co., 1731 16th street, has changed its name to the Auto Spring Stabilizer Co.

Detroit—The Art Products Manufacturing Co. has moved from 150 West Larned street to the Lafayette building.

Detroit—The Smith-Gottron-Berry Corporation, 606 Donovan building, has changed its name to the Gustavus F. Smith Co.

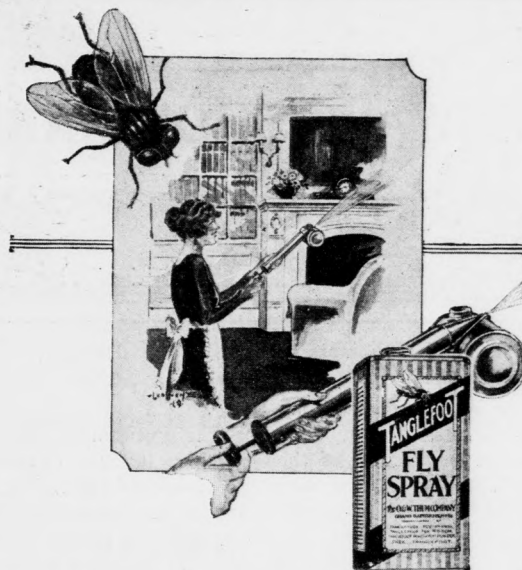
Detroit—The C. G. Spring Co., 2660 East Grand boulevard, has changed its name to the C. G. Spring & Bumper Co. of Michigan.

Alpena—The Huron Industries, Inc., foundry, machinist, semi-steel castings, etc., has increased its capital stock from \$75,000 to \$150,000.

Vicksburg—The Vicksburg Manufacturing Co. has been incorporated to manufacture specialties, with an authorized capital stock of \$75,000.

Lansing—The Jewel Manufacturing Co., East Shiawassee street, has organized a new department for the manufacture of automobile greases.

Benton Harbor—The Lucas Electrical Laboratories, Inc., Paw Paw avenue, has been incorporated to manufacture and deal in electrical devices, parts, accessories, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$1,950 in cash and \$8,050 in property.



Tanglefoot Fly Spray

Tanglefoot Fly Spray—a scientific, powerful household insecticide that kills flies, mosquitoes, moths, fleas, bedbugs, and certain other insect pests—is the latest addition to the famous Tanglefoot line.

Backed by a name and reputation known the world over, Tanglefoot Fly Spray is guaranteed to be of the same incomparable quality that for more than two generations has distinguished all Tanglefoot products from the rank and file.

Here is a fly spray that is quick-acting, effective and absolutely non-poisonous and non-irritating to human beings. It kills flies and mosquitoes wholesale and may be used with equal success against moths, fleas, bedbugs, and other household insects.

Tanglefoot quality costs no more than ordinary liquid insecticides. Ask your jobber for full particulars about this latest and greatest Tanglefoot product. Order your summer supply now.

THE O. & W. THUM COMPANY, Grand Rapids, Michigan

T A N G L E F O O T

Fly Paper, Fly Spray, Fly Ribbon, Roach & Ant Powder, Tree Tanglefoot

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.



Color One of the Biggest Factors in Merchandising.

From the time when primitive man first conceived the idea to put upon his foot to protect it the skin of the wild beast, the covering of the foot has gone through a very long and fascinating evolution.

Each era in history has brought forth a new idea of covering. It is replete, a perfect mosaic of symbolism and romance, your industry. It can date from the earliest era.

The sandal was the first conception of the shoe. It dates way, way back to the civilization of the ancient Egyptians. On the walls of the tombs of Thebes there is a perfect replica of the tanning industry, of the various processes that the sandal in its present form went through, in leather and papyrus that it was made out of, and the sign of the old Egyptian shoemaker was a skin with a finished sandal hanging in front of his door for the populace to see.

Then from the Egyptian down through the other eras into the Roman and the Grecian era, there was the girl who walked by last night with a replica of the buckskin that the Greek and Roman wore. That came up higher onto the calf and was wrapped around the foot.

Then from there the Anglo-Saxon with it away up to the knee, laced and strapped, and it was the Anglo-Saxon period that brought forth the long point of the shoe.

The points of the shoe were so long at that period that they had to pass some laws to keep them from growing any longer.

Then in Queen Elizabeth's time the heavy sole came out, the high heel, the high boot, and they became so ornate and so broad in type as away from the long point, that again legislation had to step in to restrict the breadth instead of the length. Gentlemen, you are not going through the throes of legislation to-day that they had to go through then to restrict the length and point of the shoe.

Then so on down, era after era, cobbler, artisan, craftsman, they have given of their life and their genius to build up a very noble trade and develop one of the greatest industries of our modern times.

I mention color and fashion, because fashion and color are synonymous. What of the colors to-day? They are alluring, they are bewitching. They smack of the Orient. They savor of everything that is æsthetic. In the French era, in the 14th and 15th century, shoes became par excellence the most perfect expression of art. Then, of course, during the Louis periods

where we developed the Louis heel, that is a heritage we have from the Louis.

The Puritanical came in afterwards and we left the beautiful. Now we are coming back to the renaissance of art in the shoemaking industry. You are drawing to-day on the inspiration of what has gone before, and you have come to a period where you are not only drawing upon it but you are perfecting it and advancing it. You have a great future before you in the evolution of art in this country.

There is nothing more beautiful, nothing that suggests the beauty and all the rudiments of art, line, color, design than a shoe; and this is in your keeping and in your making. You have the heritage that has gone before and the future that awaits you in its development.

Now, what of color, again? The Orient we have drawn on for color inspiration. Fashion is decreeing that the Chinese is very much to the fore in vogue. Now, we have Chinese colors which must come into a motif of this unique pageant and color picture. Of these Chinese colors, yellow is the dominating note. Fashion demands that yellow will be one of the biggest colors of the coming spring and summer season. Yellow, not only in its soft tones but through the whole gamut of its range into the orange tones and the vibrant yellows of the Chinese Empire.

Next to yellow, greens stand out, almond greens, soft gray tones which will go in suits and dresses and every kind of apparel, and as a counter-theme to that, you have the more vivid tones of the Chinese jade type of green which offsets the grayer tone to enliven it and make it more of the sport element of color.

Next green, blues come. Blues have been dead in the past, that is in what I'm talking about, volume of business. Navy blues for the past several seasons have been dead. One reason was because blacks became so strong and so dominant in the past two years that it simply put navy blue out of business. The two never run together. But black has had its deathknell—I don't mean to say that it isn't still a style factor, it is; but color has been knocking at the door for so long for admittance in its glory that black has been relegated as merely an incident rather than the dominating note.

So now navy comes up, and from navy you go up the scale to all the soft blues of the powder blue type, which is so much in vogue now, a blue with a slightly gray tone which is a very soft, becoming type for women. Not the periwinkle blue that

was harsher, and had such a vogue two years ago but the lighter type of blue somewhat in the same category.

Then you have the Copenhagen types of blues. These all will be big factors in fashion and industry.

Much white will be worn, not only in all white attire but as I see it now there is much more a dominant call for the note of color. In the shoe, the parasol, the hat, the various accessories that have become so much part of a woman's attire to-day. White with color is the keynote of sports attire.

Now, black and white together is a very smart thing, and is demanding and getting recognition to-day. Paris has been using black and white for some time and we are getting the reflections of it here in this country.

Now you have a little picture that I have thrown on the screen for you in color and fashion.

While I came merely to talk of color, I cannot help but talk on the various vogues of attire that I feel must fit into the picture of the shoe. The silhouette, as we call it has changed materially. The day was when the tailored costume was passe, but now it has come back with a bang. The tailored gown and the tailored suit is the smartest thing of the moment. The strictly mannish tailored suit has come with a re-birth. That influences your shoe styles.

Now, when I say colors, I am not only talking about women's shoes because anything away from black is a color and here I come to the very strong point of tans and browns. Tans and browns—the whole range—you have had them for a long time, but you haven't seen the end of them yet because they are beloved by the American women. She has a penchant for those shades because they are the most becoming colors she can wear. She wants them, she is demanding them, and she is going to get them. Light tans and browns, remember that. Grays have not even come up to their normal consumption.

Color is your silent partner that acts subconsciously on the minds and the senses of women, of people, working with you as one of your greatest merchandising factors. Color and design are two of the greatest factors in the shoe making industry, in the shoe selling industry, in the shoe buying industry; and the more you learn to appreciate the value of color, the more

you understand its subtleties and the way it reacts on the public, the greater you are going to develop in your art and in your industry and your merchandising and salesmanship.

Let color be the messenger which sells your goods. When you put it in the window, put it there with the idea and the psychology back of it that it is going to bring a message to the outside, to the passer-by in the street. There isn't anything that a woman responds to quicker than she does color. Men respond to it, too, but they don't know it. A great many men are color blind, but perhaps that is a more therapeutical idea of color than the scientific, the practical or the effervescent side of color.

But remember that color will help to sell your merchandise quicker than anything else. Back of all this color propaganda, if you want to call it that although it is not a good name for it, color education is perhaps better, there stands a phalanx of industry working to help you and your industry solve

Herold-Bertsch Shoes



Genuine
Comfort for
Troubled Feet

Our Special No. 988 brings joy to sensitive feet. Wide, roomy, bunion last, soft leather.

Relieves
thousands

H-B Dependable Footwear

Favorites with farmers for 30 years. Dress and Service shoes for men and boys of all leather and all good leather. Made by skilled shoemakers. Good looking, long-wearing, easy on the feet and on the pocketbook. The line that makes satisfied customers for the shoe dealer.

HEROLD-BERTSCH SHOE CO.
Grand Rapids, Mich.

Michigan Shoe Dealers Mutual Fire Insurance Co. Lansing, Michigan

GENERAL MERCANTILE RISKS

Write

L. H. BAKER, Secy-Treas.

P. O. Box 549

LANSING, MICH.

your color problems. In America to-day there has been built up by the co-ordinated efforts of every branch of industry which uses color, the great fabric branch, the silk, the wool, the cotton and now the shoe and leather industry working to make color appreciated in industry, to make it put across its merchandise.

The shoe industry is standing back of that co-ordinated effort, and it is standing there, why? To help you. Not only to help you individually solve your merchandising problems, but it is standing there, why? For the reason that it is the intention to make American colors, American fabrics, American shoes, American fashions, if you will the synonym of beauty, artistry and perfection.

Margaret Hayden Rorke.

Our Duty As Good Citizens of the Republic.

Grandville March 4—Party politics is once more waxing warm in some quarters and means a whole lot of foolishness carried on in the name of party.

Is this true? Is politics a filthy pool as I once heard a Grand Rapids lawyer proclaim from the rostrum. Said lawyer had in mind a minister who had addressed a political meeting on the previous day. It shocked him to know that a minister of the gospel should dabble in the filthy pool of politics.

What are politics but attending to the business of our country? It is a business proposition, pure and simple, and a man who is too pure to take a hand in politics is certainly too good for this world. Think of the newly enfranchised women voters. Do we say they are dabbling in a dirty pool when they go to the polls and vote? Assuredly not. The lawyer was wrong. His own party had some bad blotches on it and it was such as he that had served to soil the political pool.

There is nothing purer in this country than politics. It is the making of laws for the benefit of the people and every citizen should make it a point to take a hand in politics, which are black or white as we individual members of the party make it.

Another mistake which some make is declaring for men and not party. Some men I have known take pride in stating that they go in for men, not party. Well, if we all do this, where do we land? In a quagmire from which it would puzzle a Philadelphia lawyer to extricate us.

It may be well enough to remember that no man is greater than his party. This has been tried out a number of times in this country only to land the man so much superior to party in the ditch of his own digging. There are a few members of Congress to-day who consider themselves superior to party. Where do we find these partyless men? They act as political bushwhackers, annoying their betters and blocking whenever possible the progress of Government. In our Government the majority is supposed to rule. That seems to be the fairest way, and so parties have been formed to carry on the institutions of Government, and the majority party has the right of way.

This, however, is not always true, since the majority party to-day in Congress has a rift in its side which is retarding needed legislation and beating down popular government with the venomous instinct of the rattlesnake. A government of the people, for the people, by the people could not long exist without parties and party government. No matter how bad a party may become when succeeding to power, the remedy is always with the people who are the ar-

biters of the National destiny and can correct all mistakes at that last tribunal, the ballot box.

Village and township elections are near at hand. These are but the opening guns, the skirmish line being formed in advance of the main National battle of 1924.

Party lines are not so carefully drawn in the minor elections, and yet it is well enough to keep in mind the fact that a man's political opinion on affairs of National moment should not be wholly ignored, even at the small town balloting.

You say I believe in a good man regardless of politics. Well enough under certain conditions, but suppose we follow this to its logical conclusion and elect good men to office who see crooked with regard to the enactment of certain economical laws which may make or break the business interests of the country. Better vote in that party which will make such laws as will redound to the best interests of the whole country.

A man may be a good fellow and yet be warped in his ideas of government policy. In past days what would have been the result had some of the ideas of these good men—men with best intentions—been carried out as for instance the free coinage of silver without the consent of any other nations of the world? Looking back we can see how calamitous such a policy would have been for the United States of America.

Many of the most ardent free silver men of bygone days have since seen the folly of those ideas and are now firmly standing on the rock backed by the gold standard.

And yet many of these men left their party to scramble for a delightful ignis fatuus which sound business sense should have shown them to be, if adopted, disastrous to the Nation. These backsliders of that day imagined themselves greater than party. It was a party, however, which stood pledged to sound money that won the day and saved the Nation from bankruptcy and indiscriminate business collapse.

I repeat, no man is greater than his party.

The party must purge itself of all unworthy members in official position. It must stand firmly for the best interests of the people, and while doing this fewer mistakes will be made than in an attempt to run the country on the man higher than party principle.

Government by parties is the only successful manner of procedure. The better sense of the people will carefully hold parties to the ringbolt of public opinion, so that no party can go far wrong for a great length of time and continue to hold public office.

Be on hand at every election. That is the duty every American owes to himself and to his country.

Old Timer.

An Optimist.

A German shoemaker left the gas turned on in his shop one night, and upon arriving in the morning, struck a match to light it. There was a terrific explosion, and the shoemaker was blown out through the door and almost to the middle of the street. A passer-by rushed to his assistance, and, after helping him to rise, enquired if he was injured. The little German gazed dazed at his place of business, which was now burning quite briskly, and said: "No. I ain't hurt. But I got out shust in time. Eh?"

There is something wrong with the mental equipment of the man who is always having to look and see whether the stock contains what the customers ask for.

The Old Reliable

Over 25,000 Patients
in West Michigan

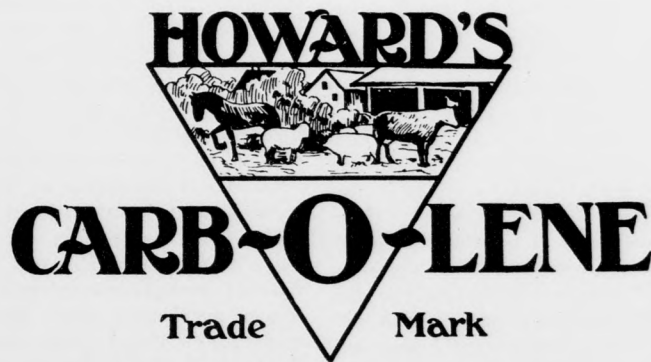
New System Dentists

We've taken pain and high price out of Dentistry and substituted comfort and economy. After all, there's no place like the New System.

41 Ionia Ave. in G. R. Just a Step South of Monroe Ave.
One Flight Up; Write for Information.

...THINK...

If you were Lousy, what would you do?



Kills Lice on Stock and Poultry

No Dip No Dust No Fuss No Muss

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Write for prices.

Please mention the Tradesman.

Van Dam

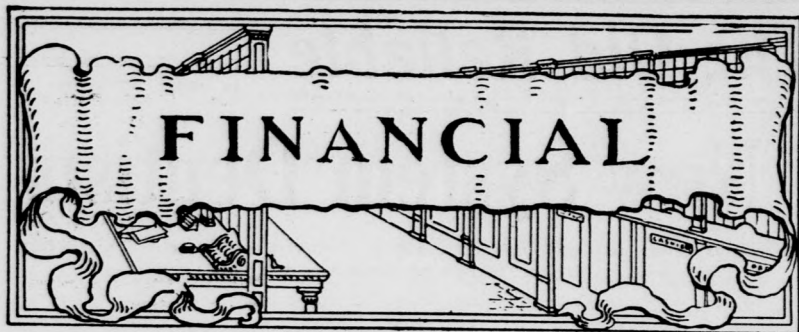


New PANETELLA
FAVORITAS (Java Wrapper) 2 for 25¢; PERFECTO (Sumatra Wrapper) 10¢

STRAIGHT SIZE (Java Wrapper) 10¢

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TUNIS JOHNSON CIGAR CO. GRAND RAPIDS, MICH.



