

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-first Year

GRAND RAPIDS, WEDNESDAY, MARCH 12, 1924

Number 2112

At the Rainbow's End

Are you one of those fellows who always want
A different job than they've got?
Are you of the kind who always look
Across at their brother's lot?
The world's just full of folks like this—
Forever changing 'round;
They kill the chance that might be theirs
By never gaining ground.

There's a pot of gold at the rainbow's end
For the man who sticks to his work;
And chances galore are right at your door,
But they pass by those who shirk.
Stick to your job, fellows—climb to the top;
The world needs men who will lead;
The reward you will find at the rainbow's end
Is greater than gold, indeed.

EDWARD C. STERRY



This trade mark is a guaranty of high quality.



Look on the back of the goods for this trade mark.



Pays its share of the overhead and a profit, besides

What would you do with a salesperson who could not make enough sales to pay his own salary? Change him for someone who could, wouldn't you?

Then, why don't you do the same thing with merchandise, table oil cloth for instance, that doesn't turn over fast enough to pay its proportion of the rent, light, heat and other overhead items?

Meritas Table Oil Cloth never has to be "fired" for not turning over fast enough. It's the fastest selling, surest

repeating brand of table oil cloth on the market, and there is a mighty good reason why, too. Meritas has the quality women want. Its durable, long-staple cotton back stands wear, and the scientifically applied surface coatings do not peel or crack anywhere near as quick as other brands. The patterns are really original, exclusive and attractive, not just revamps of previous favorites.

But the real reason is that Meritas is trade-marked, and women know what to ask for, and insist upon getting—and they do.

See your wholesaler—We'll move the goods

THE STANDARD TEXTILE PRODUCTS CO.

320 BROADWAY, NEW YORK

MICHIGAN TRADESMAN

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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.

Published Weekly By

TRADESMAN COMPANY
Grand Rapids

E. A. STOWE, Editor.

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in advance.

Four dollars per year, if not paid in
advance.

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payable invariably in advance.

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issues a month or more old, 15 cents;

issues a year or more old, 25 cents; issues

five years or more old 50 cents.

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under Act of March 3, 1879.

COTTON AND COTTON GOODS.

About the only thing concerning cotton quotations at the present seems to be that the prices have nothing to do with the law of supply and demand. A short time ago market values were pushed up on statements that a shortage of cotton would be shown before the new crop could come in, and optimists were predicting that anywhere from 40 to 50 cents per pound would be obtainable as the season advanced. Whoever was fooled by such predictions, it was not the growers, for these made haste to get rid of their holdings after cotton touched the 30-cent point. In the exchanges last week the various rises in quotations when they came were mostly attributed to the coverings of shorts. But it appeared to cost an effort to keep the figures above the line of 29 cents. It is lack of demand on the part of spinners which is the main influence in the long run, as distinguished from sporadic spurts due to speculation, in putting the brakes on the efforts of the price boosters. A number of Southern mills have followed the example of Eastern ones in shutting down on production. Besides this, the prices obtainable for fabrics hardly warrant making them on the basis of raw material costs. Some are selling at about the same levels as they did when cotton was at less than 20 cents a pound. Within the last few weeks practically every kind of cloth, unbleached, bleached or colored, has been reduced in price. There seemed a fair prospect of doing business at the lower levels when all at once some fall in raw cotton markets would unsettle the minds of buyers and make them pause in their commitments. The knit underwear makers have been trying to maintain prices, but have not altogether succeeded. Recently a number have cut down on lightweight goods for the summer season, which ought to have

been all sold out long ago, while delays in orders for fall goods are due wholly to the notion that these will cause recessions. The hosiery market is also somewhat demoralized as yet.

THE TREND OF BUSINESS.

The larger basic industries continue in good shape and construction is especially active, due to the mild weather that has prevailed over most of the country. Considering the time of year, unemployment is exceedingly small. Increases in savings deposits indicate that wages are not all going into expenses and that buying capacity is still large. As against these favorable factors is the adverse one of the continuing disproportion between the values of commodities as compared with those of normal times. This is especially marked in the case of many of the farm products, to the disadvantage of those who produce them, as well as with regard to manufactured good, in which the enhanced labor costs inure to the benefit of the wage earners as against those who buy the articles made. Somewhat disquieting yet are the figures of business embarrassments, which remain rather higher than desirable. The failures in the short month of February, while lower than in January, as is usual, were about 15 per cent. higher than in the corresponding month last year. They were also greater in number than any since January, 1923, with the exception of December, 1923, and January, 1924.

By a number of sellers the attitude recently has been to test out exactly what prices buyers are willing to pay. If sufficient response is not had to the prices originally put out, downward revisions are made to try and discover the level on which business will be placed. In the primary markets this has worked only partially. It has not succeeded in inducing a normal amount of buying, but it has started things moving. Even where it has appeared that the lowered prices would not or could not be maintained for long and that increases were bound to come, buyers have preferred to wait and run their chances of paying more later on than to stock up in the old way. This experience runs rather counter to the one observed in the retail field. Stores dealing direct with the general public have found it advisable to clear out their stocks, and in cases where drastic price cuts were really made instead of simulated the response has been immediate and pronounced. A notable instance of this was afforded by a well-known local clothing house whose wares have a high reputation. About a fortnight ago this concern thought it best to have a real clearance of its Winter stock and announced a uniform price of \$29 on suits and overcoats. The crowds that came were so large that the store had to close its

doors every quarter of an hour so as to be able to handle the customers and to provide separate exits for the latter when they got through with their purchases. When the sale ended stocks were gone in great measure.