Firm Commodity Prices Until Middle of the Year.

Two well-known economic services forecast rising commodity prices during the first half of the year. One of these is silent concerning the trend during the second half, but the other predicts that prices will reach their peak by the middle of the year, but that the downward movement which may develop during the autumn should be of moderate character if basic conditions remain as they are at present. It sees an important factor in preventing any sharp break in prices is the abundance of credit resources. Easy money will serve as a cushion to soften the effects of whatever reaction may develop. Another factor will be the relatively small inventories, which will prevent heavy commodity liquidation that otherwise would intensify the recession of prices. Moreover, the fact that stocks are small should insure a continuation of buying in the secondary markets even when prices begin to decline, an outcome that would be impossible if inventories were swollen.

Among economists the weight of opinion inclines to the view that, whatever prices may do in coming months, the trend during the next few years will be gently downward. In support of this position they point to what has happened after previous great wars and assume that the return of the European nations to the gold standard will be accompanied by a trend to lower price levels. One of the leading British economists, Professor J. Shields Nicholson, of the University of Edinburgh, dissents from this view. He believes that prices will continue to rise for the next five or ten years, even though Europe during this period should take steps to return to a gold basis.

The value of gold in terms of other commodities depends upon the demand for its use in the arts as well as upon the demand for it for monetary purposes. Professor Nicholson sees a slackened demand for gold in the arts. This is because purchasing power in Europe is much below the pre-war level and also because other things are

taking the place of gold for ornament. The greater monetary demand for the metal will therefore be offset, he believes, by the lesser arts demand, and the predicted decline in prices will not materialize.

This is an interesting point of view. Professor Nicholson is careful to point out, however, that the reintroduction of gold coinage into Europe would be followed for a time by hoarding, and that this tendency to hoard may take up some of the slack due to the limited demand of the metal for non-monetary uses. He is anxious to see Europe return to the gold standard, and he makes the point that in previous periods of resumption the transition has not brought unemployment and a loss of purchasing power, though it is sometimes claimed to-day that it will do so when Europe eventually makes up its mind to resume. On the contrary, he shows that the establishment of the gold standard in Great Britain after the Napoleonic wars was followed by great industrial activity and an increase in National wealth. Those who are unconvinced by Professor Nicholson's line of reasoning as to future prices may point to the fact that if the wealth of a country increases after the restoration of the gold standard the demand for gold for non-monetary purposes should also increase. This would obviously tend to enhance the value of the metal and to bring about lower prices, in accordance with expectations of most economists.

While the views of the British economist may be accepted by only a minority of his confreres, practically all of them will agree with his argument that the discarding of paper money will not necessarily be followed by hard times. There have been such things as "hard money" panics. Czechoslovakia passed through one in 1922. Yet the privations of that period were a mere shadow compared with those resulting from a long period of unchecked inflation, such as was experienced in Germany. In our own history the abandonment of the paper standard under Hamilton's financial program brought no depression, but

TEST OUR ABILITY

Turn over to us the care of your properties for a reasonable time and let us prove to you that because of 34 years' experience in a general trust business we can handle them to your benefit.

You will then better understand the advantages to your estate of having us act as executor of your will.

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North Lansing LANSING South Lansing

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rather the reverse. In like manner, the resumption of specie payments in 1879, after seventeen years of a paper regime, did not check the country's growth. Prices were falling before that date and continued to decline for many years thereafter, but the decade from 1880 to 1890 was one of unprecedented industrial development.

William O. Scroggs.

Notable Exception To the General Rule.

Sault Ste. Marie, March 1—I am enclosing herewith a copy of our financial statement for you to glance over, and if you have any remarks to make whether they be criticism or comment I would like to hear from you.

If you will remember a couple of years ago you published an article concerning co-operation, which I took offense to and at that time I mailed you a statement of 1921 which you published, and I felt at that time that you did not get much light on the successful co-operative organizations in the State.

Sault Ste. Marie has a population of approximately 13,000 and as you will note in our statement during the year of 1923 our Association did a business of over \$363,000 on a capital stock of \$31,000, showing a net earning of \$24,000, which in my estimation is not a bad showing.

You will also note that our stock averages about \$28,000. During the month of December our sales were over \$36,000. Do you feel that this is a good showing on the amount of stock carried? Our accounts receivable, you will also note, were \$26,000. They were taken off on Dec. 31.

In this community about 80 per cent. of the goods are charged and mostly all accounts are paid every thirty days.

I would like to get your opinion on this statement as I know that you are very well versed and, no doubt, read a good many financial statements of this kind during the year, and you, no doubt, are looked upon as good authority, especially on statements of this kind.

You also note that during our few years of business we have returned to our stockholders and customers over \$68,000 in the way of dividends and interest. This has been done in the last five years, as before that time we were not in a position to pay rebates, as our business did not warrant them.

We are now operating seven stores, and we expect that our business this year will not be very far off the one-half million mark.

As before stated I would greatly appreciate hearing from you concerning our statement at any time.

Leo Lelievre,

Mgr. Soo Co-Operative Merc. Ass'n.

Co-operative distribution is seldom successful in the United States, for reasons which have been frequently exploited by the Tradesman.

The Soo Co-Operative Mercantile Association appears to be an exception to the general rule. Since the business was established the annual sales have shown a gratifying increase in all but two years, as follows:

1913	-----	\$ 34,531.00
1914	-----	49,837.00
1915	-----	25,796.00
1916	-----	25,659.00
1917	-----	33,575.00
1918	-----	58,897.00
1919	-----	165,215.00
1920	-----	362,758.00
1921	-----	308,612.00
1922	-----	295,186.00
1923	-----	363,818.00

Total ----- \$1,723,884.00
The turn-over of the concern is ap-

proximately twelve times, which is the strongest feature of the situation.

During the career of the Association it has paid \$8,631.12 dividends on the capital stock and returned \$61,718 to customers as rebates and to employees as bonuses.

It has about \$47,000 quick assets, as against \$15,000 accounts and bills payable.

If there is another co-operative undertaking in the United States which can present so good a showing, the Tradesman will be glad to be made acquainted with it.

Automobile Production.

The output of automobile passenger cars in January was the largest since October and was 29 per cent. greater than in January, 1923. Production of trucks was likewise the largest since October, and was 47 per cent. larger than a year ago. If the January record is maintained throughout the year the total output of automotive vehicles will easily pass the 5,000,000 mark, yet in the opinion of a number of observers the industry will do well to maintain the record of 1923. They point out that much of the recent output is going into storage to await the spring demand, as manufacturers are anticipating sales in order to insure prompt delivery. Such a plan is desirable for the further reason that it mitigates the seasonal fluctuations in employment. Sixty days hence the outdoor industries will be competing for labor now employed in the factories, and the indoor industries are doing well to take advantage of the slack season.

One Better.

John: You know my wife has wonderful hair. When she takes it down it falls to her waist.

Henry: That's nothing. When my wife takes her's down it falls to the floor.

BUY SAFE BONDS



ESTABLISHED 1853

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

Buy Safe Bonds
from

The Old National

Your Trustee

IF you decide to create trusts for the benefit of individuals or institutions, you should exercise great care in the selection of a trustee.

Not only honesty is required of a trustee, but the ability to conserve the trust estate or fund and manage it in an economical and efficient manner. A Trust Company makes a business of this type of service and has many advantages over the individual.

The matter is one of great importance.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

THE CITY NATIONAL BANK of Lansing, Mich.

*Our Collection and Bill of Lading Service is satisfactory
Capital, Surplus and Undivided Profits over \$750,000*

"OLDEST BANK IN LANSING"

Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

\$1,450,000

GRAND RAPIDS NATIONAL BANK
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Other Than Fire Insurance Interesting To Merchants.

The greatest incentive to that world-wide exchange of commodities and service, which has dominated the economies of the last century, has been the modern system of commercial credits. This development, however, would have been possible only in a limited way had it not been for the protection offered to capital by the institution of insurance. In deed, if adequate and certain protection of persons and property by insurance should suddenly be eliminated, credit would largely revert to its ancient status and be extended only in a pledge of definite property accompanied by usurious interest exactions.

For centuries the idea prevailed that, "the borrower is the servant to the lender." In our time however, the lender is just as often the servant to the borrower. Mortgaging and pawning in the realm of commerce has been to a great extent superseded by mutual confidence, and that confidence has been translated into terms of commercial certainty by insurance.

Insurance, in other words, has taken credit out of the pawn-shop stage of its history and has made a great department store of it.

Much has been written concerning the relationship of insurance and credit. Hardly an element in the story has been overlooked in these discussions. One phase of this question, however, does not seem to have received much special attention. It has to do with the question as to whether the buyer and debtor has such a variety of insurance protection as will assure his solvency in the event of any disaster which may reasonably be expected.

When insurance and credit are discussed together the branches of insurance which usually come to mind are life and fire. In extending credit in a commercial transaction the vendor enquires as to the resources of the buyer and includes of course these two kinds of insurance in his investigation. These elements proving satisfactory, it often happens that little or no attention is paid to the other insurance needs of the debtor.

The complexities of modern life are such, however, that a debtor may have ample life and fire insurance protection, yet may be in constant jeopardy because of his failure to obtain protection against other hazards. In the "multiple" casualty lines, for illustration, there are many important coverages which often are overlooked by creditor and debtor alike, but which still more often have proved their worth in the maintenance of a sound credit structure.

Perhaps the most interesting of the multiple lines are the various forms of public liability insurance, but there are many other lines affording protection to business income, business property or legal obligations which also ought to appeal to the credit men of America.

Workmen's compensation insurance need not be included in this list. It is compulsory and those who extend credit need not worry about it, except of course, to see to it that it is provided to the debtor by a sound and substantial carrier, whose capital and resources give guarantee of its capacity

to meet all obligations not only to-day but ten years from to-day. This warning as to strength of resources applicable to insurance liability also extends to all kinds of property or business insurance, and particularly to such forms as involve deferred liability and the consequent requirement over a period of years. Experience has pointed to the fact that sound and well established stock companies in the field of property and business insurance always can be relied upon as continuing going concerns.

As a general thing, the larger mercantile and manufacturing enterprises are fairly well covered by the various casualty lines which they seem to require. But from the standpoint of the credit man, even if there were not sufficient coverage carried by these larger concerns, their financial responsibility seldom would be affected by any catastrophe which might be guarded against by these forms of insurance.

All great department stores carry passenger elevator insurance in substantial amounts. It is a good business practice. But no credit man would question the financial standing of any store in this class on account of the hazard involved in running uninsured elevators. He would know that the company would be able to pay any possible loss without an excessive strain on its resources.

But the credit men for several furnishing houses were negligent when they did not enquire as to the elevator insurance carried by a new hotel in a small Western city. The building, a five story affair, has been erected by local capital and was heavily mortgaged. Shortly after the place was opened the elevator fell, killing four persons and injuring several others. Judgments were obtained aggregating \$65,000. There was no insurance. The result was bankruptcy for the hotel and a substantial loss to the houses which equipped it.

A large city hotel could have weathered such a storm. In order to avoid a loss of this kind the credit man need not watch the big fellow closely, but he must constantly be on his guard to see to it that the little fellow is adequately protected.

In a New York suburban village a furrier, operating on a small scale for many years, decided to expand during the boom times in 1920. In the fall he put in an unusually large stock of expensive furs at peak prices, and, his reputation being high, he was able to get a good line of credit. The wholesaler insisted on an increase in the fire insurance to cover the value of the new goods, and this was furnished. Shortly after this transaction robbers

entered the store, cleaned out everything of value, piled the goods in a truck standing in the quiet village alley and vanished. Bankruptcy for the furrier resulted, and his creditors got only ten cents on the dollar.

In this case burglarly insurance

would have saved both debtor and creditor. The wholesaler's credit man should have insisted on it under the circumstances. A large store could have survived. The furrier operating on small resources went under.

In Chicago two young grocery



Acknowledgment

I hereby wish to thank the bankers for all past business courtesies shown me, and also announce that I have severed all connections with The Electric Alarms, Inc., formerly known as the Safety Burglar Alarm Co., of Grand Rapids, Mich.

Sincerely,

OLE JACOBSON

Fourth National Bank GRAND RAPIDS, MICHIGAN

United States Depository

Capital \$300,000

Surplus \$300,000

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

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



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AUCTION

By order of the Circuit Court of Kent County, Michigan, Northern District of Michigan, we will, commencing Saturday, March 8th, 1924, at 11:00 a. m. at Plainwell, Mich., and on Monday, March 10th, 1924, at 10:30 a. m. at Wayland, Mich., sell at public auction the following assets belonging to the estate of F. D. Travis Co.

All real estate and buildings, a large stock of farm implements including tractors, wagons, cultivators, manure spreaders, seeders, mowing machines, harvester machines, also a quantity of wheels, parts and supplies. Hardware, automobile accessories, repair and replacement parts for implements, paints, oils, etc. Also all fixtures at Plainwell. All of the above will be sold in single pieces and detailed lots. A deposit of 25% will be required from each purchaser. All checks must be certified.

FRANK D. BLAKELY, Receiver.

EDWARD J. BOWMAN, Atty. for Receiver.

MICHAEL TAUBER & COMPANY, AUCTIONEERS

317 S. Market St., Chicago.

clerks saved up a few hundred dollars each, pooled their resources and went into business for themselves in an outlying district. A supply of Christmas trees was obtained for the recent holiday season. They were piled on the sidewalk in front of the new store and gave them a thriving trade. On the evening of December 20 last a bundle laden commuter hurrying home stumbled over these trees. The fall resulted in a fractured skull, and other injuries, which for a time it was thought might prove fatal. The boy proprietors were clearly liable. Fortunately, however, for all concerned they had adequate insurance protection under a public liability policy, and the insurance company will have to settle with the injured commuter. Under any other circumstances the new storekeepers would have been forced into bankruptcy. This insurance, it might be added, was not obtained because of any insistence on the part of the credit men of any of the wholesalers who had trusted these boys, but rather because one of them had previously worked in a store which had been put out of business by a similar claim. He knew the danger.

The insurance company records are full of other instances of the same general character. Many small merchants and manufacturers have been saved from insolvency by having adequate insurance against all the hazards of the business in which they are engaged, but many more have been wrecked because they personally were ignorant of what coverage they needed or because their creditors did not insist on such coverage for mutual protection. For the latter situation insurance agents are often at fault for not providing the right kind of insurance counsel for their patrons. There are altogether too many agents whose vision does not extend beyond fire and compensation indemnity, and who utterly ignore the more important "side lines" of the casualty business and even of the fire business.

In a keenly competitive field credit men often had rather take a chance than to insist on adequate coverage. And it often also is true that credit men themselves do not appreciate the importance of these so-called "side

lines" and are even at times inclined to class them as more or less useless "trimmings."

There, of course, always is the possibility of overdoing insurance buying, just as there is the possibility of overdoing any other sort of buying. Not all merchants need burglary insurance. Public liability insurance would be an extravagance for some classes of business men and a necessity for others. It is the business of the insurance agent to advise in these matters, but sometimes he is as derelict in this duty as is his customer in making enquiries as to what he reasonably requires.

The credit men of America can do much to assist buyers in getting proper insurance coverage in companies which are recognized as sound.

Henry Swift Ives.

We are in the market to purchase an entire issue of public utility, industrial or real estate first mortgage bonds.

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GREEN & MORRISON—Michigan State Agents

The Michigan Retail Dry Goods Association

advises its members to place their fire insurance with the

GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

and save 30% on their premiums.

Other merchants equally welcome.

319-20 Houseman Bldg.

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SAFETY SAVING SERVICE CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

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

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Retail Hardware Mutual	Central Manufacturers' Mutual
Hardware Dealers Mutual	Ohio Underwriters Mutual
Minnesota Implement Mutual	Ohio Hardware Mutual
National Implement Mutual	The Finnish Mutual
Hardware Mutual Casualty Co.	

We classify our risks and pay dividends according to the Loss Ratio of each class written: Hardware and Implement Stores, 40% to 50%; Garages, Furniture and Drug Stores 40%; General Stores and other Mercantile Risks 30%.

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.



Appropriate wording appears on each of these cards—one having primarily the man's appeal and the other the woman's.



These are

Fifty Thousand Cards, beautifully printed in color, will be distributed to Retailers who sell ZEPHERIZED Knit Underwear, for their use during the Spring and Summer season, beginning with

SPRING EXPOSITION OF KNIT UNDERWEAR APRIL 6-13

NOT a store in the United States Selling Knit Underwear to Men, Women or Children but should have one or both of these cards on display as the center of an attractive window trim during KNIT UNDERWEAR WEEK April 6-13.

10,000 of these cards will be delivered to Retailers direct—
20,000 more will be delivered to Retailers by Underwear Manufacturers selling direct, and—
20,000 will be delivered to retailers through Wholesalers.

NEWSPAPER ILLUSTRATIONS FOR YOU

A series of appropriate illustrations in one column and two column sizes will be prepared for your use in your own local newspaper advertising—illustrations that will help tie-up your advertising with the big national campaign. These will be furnished in the form of Newspaper Mats to dealers who wish to take full advantage of the Industry's efforts to help sell Zepherized Underwear.

To be sure that you get the cards and mats you will require, write to us and we will see that they are delivered to you promptly.

Address:

BYRON G. MOON, ADVERTISING DIRECTOR
65 Fifth Avenue, New York, N. Y.

the illustrations that will appear in the Window and Counter Cards that give YOUR Store a tie-up with the MILLION DOLLARS' worth of Advertising that will appear this Spring to help you sell ZEPHERIZED Knit Underwear

THE week of APRIL 6 - 13 is the Opening Week of the BIG NATIONAL DRIVE for ZEPHERIZED Knit Underwear. During that week National Magazines, Newspapers, Farm Journals and Professional Journals will be telling the Association's message to Millions of Readers—messages which will be giving direction to the majority of all Knit Underwear Advertising that will appear this Spring.

IN addition to the advertising which will be done by the Advertising Department of the Industry there will be a vast amount of advertising for ZEPHERIZED KNIT UNDERWEAR by the individual manufacturers—it is estimated that the Spring Knit Underwear Advertising drive will involve an expenditure of at least

ONE MILLION DOLLARS

Every contributor to the advertising fund who produces Spring and Summer weights of Knit Underwear will be making and promoting the sale of

ZEPHERIZED Knit Underwear

The Underwear that gives the maximum cool comfort and health protection—because it is light-weight, soft, elastic knitted underwear that is properly bleached—absorbs moisture more quickly—allows more rapid evaporation—keeps the body cool and dry and prevents rapid chilling.

Made for Men, Women and Children in every style—in cotton, linen, silk and mixtures. The three big selling styles for men are: KNIT-ATHLETIC, KNITGARD and SEMILETIC.

REMEMBER

The Spring opening date of this industry campaign when people will be talking and buying ZEPHERIZED KNIT UNDERWEAR—take advantage of this million dollars' worth of advertising—tie-up your store with the campaign—send for and use the display cards and newspaper mats,—get in your window displays and advertise locally during the

SPRING EXPOSITION OF KNIT UNDERWEAR APRIL 6-13

**ASSOCIATED KNIT UNDERWEAR MANUFACTURERS
OF AMERICA**
65 Fifth Avenue, New York, N. Y.

An Association of Knit Underwear Manufacturers representing 75 per cent of the output of Knit Underwear in the United States.





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

Playing Up Perforated Belts.

One of the outstanding features of the Spring models in leather belts that are now being shown to the trade is the use of perforations. This idea is worked out in belts with one strip of perforated leather applied to another of contrasting color and in many moderately-priced lines, to one strip alone. Patent leather is frequently seen in combination with red or white leather, as well as by itself. An ingenious buckle is made of two round metal disks that fit into each other without showing the fastening device. A novelty that is shown for use with the present boyish tendencies in women's styles is a brown leather belt, like the Sam Brown affairs seen during the war which is fastened with a military looking buckle. The general demand continues the most active on three-quarter-inch belts, according to a bulletin of the United Belt League of America, but some houses are showing belts of twice that width.

Movable Eyes for Stuffed Dolls.

An innovation in the form of movable eyes has been made for the "soft head" rag doll or stuffed animal toys. Heretofore, these toys have been made with painted eyes which detracted materially from their life like appearance. The movable eyes were invented by Mrs. H. N. Slater, of New York City, who will devote the proceeds of their sale to charity. The eyes are located in a "cup," the edges of which are covered by the fabric of the doll or the stuffed toy animal. As the body is moved the eyes move. The invention has taken with the doll trade, both manufacturers and retailers agreeing that it supplied a marked need. The eyes are sold to manufacturers on a royalty basis, which means an increase in the retail prices of from 25 to 50 cents above those of the painted-eye doll or animal.

Low Prices on Overcoats.

Retailers are now offering their overcoat stocks at what they say are the final reductions. The response, while not extra good, has been largely from the consumers who have been waiting for the reductions for the purpose of putting the garments in moth balls for next Winter. The remark has been frequently made in the trade that overcoats can be purchased at the lowest prices that will be seen for some time to come. The extent of the re-

tailers' carryover is still a question, but few in the trade believe that it will be light. It was said yesterday that the retailers are making strong efforts to dispose of the coats with belts all around, as the indications are that the guard model, or the half belted ulster, will be the style leader next Fall.

Feature Collar-Attached Shirts.

That the collar-attached shirt will be the leading type for the coming season is held to be amply indicated. This style of men's shirt is being featured extensively by leading retailers, who are confident of its again meeting with success. Blue is the "touted" color in these shirts either in the solid effect or striped. White, particularly in the Oxford style, is headed for greater favor as the season advances, according to wholesalers. Broadcloth shirts in solid colors continue to be the volume sellers. Retailers are tending to buy a little more liberally for Spring.

Pleated Skirts in Demand.

Pleated Skirts have ruled in the demand so far, according to wholesalers. Wrap-around models figure in the buying of retailers, the call being particularly strong in the case of Midwest stores. Both silk and woolen skirts are selling, although the demand for the former has not yet struck its pace. Box and knife pleats dominate in the flannels and wool crepes. High colors in the former are desired, although tan is a favored shade. Plaids and checks and novelty weaves lead in the wool crepes.



Now featuring a large assortment of untrimmed shapes in Bangkoks, Coburg Hemps, Italian Milans, Swiss Timbo and Hair Braids. Anticipating the demand for flowers, our original importations and domestic flowers meet every requirement of the discriminating buyer.

Our Criterion and Wolverine Trimmed and Tailored Hats, also our popular priced Trimmed Hats are priced so as to enable our customers to make handsome profits on these lines.

Corl-Knott Company
 GRAND RAPIDS, MICH.

EASTER GIFTS

The Easter Season offers an unusual opportunity for increasing your sales, by suggesting "Easter Gifts." See that your stocks are in condition to take care of your trade.

We suggest a few items, always welcome as Gifts.

FOR LADIES

Handkerchiefs, Hosiery, Umbrellas, Stamped Linens, Etc.

FOR MEN

Handkerchiefs, Hosiery, Umbrellas, Dress Shirts and Neckwear in large range of styles and prices.

Do not fail to take advantage of this occasion, for increased Business.

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS
 GRAND RAPIDS, MICHIGAN

A Wonderful Line Beautifully Tailored, All Wool and Reasonably Priced

WE ARE pleased to announce, after long search, the opening of the best line of Men and Boys' Mackinaws, Heavy Pants, Jumpers, Stag and Buffalo Flannel, Shirts, etc. Made by one of the largest mills in the United States. They buy the Wool in the grease and do every operation themselves. They have the latest, most economical and efficient machinery.

Prices are based on raw wool bought on a lower market and without profit to the Manufacturer in order to introduce the line which will be known as the "POLAR BRAND."

The line contains only the best numbers, patterns and color combinations which sell on sight. You will be agreeably surprised at the quality, tailoring, and other features not found in other lines.

Samples are now in our salesman's hands for your inspection. Naturally we shall confine the line to one retailer in each locality, so if interested, please place your order with our salesman as early as possible.

Present prices are subject to advance without notice. Your order can be placed for direct shipment F. O. B. Mill at considerable saving if you buy a reasonable quantity.

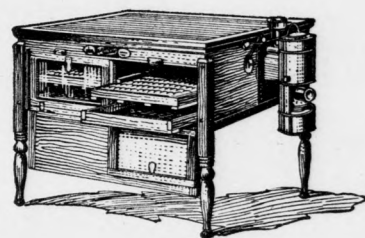
Delivery up to August first will carry usual Fall Terms of 2/10 October first, afterwards 2/10/60.

See our salesman or write us immediately.

GRAND RAPIDS DRY GOODS CO.

MAIL ORDERS AND HOUSE TRADE OUR DELIGHT

Hardware Dealers:



Don't Neglect Incubators

The Poultry Raising Business Is Growing

This industry is becoming greater each year and good hatching equipment is in demand. It is time for the setting of eggs and the trade will call for Incubators to Hatch Strong Healthy Chicks.

We Distribute the Queen Line of Incubators and Brooder Stoves

This line is qualified in every way and is nationally known and used by successful poultry raisers.

We can send you an illustrated catalogue and prices on application, and are in position to ship immediately on receipt of order.

*Handle Queen Incubators and get
All the Profits*



MICHIGAN HARDWARE CO.

WHOLESALE ONLY

100-108 Ellsworth Ave.

Grand Rapids



Safeguarding the Health of the Milk Consumer.

Remember, when you were a lad, how you used to take the little tin pail and go over to the Widow Jones' and get a quart of milk, milked warm into the pail—and you'd snitch a swallow or two on the way home?

That, thirty years ago, represented in its utmost simplicity, milk production, milk distribution and milk consumption. The quart of milk represented the supply produced by the cow in excess of the widow's requirements. The widow then knew—and cared—about as much of the cost of production, overhead and depreciation as Bossy herself.

The Widow Jones went the way of all flesh. Bossy also died. In Bossy's place there is that endless line-of "the cattle on a thousand hills"—also in ten thousand valleys. The Widow Jones is superseded by about fourteen thousand fresh milk dealers in the United States, represented by a capital investment probably exceeding a hundred million dollars.

Where Bossy in her occasional temperamental fits kicked over the pail she is now consistently, uniformly "kicking in" to the cash register. She has become a unit of the wide ramifications of the world's business. The quart of milk you got by the simple process in the tin pail now comes to you in the sanitary glass bottle. But it comes to you by a very much more elaborate route which is something like this:

It is cooled at the farm in cans. The cans are transported by truck to the country receiving station or direct to the glass lined and cooled cars at the railroad.

Then it goes by rail to the city platform or unloading truck. From there it is transported by truck to the city milk plant where it is tested as to acidity or freshness. It is sampled in the laboratory for butter-fat, sediment or cleanliness. Then it is transferred to the receiving or weighing vat. From there it is pumped to the heater, clarified or filtered, pasteurized in holding tanks at high temperature, thus destroying all pathogenic life.

From here it goes to the cooling machinery, then to the filling or bottling machinery, then it is capped, crated, refrigerated and loaded on wholesale or retail wagons and delivered.

It is worthy of note that you pay but a few cents more now for your quart of milk than you paid the Widow Jones in those other days. The milk dealer's profit is a very small fraction of a cent per unit of product and it is only because of the unusual turnover that the business becomes a gainful occupation for him.

So because of the intricacy of the milk industry, the smallness of the unit of profit, it will occur at once to the business man that the building of a cost system for those engaged in the business was at once quite necessary and difficult.

It was in 1917 that the subject of uniform cost accounting was first approached by the leaders of the industry as represented in the International Association of Milk Dealers. The subject was gone into in a most intelligent, scientific and, at the same time, practical manner.

First a certified public accountant was engaged to make a survey of the industry and ascertain the practicability and need for a uniform cost accounting system. His report at the next annual meeting convinced the membership of the need of such a system.

The leaders of the industry at the beginning sought the counsel of more thoroughly organized business in many lines. It first sought the advice of the Chamber of Commerce of the United States, which was—and is—urging upon all American industry the building of cost systems. Its advice was that the system be built up as far as possible within the industry itself and with the least necessity for the disarrangement of existing systems.

This plan was adopted and the building of the system was undertaken under the leadership of an expert cost man from the outside. The first step was the appointment of an advisory committee made up of some 35 or 40 accountants from representative members of the organization from widely scattered points in the United States and Canada. These representatives came from firms from the largest to the smallest.

While the plans for the system were being discussed by the committee it became evident that, inasmuch as the system was to be an assistance for the credit man in the bank as well as a guide to better management, it would be the advantageous thing to have the advice and counsel of representatives of banking organizations and credit men.

They approached the American Bankers Association, the American Institute of Banking, the National Credit Men's Association and the Federal Reserve Board, asking them to sit with the committee of accountants and offer constructive criticism upon the balance sheet they had prepared.

These organizations fell in with the plan immediately. They designated representative men who sat with the committee and offered suggestions which from their viewpoint would result in the best form of balance sheet

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

We are making a special offer on
Agricultural Hydrated Lime

In less than car lots

A. B. KNOWLSON CO.
Grand Rapids Michigan

Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce

Lipton's Coffee

Ask for Yellow Vacuum Can
Always Fresh

Distributed by

LEWELLYN & CO.
WHOLESALE GROCERS

GRAND RAPIDS

MICHIGAN

Choicest fruits from
the world's finest orchards



Luscious as the day they
were picked--and always
ready to serve

JUDSON GROCERY CO.
GRAND RAPIDS MICHIGAN

that could be devised. The balance sheet adopted as a result of that conference received the unqualified approval of the bankers and credit men.

The Milk Dealers Association, following these conferences, presented to its membership a perfected manual of cost accounting. The manual is constructed in three parts. Part I takes care of definitions and explanations in an effort to establish uniform terminology. Part II shows bookkeeping procedure. Its builders have endeavored to set up every account that could possibly be used by the standard milk dealer and to show plainly just what entries are made in each account and how the bookkeeper will proceed in setting up his general books and cost accounts. Part III sets up all exhibits, schedules and charts as they should be adopted for uniform practice. These exhibits, schedules and charts show in picture form the entire operation of the system. They have also included diagrams which should be of help to the accountant in visualizing the flow of business transaction over his books and into his unit cost accounts.

As a result of the first demonstration of the working of the system, 96 of the 264 firms in the association almost immediately asked to have the system installed in their plants as soon as possible.

The association then organized an accounting bureau at its general office in charge of the accountant who had been the leader of the work in building the system. This bureau renders an advisory service by mail to its members. It makes comparative studies of costs and sends periodically to its members reports of those studies, which are strictly legal.

Also it has organized a Controllers Council made up of member accountants operating under the system. This council has been divided into regional groups to cover the geographical sections of the country. The regional groups under local leadership meet from time to time as their needs arise. In turn these regional groups send delegates to an annual meeting of the Controllers Council, held in connection with, and as a section of, the association's annual meeting. Report of its activities are then made to the convention as a whole.

Holding to the thought of bringing about a uniform cost accounting with the least disturbance to existing systems in the industry, the Association has emphasized the point that in building its present system it has not attempted to revolutionize or discard the cost systems of any of its members, many of which have been built up at considerable expense and based upon individual practical needs. The system was devised upon the experience of the accountants themselves that it was not necessary to call upon members to revolutionize their methods but simply to make such changes as would enable them to conform to the uniform system and make uniform reports.

Milk, of all the world's food supply, probably gets most attention from "doctor, lawyer, merchant, chief," in its progress from producer to consumer. Much of the organized work

of the industry heretofore has been towards safeguarding the health of the consumer. Now through this latest effort in uniform cost accounting they are calling for lower costs.

William C. Lyon.

Wild Pineapples Food of Natives in East Africa.

Washington, March 3—Growing wild throughout the entire Southern part of Portuguese East Africa, pineapples are one of the food resources of the natives, but as yet no serious attempt at their scientific culture has been made, according to Consul C. M. P. Cross, Lourenco Marques, in a report to the Department of Commerce. As far as can be ascertained, the pineapple originated in this territory entirely through random planting. Its growth has been extended by the haphazard efforts of the natives in introducing the plants into their gardens as they move their villages about the country.

Her Turn Next.

Mary—Is Johnny courting you?
Marie—Not exactly, but he is getting there step by step. When he first called on me he sat all evening with the album in his lap. Next time he sat with my dog in his lap. Then he took my little brother in his lap. And next Saturday night is my turn!

To Country Merchants

When you have fresh eggs to sell call at our warehouse, 236 Ellsworth avenue.

C. THOMAS
GRAND RAPIDS, MICH.



CCParson's
Household
Ammonia

Unless it is
C. C. PARSONS'
it is NOT
HOUSEHOLD AMMONIA

PARSONS AMMONIA
COMPANY, Inc.
NEW YORK

NUCOA
"The Wholesome Spread for Bread"

The standard
by which all others
are judged

HIGHEST QUALITY
100% CO-OPERATION
SNAPPY SERVICE

I. VAN WESTENBRUGGE
DISTRIBUTOR

Grand Rapids Muskegon

"Health's Best Way, Eat Fresh Fruits and Vegetables Every Day"

California Sunkist Oranges
Florida "Oke" Grapefruit
Imperial Iceburg Lettuce
Fancy "Yellow Kid" Bananas

Four inexpensive fresh foods that are delicious, nutritious, wholesome and full of vitamins.