But such a course is not possible for producers in general or for wholesale distributors, especially so when it concerns new goods in the process of making. So other methods have to be resorted to in order to get a similar result and to establish a set of prices at which goods in quantity can be disposed of. A speedy way of doing this is to put the goods up for sale at auction. On such an occasion there comes into play the psychology of crowds and the competitive spirit. Those present feel that price is not dictated to them, but that, instead, they make the price. A striking illustration in point was afforded during the past week by the auction sale of several million dollars' worth of rugs and carpets by the Alexander Smith & Sons Company, the largest manufacturers of them in the world. There has been recently a falling off in the sales of such merchandise, and in consequence the company was accumulating stock. Unless something was done to move the goods, a glut would result and would lead to serious breaks in prices. As it was, about 60 per cent. of the goods offered were from stock. So the company deemed it best to throw on the market at once all of them and more to be manufactured for a little while ahead so as to insure operation of the factory. The results justified the course taken. While the prices obtained showed comparatively slight recessions from the listed ones, they afforded a valuable indication of what the market would stand for. This was almost immediately recognized by the lowering of prices by other producers.

"As free as the air" is a quotation which served a useful purpose for a long time, but which has now lost its force. The air has not been free since the coming of the radio, and now it appears that an ordinary earth-bound court must settle the question of a possible monopoly of its use for broadcasting purposes. It is the contention of the American Telephone and Telegraph Company that in bringing suit against hundreds of other broadcasting stations it is merely protecting its patents, but a favorable decision might conceivably mean the virtual control of broadcasting by the corporation. The question will be thrashed out, no doubt, in the hearings on the present suit. It was a standing joke years ago that in time we should have to pay for the air we breathe. We have not arrived at that point, but the air is by no means free any longer.

WOOL AND WOOLENS.

At the wool auction which closed in Dunedin, New Zealand, last Monday, the experiences were on a par with those at other places in Australasia and elsewhere. Prices were high and the bidding was quite spirited, Americans being among the bidders. It is expected that similar conditions will prevail at the sales in London which begin this week. In this country there has been an increase in the contracting in advance of shearing. Last year's domestic wool production, according to the estimate of the Census Bureau, differs somewhat from that heretofore ascribed to the Department of Agriculture. It makes the North American output 282,429,000 pounds, as against 283,875,000 pounds the year before. Much interest was shown by the trade in the annual report of the American Woolen Company issued during the past week. One thing notable about it was the large inventory value of raw material and goods. This made up nearly one-third of the assets and exceeded the total value ascribed to plant, fixtures and investment. During the year also about \$600,000 less was charged off to depreciation than in the previous year, while the surplus was about \$500,000 more. This showing was regarded as quite favorable for a very trying year. There is still considerably hesitancy in the buying of men's wear fabrics for fall. Overcoatings are doing better than suitings and woollens better than worsteds. Better results are being obtained for such women's wear fabrics as are on the market, those on the sports order being especially in favor. This week will see the openings of the mills which specialize in weaves for garments, particularly those of the better kind. No apprehension is felt that the response will be other than satisfactory.

President Obregon has announced that the pacification of Mexico has now progressed sufficiently to permit the opening of the election campaign and that the country will go to the polls on July 6. There are cynics who believe that the campaign is now actually over that the ballots will simply confirm the verdict of the bullets—that Obregon's alleged favorite, General Elias Calles, may consider himself elected. Obregon, however, asserts that he has no candidate, that the elections are to be the free and untrammelled decision of the Mexican people. If it actually turns out that the winner does not win by virtue of the heaviest battalions, and if after the election the loser does not start a revolution—anything is supposedly possible, even in Mexico—then it will be the first time within the convenient memory of man that Mexico has borne witness to such a consummation.

Four Essentials To Successful Salesmanship.

Sentiment in Salesmanship is like the seasoning of food products. The value of food products depends upon the flavor. The efficiency or greatness of a salesman depends upon the sentiment. Whether we believe it or not, sentiment rules the world. The only avenue in life where sentiment works harm rather than good is in a poker game.

No salesman should ever attempt to sell a prospective customer unless he has first determined in his own mind that he can do his prospect some good, that what he has to sell will enrich his customer, keeping the other fellow in mind first and himself last. If this attitude had been in the mind of Cornelius Vanderbilt, instead of the attitude that he had assumed and expressed in the remark, "The public be damned," the public attitude would not have been so antagonistic towards the railroads.