The Vinkemulder Company
GRAND RAPIDS, MICHIGAN

BLUE GRASS

Superior
Quality.

Always
Reliable



Appeals
to the
Particular
Housewife

REPLENISH
YOUR STOCK
NOW

BE PREPARED
FOR THE FALL
DEMAND



KENT STORAGE COMPANY
GRAND RAPIDS - LANSING - BATTLE CREEK
Wholesale Grocers
General Warehousing and Distributing



Polar Bear Flour

A MONEY MAKER

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

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

You Make
Satisfied Customers
when you sell

"SUNSHINE" FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

Watson-Higgins 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, Gran-
ulated meal, Buckwheat flour and
Poultry feeds.

Western Michigan's Largest Feed
Distributors.



Michigan Retail Hardware Association.
 President—A. J. Rankin, Shelby.
 Vice President—Scott Kendrick, Flint.
 Secretary—A. J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Suggestions For the Hardware Dealer in March.

Written for the Tradesman.

Right now is an excellent time to have the store brightened up and thoroughly cleaned in preparation for the spring trade. It is surprising the decorative effect that can be secured from a few cans of paint. Discolored walls can be made pleasing, dark and dirty ceilings made lighter, silent salesmen polished, drawers and shelves re-varnished, new price tickets prepared to replace those that have done duty too long, and the entire store interior made entirely pleasing to the eye.

A proper color scheme makes an immense difference to the lighting of the store. The old time hardware store was dingy and unattractive. Light was not appreciated at its full value then, as it is now. Now, the wide-awake hardware dealer recognizes that a well lighted store is essential to attract trade.

But when all the window space the merchant can contrive, and all the prisms he can put in, have done full duty, the store may still be relatively dark. A white or cream ceiling, with a light-colored tint on the walls, will make a tremendous difference in the lighting of the store, and in the electric light bills.

Now, too, is a very good time to rearrange the store interior. There are many stores, where the interior arrangements fail to take full advantage of store conditions. There are others where minor re-arrangements right now would give the store an aspect of newness calculated to pique the customer's interest and draw his attention.

The work of re-arranging the interior can be done much more thoroughly right now, and probably with somewhat less outlay, than a month later when the market is stiffer.

While the store interior is being retouched and improved take a look at the exterior, and see if there isn't room for improvement there.

Toward the end of March, housecleaning gets under way in many homes. The annual revolt of the housewife against dust and dirt will by that time be in progress. In the hardware store, the dealer, having himself set a good example by cleaning up, should make his appeal to those engaged in housecleaning activities.

Goods required in housecleaning should be prominently featured. Vacuum cleaners, curtain stretchers, carpet sweepers, step ladders, mops, pails, scrubbing brushes—these and a host

of other articles should be displayed prominently and pushed aggressively.

The house-cleaning season is long, but the merchant who puts on the first display is pretty sure to secure the inside track on his competitors.

A circular letter to a selected list of housewives, urging the desirability of being fully and properly equipped for this work with the latest labor-saving devices, will be a timely and helpful stunt in pushing housecleaning lines.

The paint trade is, of course, an important factor of spring business. About the first of April, or perhaps a little sooner if spring is early and the weather good, the demand begins to quicken. In March the dealer can do good work in the way of putting through the final preparations for the spring paint campaign. Indeed, before March is ended, the dealer's mailing list campaign should be well under way. Quite a few advance orders for exterior paints can often be secured by a personal canvass of the likeliest prospects. Such orders give the spring drive on paints a first class start.

March is, indeed, a month when the wide awake hardware dealer can quite often do considerable missionary work outside the store. The spring feeling is in the air, and people are bestirring themselves for new activities. Builders can be interviewed. Farmers who come to town can be canvassed for wire fencing orders. Athletic organizations should also be canvassed for their requirements. A great deal of country trade can be reached by the rural telephone lines.

Even if orders are not secured at the moment, a good foundation is laid for later business. But as a matter of fact, a personal canvass of this sort, made by a man who knows his goods and knows how to handle people, will bring in a lot of business, most of which would otherwise flow into other channels.

In search for new business and new customers, individual work is the sort that really counts the most. How many merchants keep a sharp lookout for new residents to the community, and make personal calls on the newcomers? Very few. Yet such a policy would pay any dealer.

Call upon strangers, welcome them to the district, offer to help them any way you can, and incidentally leave some printed matter for them to look over. Make the call personally, if possible. It enhances the importance of the visit, and makes the newcomer feel that he has at least one friend in the community. Next time anything in your line is required, your store is pretty sure to get the first call.

It must not be forgotten that people

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes
 501-511 IONIA AVE., S. W. GRAND RAPIDS, MICHIGAN

RICHMOND STAMP WORKS RUBBER STAMPS

Brass Stencils—Steel Stamps—Stencil Cutting Machines

8 SOUTH IONIA AVENUE

CITIZENS 51518

Foster, Stevens & Co. WHOLESALE HARDWARE



157-159 Monroe Ave. - 151-161 Louis Ave., N. W.
 GRAND - RAPIDS - MICHIGAN

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
 FISHING TACKLE

United Motor Trucks

A SIZE
AND
STYLE

To Fit Your Business

SALES SERVICE

ECKBERG AUTO COMPANY

310 IONIA AVE., NW.



Decorations losing freshness

Keep the Cold, Soot and Dust Out

Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust.

Storm-proof, Dirt-proof, Leak-proof and Rattle-proof

Made and Installed Only by

AMERICAN METAL WEATHER STRIP CO.

144 Division Ave., North
 Citiz. Telephone 51-916 Grand Rapids, Mich.

moving into a new town, or even into a new neighborhood in the same community, almost always discover the need of a lot of new hardware.

Keep close watch also on newly married couples. These are among your best prospects. Let the newly weds know that you are in the hardware business. Put them on your mailing list.

With the advent of March, fishing tackle can again be featured. Following the inventory these lines have, of course, been sorted up and stocked in their proper places, so that everything is now in readiness to cater to the early spring angler. Very artistic and attractive window displays can be contrived of fishing tackle, with little or nothing in the way of "scenic" accessories. A nice rod and line is, in fact, quite sufficient, as a rule, to arouse the interest of the angling enthusiast.

Throughout his March activities, the hardware dealer should be consistently planning for the months further ahead. In March he will mature his plans for making 1924 a big and successful year; and, with his plans complete, the spring months should see him putting them into successful execution.

Early March is the time to put the finishing touches on your plans for spring and summer trade. In the latter part of March your spring campaign should be actually launched.

In the final planning of the first two weeks in March, the dealer can profit very largely by studying both his past failures and his past successes. The man who profits as much from mistakes as from achievements is the man who gets ahead in business.

Suppose your plans are definitely laid for a big year. What about the execution of them? The best-laid plans of the hardware dealer are bound to be futile if they are not carried out. Persistence in execution, intelligence in execution, a willingness to vary a pre-conceived plan in the face of a real necessity and an unwillingness to vary it for any other reason—these are some factors that make the difference between success and failure.

Persistence is a paying commodity in the hardware business. There will come, later, a tendency to slacken your effort, particularly when you are busy; or if business doesn't come fast enough, there will come a tendency to get discouraged and quit pushing. Don't yield to either tendency. The one thing to do under whatever circumstances is to push, push and keep on pushing.

Play persistence as the trump card in your spring merchandising. Having evolved plans, see that you carry them out.

Victor Lauriston.

No Pessimist.

In his announcement on a Sunday morning the vicar regretted that money was not coming in fast enough—but he was no pessimist.

"We have tried," he said, "to raise the necessary money in the usual manner. We have tried honestly. Now we are going to see what a bazaar can do."

If there is any person for whom you feel dislike, that is the person of whom you ought never to speak.

Handling the Stall.

Every buyer has a moral and legal right to refuse to buy, but when he begins to tell a salesman that he'll see him about such and such a date, that he'll phone in an order, or will send his next order directly to the salesman, he is usually stalling, and his stall is an insult to the salesman's intelligence. That is, provided the buyer believes at the time that he is deceiving the salesman.

Stalling on the part of the buyer may sometimes rise from a desire not to offend the salesman, but that makes it no less an insult to the salesman's intelligence, if it is intended to deceive.

In case it does deceive, the buyer has a very poor opinion of the salesman. He can hardly help having a poor opinion of a man who fails to show enough salesmanship either to press him harder for an order or to leave with a good opening for coming back to talk business.

We all respect a man who shows that he has as much or more intelligence than we have. Buyers the same as other persons. That's why it's just as well that you find some way, without offending the buyer, to let him know you put no stock whatever in his stall. Accept his remark as a stall, and try to arrange an opening for another time when you can talk business, or tell him point-blank that you know the only chance in the world you have of getting an order from him is to get it then and there.

I know a salesman who told a stalling buyer that he was the blankety-blankest bull shooter in the country, and he got away with it. The buyer respected him. He had to respect him, because the salesman called his bluff in the only manner that it could be called.

You sell some with a word of praise; you sell others with a mallet. The time, place and the two men concerned are the only factors that can govern the salesman's choice of weapons.

S. A. Chandler.

SCHOOL SUPPLIES

Pencils

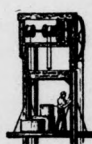
Tablets

Paints

Ruled Papers, etc.

WRITE US FOR SAMPLES

The Dudley Paper Co.
LANSING, MICH.



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 of platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, O.

Bracelets in the Lead.

Bracelets continue to dominate the demand for popular-priced jewelry in this market, with necklaces running a good second. The best-selling bracelets, which are popular in bangle, flexible and stone-set effects, run in price from 50 cents to \$5 at retail, with the bulk of the demand for those retailing around \$1.50@2. Lately somewhat of a demand is reported for rings to match stone-set bracelets. They are meant for wear on the little finger,

and they retail around \$1. In necklaces a nice business is reported in glass ones running from 30 to 36 inches in length, the most favored ones being those to retail around \$1. They may be had in topaz, amber, amethyst and several other colors. The choker variety of necklace is said to be less popular than it was.

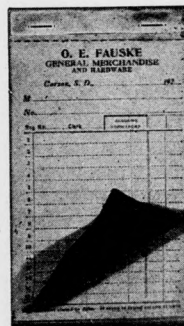
The consequences of poor management are inescapable. There is no security for the inefficient man in any competitive enterprise.

Sand Lime Brick

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

Brick is Everlasting

Grande Brick Co., Grand Rapids
Saginaw Brick Co., Saginaw
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PROFITS ARE LOST if you fail to keep an accurate record of your sales. Try the one writing system by using sales books. If you don't write us for prices we both lose. Let us bid on your next order?

We make all styles and sizes, prices on request.

BATTLE CREEK SALES BOOK CO
R-4 Moon Journal Bldg
Battle Creek, Mich.

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

INDIA TIRES

HUDSON TIRE COMPANY
Distributors

16 North Commerce Avenue
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TAKING INVENTORY

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



BOND

SIX SNAPPY COLORS and WHITE

MEETS

THE NEEDS OF
THE HOUR

Kalamazoo
Vegetable Parchment Co.
Kalamazoo, Mich.

Russ Soda Fountain Special

We have two 6 foot, two 8 foot and one 10 foot Russ Fountains on which we can quote a very low price.

Also used Fountains, Chairs, Table and Supplies.

CASH OR TERMS

Grand Rapids Store Fixture Co.

7 Ionia Ave., N. W.

Grand Rapids, Michigan



What Constitutes the Model Hotel?

Battle Creek, March 4—Sometime I may have remarked, humorously or with humorous intent, that the \$2 American plan hotel was the real thing to operate to make big money, but I never imagined anyone would take me seriously, but now I find that sometime and somewhere I made the statement that \$1.50 per day was all that any room was worth on the European plan.

Certainly I have no intention of explaining anything I have ever said on the subject, but for the benefit of any person who may be inclined to misconstrue my statement, I am going to declare myself for all time:

1. A well kept room, with running water, in any of the smaller towns, should be worth \$1.50; if with toilet, \$2, and with bath, \$2.50.

2. Construction costs of to-day, however, make an arbitrary fixed charge against each room, which in some cases exceed even the above charges, which would make the room cost about double.

3. For laundry cost alone the average room charge is about 35 cents per day at prevailing prices. Besides the laundry, there is the care of the room, cost of water, heat and lighting, and whoever heard of anyone being economical in the use of these conveniences, especially in the other fellow's hotel.

4. Items No. 1 and 2 are based on total occupancy of rooms. If you have a 75 per cent. occupancy, your room cost (outside of laundry) jumps 50 per cent.; if a 50 per cent. occupancy, 100 per cent.

5. There are rooms in some hotels I have visited for which a charge based on item No. 1 would be excessive, and others where it would be much too low. After the investment charge has been taken care of, then you have the cost of the furnishings, and as no two hotels are similar in this respect, you can usually tell whose charge is considered the nearest right by the amount of patronage enjoyed.

6. Don't let anyone tell you—or if they do, don't take them seriously—that any fast and fixed rule can govern hotel rates, and believe me, this is the only statement I shall make concerning the matter.

Someone has corrected me on the statement I made concerning Kalamazoo hotels of the early days. The article was not intended as a complete historical resume of hotels in that city, but was called forth because I desired to reprint a bill of fare of the Kalamazoo House, and I was compelled to depend on such date as could be found in the city's public library.

I rather enjoy being checked up on my statements, as such action indicates that the Tradesman is being read pretty generally, as for example, one correspondent stated that my article on Benton Harbor hotels had been referred to him by a dozen persons.

I. A. Medlar, of Omaha, Secretary of the Northwestern Hotel Association, comprising the states of Nebraska, Iowa, Wisconsin, Minnesota, North and South Dakota; paid a visit to Michigan during the past week and took occasion to specially inspect the Hotel Huron, Ypsilanti, and Post Tavern, Battle Creek.

He warmly praised both of these

institutions, the former as being the ideal country hotel for any section, and the latter as in a class of its own. He explained that he had heard much of both of these establishments before coming to Michigan and was curious to know more about them.

This coming Saturday is the date set for the district meeting of the Michigan State Hotel Association, at Hotel Whitcomb, St. Joseph.

There will be a good attendance and several topics of interest to the fraternity will be taken up. Among those included in the program are hotel laundry costs and mutual fire insurance.

Don't stay away and then let some irresponsible wise guy tell you that all these meetings are ever called for are for the purpose of advancing hotel rates. They probably will not be mentioned, but the hotel man may learn something which will enable him to make a living on the rates he is now charging.

The famous Michigan bad check law was sponsored and made possible by the activities of the Michigan State Hotel Association. Its benefits have not by any means been confined to hotel men, but good as it is, the bad check law needs to be gone over by the next Legislature.

For instance, the deliberate swindler may now deposit a small sum in some bank, more or less pretentious, and repeatedly draw checks for an amount larger than this bank balances, which means that his check will be returned with the notation "insufficient funds," whereupon the law provides delays which are vexatious and tedious.

It has been claimed that one might innocently overdraw his account, but in such a case the guilt would be technical only and could be explained away.

It is the deliberate cheat we are interested in having punishment meted out to. His operations can be readily spotted and his intentions easily disclosed.

"Bad check passing" will be discussed at the St. Joe meeting by victims who speak from experience.

Under the heading "Does it Pay?" the last issue of the Hotel Review has this editorial, in part. I want the hotel man who thinks he has no mission in life to read it carefully and ponder. It is well worth while:

"Not long ago the writer had occasion to visit a small town, some distance from any metropolitan center. He entered the leading hotel of the community, an inviting looking building with a Colonial white front. Inside he was greeted pleasantly by the proprietor who had charge of the desk himself. Somehow the greeting did not seem to be a professional one. It was more as though he was an honored guest being greeted at a private home. The evening meal was a delightful repast—simple, but good, wholesome American food, and thoroughly satisfying. Half a grape fruit, good thick soup, a choice of meats, creamed potatoes, a fresh vegetable, a dish of cranberries, dessert and choice of tea or coffee. A simple selection, but it was well prepared and the service was excellent—the waitress being a pleasant and courteous young woman.

New Hotel Mertens

GRAND RAPIDS

Union
Station



Rooms without bath,
\$1.50-\$2.00; with shower
or tub, \$2.50.
Club Breakfast 20c to
75c or a la Carte.
Luncheon 50c.
Dinner 75c.
Wire for Reservation.



Fire Proof

HOTEL BROWNING

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150 Fireproof
Rooms

Corner Sheldon and Oakes;
Facing Union Depot;
Three Blocks Away

Rooms, duplex bath, \$2
Private Bath, \$2.50, \$3
Never higher



Turkish Baths

WHEN IN KALAMAZOO
Stop at the

Park-American Hotel

Headquarters for all Civic Clubs
Excellent Cuisine Luxurious Rooms
ERNEST McLEAN, Mgr.

HOTEL WILLARD
Detroit's Largest Bachelor Hotel
448 Henry Street
Attractive Weekly Rates
Cafeteria and Dining Room
Open 6 A. M. to 1 A. M.
SPECIAL DINNERS—75 Cents
EARL P. RUDD, Mgr. Detroit, Mich.

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Flint's New Million and Half
Dollar Hotel.

300 Rooms 300 Baths
Under the direction of the
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FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up
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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.

**LIVINGSTON
HOTEL**
Largest Hotel
Rooms in
Grand Rapids
Centrally Located
GRAND RAPIDS, MICHIGAN

Western Hotel
BIG RAPIDS, MICH.

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

A good place to stop.
American plan. Rates reason-
able.
WILL F. JENKINS, Manager.

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SOUTHWEST MICHIGAN
Open the Year Around
Natural Saline-Sulphur Waters. Best
for Rheumatism, Nervousness, Skin
Diseases and Run Down Condition.
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HOTEL KERNS
Largest Hotel in Lansing
300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection
Rates \$1.50 up
E. S. RICHARDSON, Proprietor

"After a night of real rest in a comfortable room, for breakfast the next morning one could have grape fruit or oranges, either of two cereals, real buckwheat cakes with country sausage or eggs (pure honey or maple syrup with the cakes) and most excellent coffee. Every employe of the hotel greeted the guest by his name and every one he came in contact with was courteous.

"The lobby of this hotel was not a hang out for village loafers. On one side was a cheery writing room with an abundant supply of pens and ink. The lobby proper was equipped with tasteful wicker furniture with soft cushions and the walls were decorated in a manner befitting the real lounge, which it was.

"Does it pay? The answer is that this hotel, with small operating expense, has a full-house count or turns them away on an average of three nights in a week and the dining room business is many times over the average for a house of this size. There is nothing remarkable about it. The proprietor is a man who loves his business and who has used common sense and good taste in his dealings with the public. That is all."

And this written by a man who has had long years of experience in hotel matters and has, as you might say, "seen everything."

I happen to know where this hotel is located and many Michigan travelers speak of it to me frequently.

Frank S. Verbeck.

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 4—Philip Gillotte has opened a grocery store at 818 South Ashmun street, where he has equipped a good store to serve the public. He has had years of experience in the grocery business, being associated with his brother Frank for a number of years. Prior to that he was in the employ of Gamble-Robinson-Shaw Produce Co. He has a host of friends who wish him every success in his new venture. Mr. Gillotte is featuring the cash-and-carry system and, no doubt, he will make a success of it.

Mrs. Leon Nicholson, of Manistique, will open her new store in the Peterson block with a complete line of ladies ready-to-wear goods.

The new Memorial hospital was opened to the public last Thursday and thousands of visitors who inspected the hospital were well pleased. The hospital is fully equipped. The citizens of Chippewa county and Cloverland may well be proud of it.

C. O. Brown, of the firm of Brown & Baldwin, one of the Sault's enterprising groceries, surprised his many friends last week when he returned from Canada, bringing back a bride. After an extensive Canadian trip, they have gone to housekeeping on Spruce street.

George Warner, a well-known merchant at Hulbert, was a business visitor here last week.

In after years a man wishes he was half as smart as he used to think he was.

Nick Kritsellis, of the Alpha of Sweets, left last Thursday for an extended business trip to Detroit, Milwaukee and Chicago. He is combining business with pleasure.

J. H. Newhouse (Soo Monument Co.) returned last week from a business trip to Chicago and Milwaukee.

The new Great Lakes Mission home for children is nearing completion and will be ready to occupy within the next sixty days. This will be a credit to the city.

Ham Hamilton, of the Pickford Grocery, was a business caller this week, bringing in a load of hogs.

J. C. Dorch, formerly in the restaurant business on Ridge street, has purchased the Manhattan restaurant, which he will open in the near future.

Nich Pampas has sold his interest

in the Log Cabin and left the city for the East, where he expects to take unto himself a wife, after which he will announce his plans for the future.

There is more money made by humoring people than by instructing them.

William G. Tapert.

Economics Which Are Not Economical.

Boyne City, March 4—We have come to the close of a good winter. We have had good snow for all kinds of work. We have had our share of blizzards, though we have not suffered as much as our friends further South. We have had no thaw and no severe weather, though the temperature has been as low as 20 deg. Our country roads have been more or less blocked by drifts, but transportation has not suffered any serious disturbance. Our main line railroads have been more interested in saving money than in giving the kind of service they used to think was necessary. It would seem to be a question whether it is more economical to keep the rails clear while the storms are raging or wait until the storms are past and dig out. We are sure as to the effect on the people served. Some economies are not economical.

In spite of the snow and cold, the work of improving Trunkline 13 between Boyne Falls and Elmira has been pushed all winter and we expect when our friends from the South come to see us next July and August, they will not be compelled to negotiate the dreaded Elmira hill. An entirely new route has been located which cuts out the very dangerous blind curves and steep grades and adds very greatly to the scenic beauty of the route. This place has been a source of serious difficulties for all travelers, East and South from Boyne City for years, and we are immensely thankful that it is to be done away with.

W. Wolfson, who sold his dry goods business to S. B. Neymark a couple of years ago and has since been roaming the wilds of Chicago and Los Angeles, has returned to town and will open a men's and women's furnishing goods store in the Silverstein building on April 1. Boyne City has had no strictly men's store since the closing of the Rupert store a year ago.

Maxy.

Spot Canned Goods Dominate Market

The canned foods market is quiet. Shipping weather is good and all orders are going out promptly.

The wholesalers are easing up on the buying of futures in canned foods and are giving more attention to the looking up of spot goods for immediate delivery. Their stocks are all shot to pieces as a result of a very heavy preparation business from the retail grocers incident to "Canned Foods Week" which begins to-day and lasts all next week.

There is an increase in the offerings of canned pumpkin and though the lots offered are small, usually less than car load lots, holders among the canners are disposed to clear out the small lots they have at slight reductions in order to get them out of the way and prepare their plants and warehouses for the coming canning season of 1924.

In fact this clean-up policy applies to nearly all canned foods just now and is expected by the buyers each year. This accounts for the fact that buyers are neglecting futures in canned foods and giving their attention to spot stock bargains for immediate shipment. The concession from regular prices made in this clean-up effort, are small, but they are sufficient to

justify the buyers in being interested.

The canned foods manufacturing has about gotten back to normal high quality, and in fact has gone above the normal of quality prevailing before the world's war, and canners are evidently giving more attention to the canning of quality foods than ever before in the history of the canning industry.

During the world's war the Government practically took charge of the canneries of the United States and compelled them to pack enormous quantities, almost beyond their capacity for production, and the Government fixed the prices. This hurry up call for foods to feed the troops caused too much haste, and quality was somewhat neglected.

A large portion of these hurriedly packed goods when peace was declared

were shipped back to this country and thrown on the open market by the Government and the markets were badly demoralized and standards of quality were hurt.

For more than three years now all such goods have been out of the market having been consumed, and the lesson, which was severe, has taught canners that the more care they bestow on the quality of the foods the more readily the output is disposed of and the better prices to be had.

John A. Lee.

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.

CODY HOTEL



IN THE HEART OF THE CITY
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

The Pantlind Hotel

The center of Social and Business Activities.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

550 rooms—Rates \$2.50 and up with bath.



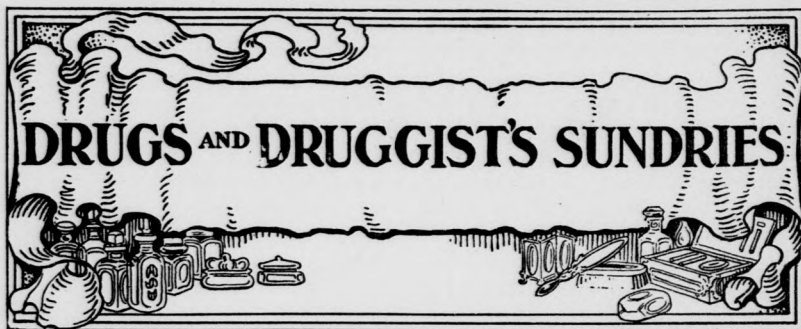
Morton Hotel

YOU are cordially invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service.

400 Rooms—400 Baths
Menus in English

WILLIAM C. KEELEY,
Proprietor.





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Candy as a Drug Store Leader.

I am temporarily out of the retail business, and the druggist nearest my home gets my trade, as probably he should on account of his location. But I think I'd go several blocks out of my way to deal with him. He is interesting. His methods are worth studying.

This man—his name is Gibby—started out during his early days to make candy a big leader. He hammers at this line constantly throughout the year, going in strongly for window displays, holiday business, folders and other advertising. He keeps persistently at it. His big idea is to make regular candy customers, a thing not easy for a druggist to do when there are plenty of candy stores in the immediate neighborhood.

Here is a sample of Gibby's window advertising.

A big placard at the back of the window, in one corner of which is an illustration depicting a young chap breathing the proverbial soft nothings into the shell-like ear of a young lady. This was cut from an illustrated magazine and is pasted on so neatly that it looks like original water-color work. On the placard appears the following advice:

"Say it with chocolates."

"Breathe it with bonbons."

"Tell it with taffy."

"Murmur it with marshmallows."

"Lisp it with lime drops."

In the foreground of the window is a display of boxed candies—chocolates, bonbons, taffy, marshmallows, and lime drops, thus linking up with the various slogans. Some of the boxes are closed, others are open, showing the candy. There are little pyramids of boxes at the back of the window, and so on. Gibby will run this display on Sunday and Monday.

On Tuesday this placard will be gone, and in its place another, a smaller one, advising "Say it with chocolates."

The accompanying window display is all chocolate in boxes of two pounds, one pound, and half pounds. This store makes it a point to be ready for

all comers. Its clerks can fill a five pound box, if a customer desires, but they don't keep many of these on hand. Now and then some youngster who feels wealthy will order a five pound box, and the clerk can give him one with plenty of ribbon on it, just like the classy candy stores do.

On chocolate day the display is not restricted to chocolate creams. There are chocolate chips, cake chocolate, chocolate bars, perhaps a pan of fresh fudge; chocolate, in brief, in all sorts of shapes. The window display is supplemented by one inside the store.

The candy department in this establishment consists of two long show-cases running parallel, with a shorter case joining them, forming three sides of a hollow square located in the center of the store. Sometimes on holidays they fix up a canopy. On halloween it was hung with the usual imitation pumpkins and decorated in orange and black.

This candy department is presided over by two bright girls who do no selling in other departments. The department also includes chewing gum breath perfumes, salted peanuts in small packages, candied ginger, dates, figs, nuts, raisins, and other sellers which vary according to the season. The two girls are busy all day long handing out the various items called for and keeping their stock in shape.

The chocolate display is taken out Tuesday night and on Wednesday the public is urged to "Breathe it with bonbons."

There is a bonbon exhibit in the windows and a bonbon drive going on inside the store. Not long ago this druggist had a couple of pretty girls dipping bonbons in the show window illustrating in part the actual manufacture of candy. These attractive damsels were borrowed for an afternoon from a downtown candy manufacturer with whom the store has extensive business dealings.

On Thursday the window placard suggests that we "Tell it with taffy."

There is a big window display of salt-water taffy to go with the placard, and taffy holds the center of the stage inside the store. So it goes throughout the week, a different placard every day, and a different kind of candy featured.

Druggist Gibby makes a strong bid for the business of the children. "Health Lollipops for Kiddies" is one of his signs. He has a good deal to say, too, about pure sugar candies for the little ones, health novelties, and so on, and that word "health" has magic in connection with anything edible, especially candies. Mothers love it.

More sure-fire stuff is the use of novelty containers. A recent display

was a window filled with glass telephones, toy affairs about six inches high, each with a hook, a receiver, and a bit of cord, and each filled with candy pellets. You buy one of these for a kid, he gobbles the candy and then he has a toy telephone to play with. Of course the kids yell for them. Stuff supposed to sell "on sight" comes pretty near to living up to the contract when a kid with a good pair of lungs happens to sight it.

Gibby is very keen for holiday business, figuring that the time to go after them is when they are in a holiday humor, that is, in a spending mood. For a week before Thanksgiving his candy window will blossom out with toy footballs, or small cardboard turkeys, or imitation mince pies, or miniature pumpkins, all acting as candy containers. Of course a boy would rather have four ounces of candy in a toy football than the same amount in a paper bag.

"And this kind of stuff," says the proprietor, "has simply got to go into the windows. They can't buy it unless they know you have it. If it is in the window a week before the holiday arrives, the kids have it spotted. Then on the big day dad is steered around to buy."

So it goes throughout the year. At Easter he will have toy flower pots filled with candies, rabbits with removable heads, hollow eggs.

This druggist bids on the supplies for Christmas church and lodge affairs. Sometimes a church will have a Yuletide celebration and give away five hundred boxes of candy. There isn't much profit in this business for the reason that nobody wants to take a profit from a lodge or a church, but Mr. Gibby likes to handle it because it keeps him in touch with certain sources of supply as a big buyer.

Also he likes to pile the stuff in his show windows, just for a few days. "They will deal with the man who seems to be doing business," he points out.

Not long since a magnificent piece of red velvet decorated the floor of the main window. This was fluffed and gathered so as to cover a small pedestal in the exact center of the window. On the pedestal was a fine silver bowl heaped with after-dinner mints. No placards. Just a card in one corner of the window bearing the words "After Dinner Mints," and the price per pound. A note of extreme elegance—

a bid for hostess and fine ladies to come in and buy.

On another occasion the setting was a homely one, consisting of pans of fresh-made fudge backed by a cardboard cocoa girl, the latter borrowed from the adjacent grocery store. Also cake chocolate of the kind used by professional candy-makers was on sale for making fudge. The display was one calculated to make customers' mouths water, and in addition to having fresh fudge for sale, a further temptation was the ingredients for making more fudge. Plenty of girls are sure to get the fever, especially when there is a seminary in the neighborhood, as there is in this case.

A charming window arrangement last spring showed fresh jonquils massed in the background. Yellow candies were shown against a dainty green cloth. The candies were in green boxes. Here and there a single jonquil lay across an open box of candy, and a few loose blossoms were strewn about. So throughout one noted the fresh tender colors of early springtime, yellow and green.

At another time a similar arrangement was made with red carnations in the background. White candies in crimson boxes, with crimson drapery prevailing, were shown in the foreground, single white carnations being scattered about. An autumn window showed a flooring of red leaves with leafy branches filling the entire back of the window. The candies were chocolates, giving a general study in red and brown. When candies and flowers are combined the effect is one that attracts the eye. All sorts of combinations are possible, and they need not be so expensive either. Some of the best have been carried out with wild flowers.

P. F. Lawrence.

Medical Examination.

"George, I don't like your heart action," said the doctor, applying the stethoscope. "You've had some trouble with angina pectoris, haven't you?"

"You're partly right, Doc," answered George, sheepishly. Only that ain't her name. It's Tillie."

I. S. Seaver & Co., dealers in general merchandise at Pompeii, write the Tradesman as follows, in renewing their subscription to the Tradesman: "We could not possibly get along without the Tradesman."

THE LATEST HIT



AN IRRESISTIBLE 10c BAR

LET US INCLUDE A BOX OR TWO IN YOUR NEXT ORDER

NATIONAL CANDY CO. INC.

PUTNAM FACTORY, Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

Prices quoted are nominal, based on market the day of issue.

Acids			Lavender Flow-- 6 50@6 75			Cinchona ----- @2 10		
Boric (Powd.) -- 15 @ 25			Lavender Gar'n 85@1 20			Colchicum ----- @1 80		
Boric (Xtal) ----- 15 @ 25			Lemon ----- 1 50@1 75			Cubebs ----- @3 00		
Carbolic ----- 47 @ 54			Linseed Boiled bbl. @1 03			Digitalis ----- @1 80		
Citric ----- 62 @ 70			Linseed bld, less 1 10@1 23			Gentian ----- @1 35		
Muriatic ----- 3½ @ 8			Linseed, raw, bbl. @1 01			Ginger, D. S. -- @1 80		
Nitric ----- 9 @ 15			Linseed, ra. less 1 08@1 21			Guaiac ----- @2 20		
Oxalic ----- 20½ @ 30			Mustard, artifil. oz. @ 60			Guaiac, Ammon. @2 00		
Sulphuric ----- 3½ @ 8			Neatsfoot ----- 1 35@1 50			Iodine ----- @ 95		
Tartaric ----- 40 @ 50			Olive, pure ----- 3 75@4 50			Iodine, Colorless @1 50		
Ammonia			Olive, Malaga, yellow 2 75@3 00			Iron, Clo. ----- @1 35		
Water, 26 deg. -- 10 @ 18			Olive, Malaga, green 2 75@3 00			Kino ----- @1 40		
Water, 18 deg. -- 8½ @ 13			Orange, Sweet. 4 50@4 75			Myrrh ----- @2 50		
Water, 14 deg. -- 6½ @ 12			Origanum, pure @ 2 50			Nux Vomica ---- @1 55		
Carbonate ----- 20 @ 25			Origanum, com'l 1 00@1 20			Opium ----- @3 50		
Chloride (Gran.) 10 @ 20			Pennyroyal ----- 3 00@3 25			Opium, Camp. -- @ 85		
Balsams			Peppermint ---- 4 50@4 75			Opium, Deodor'd @3 50		
Copaiba ----- 60@1 00			Rose, pure ----- 10 50@10 90			Rhubarb ----- @1 70		
Fir (Canada) -- 2 55@2 80			Rosemary Flows 1 25@1 50					
Fir (Oregon) -- 65@1 00			Sandalwood, E. -----					
Peru ----- 3 00@3 25			I ----- 10 00@10 25					
Tolu ----- 3 00@3 25			Sassafras, true 2 75@3 00					
			Sassafras, arti'l 1 00@1 25					
			Spearmint ----- 4 00@4 25					
			Sperm ----- 1 80@2 05					
			Tansy ----- 6 00@6 25					
			Tar, USP ----- 50@ 65					
			Turpentine, bbl. -- @1 14					
			Turpentine, less 1 22@1 35					
			Wintergreen, leaf 6 00@6 25					
			Wintergreen, sweet birch 3 50@3 75					
			Wintergreen, art. 80@1 20					
			Wormseed ----- 9 00@9 25					
			Wormwood ----- 9 00@9 25					
Barks			Potassium			Paints.		
Cassia (ordinary) 25@ 30			Bicarbonate ----- 35@ 40			Lead, red dry -- 15@15½		
Cassia (Saigon) -- 50@ 60			Bichromate ----- 15@ 25			Lead, white dry 15@15½		
Sassafras (pw. 50c) @ 45			Bromide ----- 47@ 60			Lead, white oil -- 15@15½		
Soap Cut (powd.) 30c 18@ 25			Carbonate ----- 30@ 35			Ochre, yellow bbl. @ 2		
			Chlorate, gran'd 23@ 30			Ochre, yellow less 2½ @ 6		
			Chlorate, powd. or Xtal ----- 16@ 25			Red Venet'n Am. 3½ @ 7		
			Cyanide ----- 30@ 50			Red Venet'n Eng. 4 @ 8		
			Iodide ----- 4 61@4 84			Putty ----- 5 @ 8		
			Permanganate 30@ 40			Whiting, bbl. --- @ 4½		
			Prussiate, yellow 65@ 75			Whiting ----- 5½ @ 10		
			Prussiate, red -- @1 00			L. H. P. Prep. -- 2 80@3 00		
			Sulphate ----- 35@ 40			Rogers Prep. -- 2 80@3 00		
Berries			Roots			Miscellaneous		
Cubeb ----- @1 25			Alkanet ----- 25@ 30			Acetanalid ----- 47½ @ 58		
Fish ----- 25@ 30			Blood, powdered. 35@ 40			Alum ----- 08@ 12		
Juniper ----- 7 @ 15			Calamus ----- 35@ 60			Alum. powd. and ground 09@ 15		
Prickly Ash ----- @ 30			Elecampane, pwd 25@ 30			Bismuth, Subnitrate 3 85@4 00		
			Gentian, powd. -- 20@ 30			Borax xtal or powdered 07@ 13		
			Ginger, African, powdered 25@ 30			Cantharades, po. 2 00@3 00		
			Ginger, Jamaica, powdered 60@ 65			Calomel ----- 1 76@1 96		
			Ginger, Jamaica, powdered 42@ 50			Capsicum, pow'd 48@ 55		
			Goldenseal, pow. 5 50@6 00			Carmine ----- 6 00@6 60		
			Ipecac, powd. -- @3 75			Cassia Buds ---- 25@ 30		
			Licorice ----- 35@ 40			Cloves ----- 50@ 55		
			Licorice, powd. 20@ 30			Chalk Prepared. 14 @ 16		
			Orris, powdered 30@ 40			Chloroform ----- 57 @ 85		
			Poke, powdered 30@ 35			Chloral Hydrate 1 35@1 85		
			Rhubarb, powd. 85@1 00			Cocaine ----- 11 60@12 25		
			Rosinwood, powd. @ 40			Cocoa Butter ----- 55@ 75		
			Sarsaparilla, Hond. ground @1 00			Corks, list, less 40@50 50		
			Sarsaparilla Mexican, ground ----- @ 60			Copperas ----- 2½ @ 10		
			Squills ----- 35@ 40			Copperas, Powd. 4 @ 10		
			Squills, powdered 60@ 70			Corrosive Sublim 1 48@1 63		
			Tumeric, powd. 17@ 25			Cream Tartar ----- 33@ 40		
			Valerian, powd. 40@ 50			Cuttle bone ----- 40@ 50		
Leaves			Seeds			Dextrine ----- 5 @ 15		
Buchu 1 50@1 60			Anise ----- @ 35			Dover's Powder 3 50@4 00		
Buchu, powdered @1 75			Anise, powdered 35@ 40			Emery, All Nos. 10@ 15		
Sage, Bulk ----- 25@ 30			Bird, ls ----- 13@ 15			Emery, Powdered 8 @ 10		
Sage, ¼ loose ----- @ 40			Canary ----- 10@ 15			Epsom Salts, bbls. @ 3		
Sage, powdered ----- @ 35			Caraway, Po. .50 35@ 40			Epsom Salts, less 3½ @ 10		
Senna, Alex. ----- 75@ 80			Cardamon 2 25@2 50			Ergot, powdered -- @1 50		
Senna, Tinn. ----- 30@ 35			Celery, powd. .45 35@ 40			Flake, White ----- 15@ 20		
Senna, Tinn. pow. 25@ 35			Coriander pow. .35 27@ 30			Formaldehyde, lb 15½ @ 30		
Uva Ursi 20@ 25			Dill ----- 12½ @ 20			Gelatine ----- 1 25@1 50		
Oils			Fennell ----- 25@ 40			Glassware, less 55%.		
Almonds, Bitter, true 7 50@7 75			Flax ----- 07½ @ 12			Glassware, full case 60%.		
Almonds, Bitter, artificial 4 00@4 25			Flax, ground ----- 07½ @ 12			Glauber Salts, bbl. @03½		
Almonds, Sweet, true 80@1 20			Foenugreek pow. 15@ 25			Glauber Salts less 04 @ 10		
Almonds, Sweet, imitation 60@1 00			Hemp ----- 8 @ 15			Glue, Brown ----- 21@ 30		
Amber, crude 1 50@1 75			Lobelia, powd. -- @1 25			Glue, Brown Grd 15 @ 20		
Amber, rectified 2 00@2 25			Mustard, yellow. 15@ 25			Glue, white ----- 27½ @ 35		
Anise 1 00@1 25			Mustard, black 15@ 20			Glue, white grd. 25 @ 30		
Bergamont ----- 4 50@4 75			Poppy ----- 22@ 25			Glycerine ----- 22½ @ 40		
Cajeput ----- 1 50@1 75			Quince 1 75@2 00			Hops ----- 65 @ 75		
Cassia 4 00@4 25			Rape ----- 15@ 20			Iodine ----- 6 30@6 75		
Castor 1 75@2 00			Sabadilla ----- 23@ 30			Iodoform ----- 7 60@7 85		
Cedar Leaf ----- 1 75@2 00			Sunflower ----- 11½ @ 15			Lead Acetate ----- 18@ 25		
Citronella ----- 1 50@1 75			Worm, American 30@ 40			Lycopodium ----- 60@ 75		
Cloves 3 75@4 00			Worm, Levant ---- @5 00			Mace ----- @ 80		
Cocoonut ----- 25@ 35			Tinctures			Mace, powdered 95@1 00		
Cod Liver ----- 1 35@1 45			Aconite ----- @1 80			Menthol ----- 18 00@19 00		
Croton ----- 2 00@2 25			Aloes ----- @1 45			Morphine ----- 10 33@11 60		
Cotton Seed ----- 1 40@1 60			Arnica ----- @1 10			Nux Vomica ----- @ 30		
Cubebs ----- 8 50@8 75			Asafoetida ----- @2 40			Nux Vomica, pow. 17@ 25		
Eigerson ----- 3 00@3 25			Belladonna ----- @1 35			Pepper black pow. 32@ 35		
Eucalyptus ----- 1 25@1 50			Benzoin ----- @2 10			Pepper, White -- 40@ 45		
Hemlock, pure ----- 2 00@2 25			Benzoin Comp'd @2 65			Pitch, Burgundry 10@ 15		
Juniper Berries. 2 00@2 25			Buchu ----- @2 55			Quassia ----- 12@ 15		
Juniper Wood. 1 50@1 75			Cantharadies ----- @2 85			Quinine ----- 72@1 33		
Lard, extra ----- 1 35@1 45			Capsicum ----- @2 20			Rochelle Salts -- 28@ 35		
Lard, No. 1 ----- 1 25@1 35			Catechu ----- @1 75			Saccharine ----- @ 30		
						Salt Peter ----- 11@ 22		
						Seidlitz Mixture 30@ 40		
						Soap, green ----- 15@ 30		
						Soap mott cast. 22½ @ 25		
						Soap, white castile case @11 50		
						Soap, white castile less, per bar ----- @1 25		
						Soda Ash ----- 3½ @ 10		
						Soda Bicarbonate 3½ @ 10		
						Soda, Sal ----- 03 @ 08		
						Spirits Camphor -- @1 35		
						Sulphur, roll ----- 3½ @ 10		
						Sulphur, Subl. --- 04 @ 10		
						Tamarinds ----- 20@ 25		
						Tartar Emetic ----- 70@ 75		
						Turpentine, Ven. 50@ 75		
						Vanilla Ex. pure 1 75@2 25		
						Witch Hazel ----- 1 51@2 10		
						Zinc Sulphate ----- 06 @ 10		

ALAB
ALABASTINE

**Look for
the Cross
and Circle**

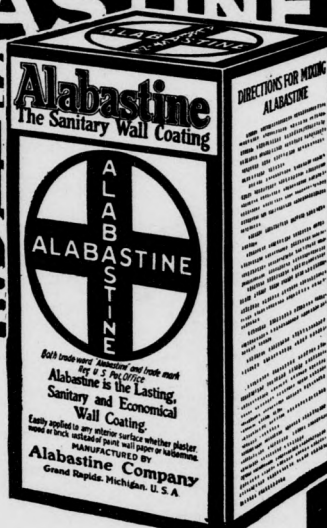
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Because only genuine Alabastine will give you those soft delicate, artistic Alabastine colors, which add so much to the beauty of your home.

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The Alabastine Company
Grand Rapids, Mich.



Alabastine
The Sanitary Wall Coating

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Alabastine is the Lasting, Sanitary and Economical Wall Coating.

Easily applied to any interior surface whether plaster, wood or brick without sand, wall paper or wallpaper.

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Why Not Keep Smiling Through 1924?

When the beautiful Spring sun peeps out and warms up the world
don't it make you think

HOW ABOUT A NEW SODA FOUNTAIN?
DO I NEED SOME NEW FIXTURES?

Well think it over but do not wait too long for when we sell you

GUARANTY SODA FOUNTAINS
AND WILMARTH'S FIXTURES

We keep you smiling for years to come. Always glad to let you
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show and tell you all. Write today.

Hazeltine & Perkins Drug Co.

Manistee
MICHIGAN
Grand Rap'ds

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

Coffee—Bulk
Cloves
Nutmegs

DECLINED

Peanuts—Jumbo
Olives
Cream of Tartar
Evap. Apples
Green Label Karo

AMMONIA

Arctic, 16 oz.	2 00
Arctic, 32 oz.	3 25
1 X L, 3 doz., 12 oz.	3 75



AXLE GREASE

48, 1 lb.	4 25
24, 3 lb.	5 50
10 lb. pails, per doz.	8 20
15 lb. pails, per doz.	11 20
25 lb. pails, per doz.	17 70

BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Queen Flake, 6 oz.	1 25
Queen Flake, 16 oz.	2 25
Queen Flake, 100 lb. keg	11
Queen Flake, 25 lb. keg	14
Royal, 10c. doz.	95
Royal, 6 oz., doz.	2 70
Royal, 12 oz., doz.	5 20
Royal, 5 lb.	31 20
Rocket, 16 oz., doz.	1 25

BLUING

Original	
condensed Pearl	
Crown Capped	
4 doz., 10c. dz.	85
3 dz. 15c. dz.	1 25

BREAKFAST FOODS

Cracked Wheat, 24-2	3 85
Cream of Wheat	6 90
Pillsbury's Best Cerl	2 20
Quaker Puffed Rice	5 65
Quaker Puffed Wheat	4 30
Quaker Brst Biscuit	1 90
Ralston Purina	3 60
Ralston Branzen	2 70
Ralston Food, large	3 60
Saxon Wheat Food	3 85



Shred. Wheat Biscuit	3 85
Vita Wheat, 12s	1 80

Post's Brands.

Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Postum Cereal, 12s	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70

BROOMS

Parlor Pride, doz.	6 00
Standard Parlor, 23 lb.	7 00
Fancy Parlor, 23 lb.	8 00
Ex. Fancy Parlor 25 lb.	9 25
Ex. Fcy. Parlor 26 lb.	10 00
Toy	2 25
Whisk, No. 3	2 75

Rich & France Brands

Special	6 75
No. 24, Good Value	7 50
No. 25, Special	8 00
No. 25, Velvet, plain	8 75
No. 25, Velvet, pol.	9 00
No. 27 Quality	10 00
No. 22 Miss Dandy	10 00
No. B-2 B. O. E.	9 00
Warehouse, 36 lb.	9 75
B.O.E. Warehouse, 32 lb.	9 00

BRUSHES

Solid Back, 8 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25

Stove

No. 1	1 10
No. 2	1 85

Shoe

No. 1	90
No. 2	1 25
No. 3	2 00

BUTTER COLOR

Dandelion, 3 oz., doz.	2 85
Nedrow, 3 oz., doz.	2 50

CANDLES

Electric Light, 40 lbs.	12 1
Plumber, 40 lbs.	12 8
Paraffine, 6s	14 7
Paraffine, 12s	14 7
Wicking	40
Tudor, 6s, per box	30

CANNED FRUIT.

Apples, 3 lb. Standard	1 50
Apples, No. 10	4 00@4 25
Apple Sauce, No. 2	2 00
Apricots, No. 1	1 35@1 90
Apricots, No. 2	2 85
Apricots, No. 2 1/2	2 60@3 75
Apricots, No. 10	8 00
Blackberries, No. 10	12 50
Blueberries, No. 2, 1-75	2 50
Blueberries, No. 10	11 00
Cherries, No. 2	3 00@3 50
Cherries, No. 2 1/2	4 00@4 95
Cherries, No. 10	10 50
Loganberries, No. 2	8 00
Peaches, No. 1	1 10@1 80
Peaches, No. 1, Sliced	1 40
Peaches, No. 2	2 75
Peaches, No. 2 1/2	2 25
Peaches, 2 1/2 Cal.	3 00@3 75
Peaches, 10, Mich	5 50@6 50
Pineapple, 1, sled	1 80@2 25
Pineapple, 2 sl.	3 10@3 25
Papple, 2, br sl.	2 75@2 85
Papple, 2 1/2, sl.	3 80@4 50
Papple, 2, cru.	2 40@2 60
Pineapple, 10 cru.	13 00
Pears, No. 2	2 90
Pears, No. 2 1/2	3 50@3 75
Plums, No. 2	1 25@1 40
Plums, No. 2 1/2	2 50
Raspberries No. 2, blk	3 00
Raspb's, Red, No. 10	14 00
Raspb's, Black	
No. 10	11 50@12 50
Rhubarb, No. 10	5 50

CANNED FISH.

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 3	3 00@3 40
Clams, Steamed, No. 1	1 80
Clams, Minced, No. 1	2 50
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 85
Cove Oysters, 5 oz.	1 75
Lobster, No. 1 1/4, Star	3 25
Shrimp, 1, wet	2 10@2 25
Sard's, 1/4 Oil, k'less	6 00
Sardines, 1/4 Oil, k'less	7 50
Salmon, Warrens, 1/2s	3 00
Salmon, Red Alaska	2 85
Salmon, Med. Alaska	1 85
Salmon, Pink Alaska	1 65
Sardines, Im., 1/4, ea.	10@28
Sardines, Im., 1/2, ea.	25
Sardines, Cal.	1 65@1 80
Tuna, 1/2, Albocore	95
Tuna, 1/4s, Curtis, doz.	2 20
Tuna, 1/4s, Curtis, doz.	3 50
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT.

Bacon, Med. Beechnut	2 40
Bacon, Lge. Beechnut	4 05
Beef, No. 1, Corned	2 70
Beef, No. 1, Roast	2 70
Beef, No. 2 1/2, Eagle	1 25
Beef, No. 1/2, Qua.	1 75
Beef, 5 oz., Qua.	1 75
Beef, No. 1, Quaker	3 10
Beef, No. 1, B'nut, sli.	5 10
Beefsteak & Onions, s	2 75
Chili Con Ca., 1s	1 35@1 45
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	50
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Rose	85
Potted Ham, Gen.	1 15
Vienna Saus., No. 1 1/2	1 35
Veal Loaf, Medium	2 30

Baked Beans

Beechnut, 16 oz.	1 40
Campbells	1 15
Climatic Gem, 18 ozz.	95
Fremont, No. 2	1 20
Snider, No. 1	95
Snider, No. 2	1 25
Van Camp, small	85
Van Camp, Med.	1 15

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips	4 10@4 50
No. 2 1/2, Lge. Gr.	3 75@4 50
W. Bean, cut 2	1 65@1 75
W. Beans, 10	8 50@12 00
Green Beans, 2s	1 85@3 75
Gr. Beans, 10s	7 50@13 00
L. Beans, 2 gr.	1 35@2 65
Lima Beans, 2s, Soaked	95
Red Kid. No. 2	1 20@1 35
Beets, No. 2, wh.	1 60@2 40
Beets, No. 2, cut	1 25
Beets, No. 3, cut	1 60
Corn, No. 2, Ex stan	1 45
Corn, No. 2, Fan	1 60@2 26
Corn, No. 2, Fy. glass	3 25
Corn, No. 10	7 50@16 75
Hominy, No. 3	1 00@1 15
Okra, No. 2, whole	2 00
Okra, No. 2, cut	1 60
Dehydrated Veg Soup	90
Dehydrated Potatoes, lb	45
Mushrooms, Hotels	38
Mushrooms, Choice	50
Mushrooms, Sur Extra	70
Peas, No. 2, E.J.	1 50@1 80
Peas, No. 2, Sift.	
June	1 90@2 10
Peas, No. 2, Ex. Sift.	
E. J.	2 60
Peas, Ex. Fine, French	25
Pumpkin, No. 3	1 35@1 50
Pumpkin, No. 10	4 50@5 60
Pimentos, 1/4, each	12@14
Pimentos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	1 35
Sauerkraut, No. 3	1 40@1 50
Succotash, No. 2	1 60@2 35
Succotash, No. 2, glass	2 80
Spinach, No. 1	1 10
Spinach, No. 2	1 35@1 75
Spinach, No. 3	2 00@2 40
Spinach, No. 10	6 00@7 00
Tomatoes, No. 2	1 50@1 60
Tomatoes, No. 3	1 90@2 25
Tomatoes, No. 2 glass	2 50
Tomatoes, No. 10	6 50

CATSUP.

B-nut, Small	2 25
Lilly Valley, 14 oz.	2 50
Libby, 14 oz.	2 25
Libby, 8 oz.	1 75
Lilly Valley, 1/2 pint	1 75
Paramount, 24, 8s	1 45
Paramount, 24, 16s	2 40
Paramount, 6, 10s	10 00
Sniders, 8 oz.	1 85
Sniders, 16 oz.	2 85
Royal Red, 10 oz.	1 40

CHILI SAUCE.

Snider, 16 oz.	3 35
Sniders, 8 oz.	2 85
Lilly Valley, 8 oz.	2 10
Lilly Valley, 14 oz.	3 00

OYSTER COCKTAIL.

Sniders, 16 oz.	3 25
Sniders, 8 oz.	2 35

CHEESE

Roquefort	63
Kraft Small tins	1 70
Kraft American	1 70
Chili, small tins	1 70
Pimento, small tins	1 70
Roquefort, small tins	2 50
Camembert, small tins	2 50
Brick	25
Wisconsin Flats	26
Wisconsin Daisy	26
Longhorn	26
Michigan Full Cream	26
New York Full Cream	30
Sap Sago	30

CHEWING GUM

Adams Black Jack	65
Adams Bloodberry	65
Adams Dentyne	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
Teaberry	65

CHOCOLATE.

Baker, Caracas, 1/4s	37
Baker, Caracas, 1/2s	35
Baker, Premium, 1/4s	37
Baker, Premium, 1/2s	34
Baker, Premium, 1/4s	34
Hersheys, Premium, 1/4s	36
Hersheys, Premium, 1/2s	31
Runkle, Premium, 1/4s	34
Vienna Sweet, 24s	2 10

COCOA.

Baker's 1/4s	40
Baker's 1/2s	36
Bunte, 1/4 lb.	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 06
Hersheys, 1/4s	33
Hersheys, 1/2s	28
Lowney, 1/4s	36
Lowney, 1/2s	40
Lowney, 1/4s	40
Lowney, 5 lb. cans	31
Van Houten, 1/4s	75
Van Houten, 1/2s	75

COCOANUT.

1/4s, 5 lb. case Dunham	42
1/4s, 5 lb. case	40
1/4s & 1/2s 15 lb. case	41
Bulk, barrels shredded	24
48 2 oz. pkgs., per case	4 15
48 4 oz. pkgs., per case	7 00

CLOTHES LINE.

Hemp, 50 ft.	2 00
Twisted Cotton, 50 ft.	1 75
Braided, 50 ft.	2 75
Sash Cord	3 50



COFFEE ROASTED

Bulk	
Rio	25
Santos	31@33
Maracaibo	37
Gautemala	39
Java and Mocha	41
Bogota	41
Peaberry	33 1/2

McLaughlin's Kept-Fresh Vacuum packed. Always fresh. Complete line of high-grade bulk coffees. W. F. McLaughlin & Co., Chicago

Coffee Extracts

M. Y., per 100	12
Frank's 50 pkgs.	4 25
Hummel's 50 1 lb.	10 1/2

CONDENSED MILK

Eagle, 4 doz.	9 00
Leader, 4 doz.	7 00

MILK COMPOUND

Hebe, Tall, 4 doz.	4 50
Hebe, Baby, 8 doz.	4 40
Caroline, Tall, 4 doz.	4 00
Caroline, Baby	3 50

EVAPORATED MILK

Quaker, Tall, 4 doz.	4 90
Quaker, Baby, 8 doz.	4 80
Quaker Gallon, 1/2 doz.	4 70
Blue Grass, Tall, 48	5 00
Blue Grass, Baby, 72	3 75
Carnation, Tall, 4 doz.	5 25
Carnation, Baby, 8 dz.	5 15
Every Day, Tall	5 25
Every Day, Baby	4 00
Goshen, Tall	5 00
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 95

Quaker, Baby, 8 doz.	4 80
Quaker, Gallon, 1/2 doz.	4 70
Blue Grass, Tall, 48	5 00
Blue Grass, Baby, 72	3 75
Carnation, Tall, 4 doz.	5 25
Carnation, Baby, 8 dz.	5 15
Every Day, Tall	5 25
Every Day, Baby	4 00
Joshen, Tall	5 00
et, Tall	5 25
et, Baby, 8 oz.	5 15
Jorden's, Tall	5 25
Jorden's, Baby	5 15
an Camp, Tall	5 25

JELLY GLASSES	
8 oz., per doz.	35
OLEOMARGARINE	
Kent Storage Brands.	
Good Luck, 1 lb.	25 1/2
Good Luck, 2 lb.	25
Good Luck, solid	24
Gilt Edge, 1 lb.	25 1/2
Gilt Edge, 2 lb.	25
Delicia, 1 lb.	22
Delicia, 2 lb.	21 1/2
Swift Brands.	
Gem Nut	24
Special Country roll	27
Van Westernbrugges Brands	
Carload Distributor	



Nucoa, 1 lb.	25 1/2
Nucoa, 2 and 5 lb.	25
MATCHES	
Crescent, 144	5 75
Diamond, 144 box	8 00
Searchlight, 144 box	8 00
Red Stick, 720 1c bxs	5 50
Red Diamond, 144 bx	6 00
Safety Matches	
Quaker, 5 gro. case	4 75
MINCE MEAT	
None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 50
Libby, Kegs, wet, lb.	22
MOLASSES.	



Gold Brer Rabbit	
No. 10, 6 cans to case	5 55
No. 5, 12 cans to case	5 80
No. 2 1/2, 24 cans to case	6 05
No. 1 1/2, 36 cans to case	5 00
Green Brer Rabbit	
No. 10, 6 cans to case	4 20
No. 5, 12 cans to case	4 45
No. 2 1/2, 24 cans to case	4 70
No. 1 1/2, 36 cans to case	4 00
Aunt Dinah Brand.	
No. 10, 6 cans to case	3 00
No. 5, 12 cans to case	3 25
No. 2 1/2, 24 cans to case	3 50
No. 1 1/2, 36 cans to case	3 00
New Orleans	
Fancy Open Kettle	68
Choice	52
Fair	32
Half barrels 5c extra	
Molasses in Cans.	
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. L.	4 65
NUTS.	
Whole	
Almonds, Terregona	20
Brazil, Large	22
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	09 1/2
Peanuts, Vir. roasted	11
Peanuts, Jumbo, raw	12
Peanuts, Jumbo, rstd	13
Pecans, 3 star	23
Pecans, Jumbo	24
Walnuts, Naples	22
Salted Peanuts.	
Fancy, No. 1	17
Jumbo	23
Shelled.	
Almonds, Spanish	48
Peanuts, 125 lb. bags	16
Filberts	32
Pecans	90
Walnuts	52
OLIVES.	
Bulk, 2 gal. keg	5 50
Bulk, 3 gal. keg	5 00
Bulk, 5 gal. keg	7 75
Quart. Jars, dozen	5 50
Pint. Jars, dozen	3 25
4 oz. Jar, plain, doz.	1 40
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 80
16 1/2 oz. Jar, Pl. doz.	4 50
4 oz. Jar, Stu., doz.	1 90
8 oz. Jar, stuffed, dz.	3 40
9 oz. Jar, Stuffed, doz.	4 10
12 oz. Jar, Stuffed, dz.	4 90
PEANUT BUTTER.	



Bel Car-Mo Brand	
8 oz., 2 doz. in case	
24 1 lb. pails	
12 2 lb. pails	
5 lb. pails 6 in crate	
14 lb. pails	
25 lb. pails	
50 lb. tins	
PETROLEUM PRODUCTS	
Iron Barrels	
Perfection Kerosine	13.1
Red Crown Gasoline	
Tank Wagon	18.7
Gas Machine Gasoline	37.2
V. M. & P. Naphtha	23.6
Capitol Cylinder	39.2
Atlantic Red Engine	21.2
Winter Black	12.2



Iron Barrels.	
Light	59.2
Medium	61.2
Heavy	64.2
Special heavy	66.2
Extra heavy	69.2
Transmission Oil	59.2
Pinol, 4 oz. cans, doz.	1.40
Pinol, 8 oz. cans, doz.	1.90
Parowax, 100, lb.	7.9
Parowax, 40, 1 lb.	8.1
Parowax, 20, 1 lb.	8.3



Semdac, 12 pt. cans	2 80
Semdac, 12 qt. cans	4 15

PICKLES	
Medium Sour	
Barrel, 1,200 count	19 00
Half bbls., 600 count	10 50
10 gallon kegs	9 50
Sweet Small	
30 gallon, 3000	38 00
30 gallon, 3000	43 00
5 gallon, 500	7 75
Dill Pickles.	
600 Size, 15 gal.	9 50
PIPES	
Cob, 3 doz. in bx. 1 00@1 20	
PLAYING CARDS	
Broadway, per doz.	2 40
Blue Ribbon	4 00
Bicycle	4 50
POTASH	
Babbitt's 2 doz.	2 75
FRESH MEATS	
Beef.	
Top Steers & Heif. 18@19	
Good Steers & Heif. 16@17	
Med. Steers & Heif. 12@13	
Com. Steers & Heif. 10@12	
Cows.	
Top	12
Good	11
Medium	09
Common	08
Veal.	
Top	12
Good	10
Medium	08
Lamb.	
Good	24
Medium	22
Poor	16
Mutton.	
Good	12
Medium	10
Poor	06
Pork.	
Heavy hogs	08
Medium hogs	09 1/2
Light hogs	09
Loins	15
Butts	12
Shoulders	10
Hams	12
Spareribs	10
Neck bones	05

PROVISIONS	
Barreled Pork	
Clear Back	23 00@24 00
Short Cut Clear	22 00@23 00
Clear Family	27 00@28 00
Dry Salt Meats	
S P Bellies	16 00@13 00
Lard	
80 lb. tubs—advance	1/4
Pure in tierces	15
69 lb. tubs—advance	1/4
50 lb. tubs—advance	1/4
20 lb. pails—advance	1/4
10 lb. pails—advance	1/4
5 lb. pails—advance	1
3 lb. pails—advance	1
Compound Lard	14 1/2@15 1/2
Sausages	
Bologna	12 1/2
Liver	12
Frankfort	16
Pork	18@20
Veal	11
Tongue	11
Headcheese	14

Smoked Meats	
Hams, 14-16, lb.	21@ 24
Hams, 16-18, lb.	21@ 26
Ham, dried beef	
sets	38 @39
California Hams	12@ 13
Picnic Boiled	
Hams	30 @32
Boiled Hams	34 @37
Minced Hams	14 @15
Bacon	18 @30
Beef	
Boneless	23 00@24 00
Rump, new	23 00@24 00
Mince Meat	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00
Pig's Feet	
1/4 bbls.	2 15
1/2 bbls., 35 lbs.	4 00
1/2 bbls.	7 00
1 bbl.	14 15

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00
Hogs, per lb.	@42
Beef, round set	14@26
Beef, middles, set	25@30
Sheep, a skein	1 75@2 00
RICE	
Fancy Head	08 1/2
Blue Rose	06 1/2
Broken	03 1/2
ROLLED OATS	
Steel Cut, 100 lb. sks.	4 75
Silver Flake, 12 Fam.	2 30
Quaker, 18 Regular	1 80
Quaker, 12s Family N	2 75
Mothers, 12s, Ill'num	3 25
Silver Flake, 18 Reg.	1 45
Sacks, 90 lb. Jute	3 00
Sacks, 90 lb. Cotton	3 10
SALERATUS	
Arm and Hammer	3 75
SAL SODA	
Granulated, bbls.	2 00
Granulated, 100 lbs. cs	2 25
Granulated, 36 2 1/2 lb. packages	2 50
COD FISH	
Middles	16
Tablets, 1 lb. Pure	20
Tablets, 1/2 lb. Pure, doz.	1 40
Wood boxes, Pure	27
Whole Cod	11
Holland Herring	
Queen, Kegs	1 10
Queen, half bbls.	8 25
Queen, bbls.	16 00
Milkers, kegs	1 25
Y. M. Kegs	1 15
Y. M. half bbls.	9 00
Y. M. Bbls.	17 50
Herring	
K K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 25
Boned, 10 lb. boxes	28
Lake Herring	
1/2 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. fncy fat	24 50
Tubs, 60 count	5 75
White Fish	
Med. Fancy, 100 lb.	13 00
SHOE BLACKENING.	
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90
STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00
SALT.	
Colonial, 24, 2 lb.	95
Log Cabin 24-2 lb. case	1 90
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bg.	95
Farmer Spec., 70 lb.	95
Packers Meat, 56 lb.	63
Packers for ice cream	
100 lb., each	95
Blocks, 50 lb.	47
Butter Salt, 280 lb. bbl.	4 50
Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, Table	40



Per case, 24 2 lbs.	2 40
Five case lots	2 80

Worcester



Bbls. 30-10 sks.	5 40
Bbls. 60-5 sks.	5 55
Bbls. 120-2 1/2 sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	
A-Butter	4 20
AA-Butter	4 20
Plain 50-lb. blks.	52
No. 1 Medium bbl.	2 75
Tecumseh 70-lb. farm sk.	92
Cases, Ivory, 24-2 cart	2 35
Bags 25 lb. No. 1 med.	26
Bags 25 lb. Cloth dairy	40
Bags 50 lb. Cloth dairy	76
Rock "C" 100-lb. sacks	70

SOAP

Am. Family, 100 box	6 00
Export, 120 box	4 75
Flake White, 100 box	4 75
Fels Naptha, 700 box	5 50
Grdma White Na. 100s	5 00
Rub No More White	
Naptha, 100 box	5 00
Swift Classic, 100 box	4 75
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 45
Quaker Hardwater	
Castle, 72s, box	2 70
Fairbank Tar, 100 bx	4 00
Trilby, 100, 10c cakes	8 00
Williams Barber Bar, 9s	50
Williams Mug, per doz.	43

Proctor & Gamble.	
5 box lots, assorted	
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

CLEANSERS.



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	3 40
Queen Ann, 60 oz.	2 40
Rinso, 100 oz.	6 40
Rub No More, 100, 10 oz.	3 85

Rub No More, 18 Lg.	4 25
Spotless Cleanser, 48s	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Soapine, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 80
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

SPICES.

Whole Spices.	
Allspice, Jamaica	@13
Cloves, Zanzibar	@42
Cassia, Canton	@25
Cassia, 5c pkg., doz.	@40
Ginger, African	@15
Ginger, Cochín	@20
Mace, Penang	@75
Mixed, No. 1	@22
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70-80	@50
Nutmegs, 105-110	@45
Pepper, Black	@15

Pure Ground in Bulk	
Allspice, Jamaica	@16
Cloves, Zanzibar	@45
Cassia, Canton	@25
Ginger, African	@33
Mustard	@28
Mace, Penang	@80
Nutmegs	@40
Pepper, Black	@18
Pepper, White	@29
Pepper, Cayenne	@33
Paprika, Spanish	@42

Seasoning	
Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	1 35
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

CHAINING THE CHAINS.

More Dealers Who Follow Paul Gezon's Leadership.

Grand Rapids, March 4—Evidently my circular letter of Nov. 15 relative to the question of relegating cut-rate advertised goods to a place under the counter has struck a responsive chord with Michigan merchants, as I am still receiving favorable replies. This is not a passing whim with us, but we are deadly in earnest and the jobbers are behind us.

This topic will be the subject for a round table discussion at the convention in Grand Rapids April 22, 23 and 24. It will be led by the writer unless someone better qualified can be secured.

I hope the members are sending in to John Affeldt, Jr., Lansing, any questions they would like to have answered at the convention. Please do not put this off, if you have anything you would like discussed.

Don't forget the dates and also that your wives are invited. Have you filed your income tax report? Remember every merchant must make a report whether he pays tax or not.

Herewith are a few letters recently received. Paul Gezon,

Sec'y Retail Grocers and Gen. Merchants Ass'n.

Memphis, Feb. 19—I am much interested in the effort you are putting forth regarding the chain store, which is unfair competition, made so by the manufacturers of certain goods which are used as leaders and sold to chain stores at a price as low or below what our jobbers can buy them at.

I believe you are on the right track to give these fellows the slam they deserve. I am not selling these goods if I can possibly get by with other brands.

In the way of suggestion, I would say I believe the time has come when merchants in every city and village should organize and forget their little pinheaded differences.

Each merchant should sell as many brands of goods as possible under private labels. It could be arranged by competing merchants to carry different advertised brands of coffee, spices, teas, and canned goods. There are so many good brands on the market. One merchant could carry Hart brand; another Libby's; another Del Monte; another Van Camps, and so on. And by all means not infringing on their competitive brand. Just push their own goods and forget they have a competitor. I am having very good success with goods put up in Mason pint and quart jars and using my own label. These go good with rural trade, as they can use the jars.

C. H. Wright.

Belleville, Jan. 31—Your circular letter of Nov. 28 at hand. In reply, will say while we do not know all the advertised brands handled by the chain stores, if we are so informed, we will gladly do as has been suggested—ditch them under the counter. We will gladly co-operate with the rest.

J. A. Rice & Bro.

Detroit, Feb. 14—At this late date I am writing you. I am in sympathy with your plan and would ask you to give me a list of wholesalers who are independent of chain stores. The time is ripe for co-operative action on the part of the retail trade. I expect to correspond with you in the future and co-operate with the Association. Please give me what information you can.

J. J. Wright,
6849 Six Mile Road.

Durand, Feb. 12—Your welcome letter through the Tradesman has the right tone to it and we wish to announce that we are with you, soul and body, as we believe this is the only

way to make the manufacturer get down on his knees and do business in a square way.

We are not selling Campbell's beans at all and we are going to discontinue their line of soups as well; also we have quit Pet milk and we are quitting Quaker oats and several other brands which do not permit the retailer to make a living profit and meet the chain store price.

We believe that P & G soap is another article which will soon be discontinued, as we can buy a white naptha soap, same size, in one case

lots at \$3.85 per box of the Felbach Co., Toledo. The name of the soap is Big Four and it is a good one.

Please keep us informed as to any movements and we will be with you.

Here's hoping that you get the same support from every merchant in the country.

There are a lot of manufacturers who claim they do not sell the chain stores, but we have been convinced that such is not the fact, and we don't hesitate to tell their salesmen so when they call on us, and believe me, they get a cool reception when we know the

facts. We are at your service.
Tower Brothers.

Disarmament.

"What right have you to ask me for a kiss? Leave this house immediately and never speak to me again."

"Before I leave never to see you again, may I ask you one favor?"

"What is it?"

"Will you please take your arm away from my neck?"



This is the interior of the Dunn Mercantile Company store, Wichita, Kansas, showing the various units of McCray equipment which the president, H. J. Dunn, writes gives highly satisfactory service, and is economical in operation.

"Our McCray Refrigerators Build Bigger Business for Us"

THAT is the experience of grocers everywhere. They tell us so in letters which arrive almost daily.

McCray refrigerators help you grocers sell more goods. They enable attractive display. They keep your stocks fresh, wholesome and tempting in appearance.

Besides, they save you money by cutting down spoilage—and because they are economical to operate whether you use ice or mechanical refrigeration. Ask any McCray user—he will back that up.

The secret of McCray service is in-built quality that goes through to every hidden detail. The patented McCray construction insures circulation of cold, dry air through every compartment.

Complete equipment in stock for stores and markets of every size—refrigerators, coolers, display case refrigerators. We'll build to order if you desire.

Send the post card now for further information. We'll gladly suggest specific equipment to meet your particular needs.

Pay for the McCray as it pays you. Let us tell you about our term payment plan.

McCRAY REFRIGERATOR CO.
2444 LAKE STREET KENDALLVILLE, INDIANA

Salesrooms in all Principal Cities
DETROIT SALESROOM 36 E. ELIZABETH STREET

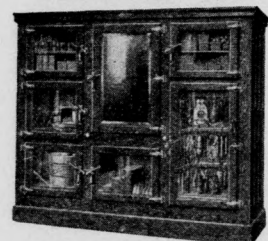
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REFRIGERATORS

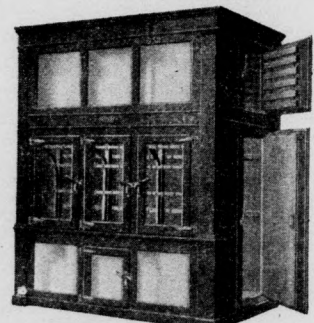
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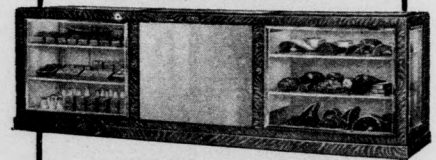
McCRAY NO. 405



McCRAY NO. 411



McCRAY NO. 185



McCRAY NO. 1036

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

For Sale—Reason, sickness. New electric Butter Kist popcorn machine, with peanut holder, revolving sign, cartons, sacks, first-class motor. Cheap if taken at once. Bessie Kunkel, Spring Lake, Mich. 502

For Sale—Modern store building and residence, electric lighted, water system, bath, furnace, garage, good barn, etc., in small town. Good farming community. Also general stock of groceries, dry goods and shoes. Well established, growing business. Good reasons for selling. George H. Brown, Crystal Valley, Mich. 503

For Sale—Principal undertaking business and furniture stock in a live city. Old established trade. Will sell undertaking alone, or both; and either sell or rent building. Age and poor health compel me to sell. Address No. 504, c/o Michigan Tradesman. 504

For Sale—Bakery, ice cream, confectionery, cigar and tobacco stock in good town. Cheap if taken at once. Geo. C. McDonald, Springport, Mich. 505

HARDWARE and implement stock for sale. Invoices about \$6,000. Good chance for the right man. Write Chillion L. Smith, Petoskey, Mich. 506

For Sale—Valuable water power and machinery, in heart city of Petoskey. Write Chillion L. Smith, Petoskey, Mich. 507

For Sale—A well established men's furnishings store in the heart of Kalamazoo. Owner wishes to retire. Will sell the stock at inventory price and will lease the store to buyer at a reasonable rental. The stock is clean and staple. Will inventory about \$6,000. This place is located a few doors from Main St. A. Epstein, 116 Portage St., Kalamazoo, Mich. 508

FOR SALE—An old established FURNITURE business in best small city in Michigan. Building modern, and best location in city. Failing health and physician's advice is reason for selling. Address No. 509, c/o Michigan Tradesman. 509

For Sale—A flourishing dry goods and grocery business located on one of Grand Rapids' best business streets. Also buildings and real estate, including house, store, and large barn. Good reason for selling. Must be seen to be appreciated. Address No. 490, c/o Michigan Tradesman. 490

FOR SALE—Clean dry goods and grocery stock and fixtures. Corner location. Front and side entrance. A good business at invoice. Address No. 492, c/o Michigan Tradesman. 492

For Sale—On account of sickness, stock of groceries, dry goods and meats, including store and dwelling house. Garage in connection. Terms to suit purchaser. Faris Nickola, Boyne City, Mich. 463

For Sale—Out side drug store in city of 40,000 inhabitants. An old established and well-paying business. Address No. 494, c/o Michigan Tradesman. 494

EXCELLENT BUSINESS OPPORTUNITY—For sale or rent two new stores, 12x60 and 18x60, in A-1 factory town of 1,500. Box 500, Rockford, Mich. 496

For Sale—Good shoe repair outfit and small shoe stock, also some harness fittings. Owner will never work again. Write the Vermontville Echo at Vermontville, Mich. (2xc) 497

For Sale—In Kalamazoo, Mich., a leader specialty shoe shop. Invoice about \$3,300. All new goods. Best location in city. A fine chance for a young shoe man who wants to go into business for himself in the best city in the state. Address L. E. Shirley, Bank Block, Kalamazoo, Mich. 498

FOR SALE—Hardware stock, \$5,000 cash. Will rent building, or sell on easy terms. A. C. Abraham, Knowles, Wisconsin. 500

REDUCTION SALES—CLOSING OUT SALES—MERCHANTS: My plan will fill your cash drawer every day. Reasons why Merchants employ me—No men in my employ. Lower terms than ordinary sales companies. Flat rate or commission. Personal service, backed by years of experience that get results. References—banks, wholesale houses, and hundreds of satisfied merchants. Can handle any kind of a proposition, from a reduction sale to a "Closing Out." Address W. A. Anning, 429 Galena Boulevard, Aurora, Illinois. 501

WANTED—To buy a good three or four-drawer cash register. Also a National account file. C. Glen McBride, Rockford, Mich. 489

TYPEWRITERS—All makes, slightly used, \$20 up. Easy payments. Free trial. Guaranteed two years. Write today. Payne Company, Rosedale Branch, Kansas City, Kansas. 471

FOR SALE—"The Big R"—tourists' cafeteria—at the gateway of Cloverland—population 1,000. Inventory \$5,000, buildings \$6,000. Famous for chicken dinners. Grocery and drug stock side line. Will sell for \$9,000, part down, easy terms if taken at once. Address Dr. C. F. White-shield, Sheridan Road, Powers, Michigan. 474

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

For Sale—Flour, feed and grocery business doing a fine business. Also buildings and real estate. Located on finest corner in the city. 87 feet on main street, 180 feet on side street. Store building 22x100. Hay barn, two small warehouses, large store shed, small store building on corner occupied as a millinery store. Good reason for selling. Address No. 208, c/o Michigan Tradesman. 208

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.

Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173 Bell Main 173

1882

- AWNINGS AND TENTS

- 1924



CHAS. A. COYE, INC.

We make a specialty of Rope Pull Up and Roll-up 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.

THERE IS MONEY
FOR YOU IN

Straub

5c. and 10c. Bars.

TRY

HI-NEE - - 10c.

OH BILL - - 5c.

AND

CHOC LOGS - 5c.

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Fresh Goods sell best

Every housewife appreciates fresh goods.

The consistent advertising behind "Uneeda Bakers" products makes your turnover easy and rapid; this rapid turnover means that only fresh goods reach your customers.

Fresh goods mean repeat orders, and it's in repeat orders that you get big profits from your biscuit department.



The salty tang of Premium Soda Crackers appeals to everybody—ask your customers to try them with cheese, jams and jellies.

NATIONAL
BISCUIT COMPANY
"Uneeda Bakers"



WHY

Michigan People should use
Michigan Flour made from
Michigan Wheat

- 1—It excels all other flours in flavor.
- 2—It excels all other flours in color (whiteness.)
- 3—It excels all other flours for bread making.
- 4—It excels all other flours for pastry making.
- 5—It requires less shortening and sweetening than any other flour.
- 6—It fills every household requirement.
- 7—Michigan merchants should sell, and Michigan people should buy Michigan flour made from Michigan wheat for every reason than can be advanced from a reciprocity standpoint.

We own and offer:

\$300,000

James D. Lacey Personal Five Year 6½% Collateral Trust Gold Coupon Notes

Registerable as to Principal

Dated February 15, 1924

Due February 15, 1929

Interest payable August 15 and February 15

Denominations of \$100, \$500 and \$1,000

PRINCIPAL AND INTEREST PAYABLE AT THE OFFICE OF

THE MICHIGAN TRUST COMPANY, TRUSTEE

GRAND RAPIDS, MICHIGAN

SECURITY

The following is a summary from a letter of Mr. Lacey, copies of which are available at our offices:

\$1,000,000, estimated minimum personal responsibility of **James D. Lacey**, exclusive of the deposited securities mentioned below. He has been extensively engaged in dealings in timber lands for more than 40 years and is well known and highly regarded in Western Michigan.

\$500,000, estimated minimum cash value of interest of **James D. Lacey** (effectively assigned to the trustee) in about 26,000 acres of timber lands in South Carolina purchased by him in 1892 under contract with Hackley & Hume of Muskegon, Michigan, in whom the title rests, free of encumbrances.

\$550,000, estimated minimum cash value of five thousand five hundred shares (par value \$550,000) Preferred stock of **James D. Lacey & Co.**, a corporation: total issue of same 12,500 shares, par value \$1,250,000; net worth of corporation represented to be at least \$3,000,000. Preferred Stock payable in full at par out of liquidation proceeds before any payment is made on Common Stock (20,000 shares of no par value) and it participates equally with the Common Stock after the latter shall have received \$100 per share.

\$120,000, estimated minimum cash value of sixty shares **Tensas-Delta Land Company**. Several Grand Rapids investors are interested in this company.

Further information about these two corporations appears in the letter above referred to.

REDEMPTION

It is contemplated that from sales of timber lands affecting the pledged securities referred to, there will be realized by the Trustee sums sufficient for the retirement of all the Notes before maturity. The Trust Indenture provides that all sums so realized prior to August 1, 1928, shall be used, as received, to redeem the Notes, as far as possible, on each interest date, at the following premiums, plus accrued interest, viz:

On August 15, 1924 @ 105	On February 15, 1926 @ 104	On August 15, 1927 @ 102
On February 15, 1925 @ 105	On August 15, 1926 @ 103	On February 15, 1928 @ 102
On August 15, 1925 @ 104	On February 15, 1927 @ 103	On August 15, 1928 @ 101

Moneys so received after the last interest date in 1928 will be used to retire remaining Notes at par and accrued interest at maturity. If less than all the outstanding Notes are redeemed at any interest date, the Notes to be redeemed will be selected by lot, by the Trustee, as provided in the Trust Indenture.

TAXATION

The necessary payment has been made to exempt these Notes from state, county and city assessments for taxation in Michigan.

The federal law requiring deduction for taxes from interest and the law requiring the filing of certificates of ownership on the collection of interest coupons, are not applicable to these individual notes.

PURPOSE OF ISSUE

The proceeds of these Notes will be used to retire the personal indebtedness of Mr. Lacey growing out of personal loans and investments made by him in commercial enterprises in which he engaged during the war and since.

All legal matters pertaining to this issue have been passed upon by Messrs. Butterfield, Keeney and Amberg.

We Recommend These Notes as a Conservative Investment

Price Par and Interest, Yielding 6½%

Temporary receipts will be issued pending the preparation of definite notes.

The right is reserved to reject any and all subscriptions.

THE MICHIGAN TRUST COMPANY

THE OLD NATIONAL BANK
PERKINS, EVERETT & CO.

GRAND RAPIDS NATIONAL BANK
A. E. KUSTERER & CO.

The statements herein contained are not guaranteed, but have been used by us as a basis for the investment of our own funds.