The ingredients that all salesmen should possess should be first, sympathy. The first lesson I learned when I started to sell books from house to house was the lesson of sympathy and interest in the children in the homes



Jacob Kindleberger.

that I visited; sympathy with the housewife for the drudgery which she is compelled to undergo day after day. This same spirit of sympathy worked wonders on my recent trip to Europe. Bubbling over with sympathy and interest opened to me the inner door of valuable information and created fast friends.

Very early in life this fact was deeply impressed upon me when three of us young chaps, between the ages of eight and ten years went into the lemonade business, each putting in an equal amount, which was five cents. We sold two glasses of lemonade for a nickel. About the third day three other boys erected a stand right across the street from us and sold their lemonade, three glasses for a nickel. Of course, this competition worried the life out of us, so we told our troubles to the clerk in the store who sold us our lemons and sugar. The sympathy and kindly interest he displayed in us and the good advice he gave us, that no man could drink three glasses of lemonade, but to continue to make good lemonade and sell it as we had been, has endeared this man to us for all succeeding years. We recommend

sincere sympathy as the best recipe for making a host of friends.

A big traffic policeman had a prominent corner in New York City. Because of his smile and cheerful how-do-you-do and good-bye, he has given the world a new idea of what a policeman can do to create a smile where only a grouch grew before. I am told that at Christmas time this policeman hires trucks to haul his Christmas presents home. We all overlook the value of a kind sympathetic spirit and smile.

The next ingredient should be unselfish energy. I have yet to see a lazy individual who has the respect of other folks. This unselfish energy is the price that is paid for huge success. The salesman who is willing to think unselfishly for the buyer, is willing to go out of his way to look up ways and means to better the prospective customers needs.

I am reminded at this time of a salesman selling us a machine. We gave him the hint that we did not know whether the room we had would be sufficient. He immediately asked for privilege of measuring this space himself. After doing so he advised us that the machine would not be the proper machine for us. The man went away without an order, but a few months later he received an order, for an order that was placed for the right machine naturally would go to this particular salesman.

We also recall to mind a salesman from the General Electric Co. who sold us our electrical equipment for our first paper mill. We did not know just what we wanted. He realized the situation. He simply asked them for the privilege of working on a problem for a few weeks, without any cost to us. In the meantime other salesmen came to see us and, as is the usual custom of the average salesman, asked the question, "What are you going to use?" We advised him we did not know. And he said, "When you do find out, let us know, as we would like to quote you." The first salesman that called on us got all the information he could elsewhere, laid the proposition down in writing of four different plans, and a little summary of the four plans was attached for fear we would not read over the detailed plans. It was done in such a masterly manner that, without hesitation, we gave him the order and asked the price afterwards. His unselfish energy working for our good won him a \$150,000 order.

The third ingredient should be creative. The individual who is possessed with the idea that every method now employed in industry can be improved just a little for the benefit of his customer, and who is continually studying how improvements can be made in less time, instead of lounging around the lobby of a hotel swapping stories, has the surest method we know of increasing the pay check.

Every concern doing business should have a research department working out the other fellow's problem. How to produce better food products, how to preserve these food products and how to transport them from one side of our country to the other at the

Cut handling costs for larger net profits on sugar

Time and wrapping materials are big items in determining net profits.

Especially on sugar!

When you sell bulk sugar, you waste on an average five pounds on every 350-lb. barrel. Bags, twine and time add about forty cents to the cost per hundred-weight of the sugar.

When you sell Domino Package Sugars, you eliminate every bit of this loss. Every sale is clean cut—instantly made—profitable.

And these sales repeat. Women prefer their sugar in this clean, convenient way. They know that "Domino" means the highest quality sugar that can be bought.

Put sugar sales on the most profitable basis possible. Standardize on Domino Package Sugars for every need.

American Sugar Refining Company

"Sweeten it with Domino"

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

BEECH-NUT PEANUT BUTTER



Sales of Beech-Nut Peanut Butter always respond to your selling and advertising efforts. Preferred by discriminating people everywhere.

Counter and window displays will stimulate the turnover on this nationally advertised product. Write for our attractive display material.

BEECH-NUT PACKING COMPANY

"Foods and Confections of Finest Flavor"

CANAJOHARIE

NEW YORK

least possible expense. These three problems kept in mind constantly will produce valuable ideas for improvement.

The fourth ingredient is a sense of humor. The Lord deliver us from the very very serious individuals who come into our offices with faces a yard long, with the look and attitude that they just came from the funeral of a good friend. We are firm believers in the theory that every salesman should be accompanied with a fair amount of good cheer and optimism.

We are convinced that many business men who are on the ragged edge, and very near bankruptcy, should change their attitude so it would be attractive instead of repelling. "Laugh and the world laughs with you, weep and you weep alone" is as true as two and two makes four.

The sum of these attitudes into one sentence is that we would recommend that you have a slopping over of love for your fellow man. If you do, all the imps in Hades will be unable to ever throw a monkey wrench in the gears of your progress and advancement. Jacob Kindleberger.

If your advertising does not help build up the business, get expert help on advertisement writing. Don't give up advertising.

Yesterday is already a dream and to-morrow is only a vision; but to-day well lived, makes every yesterday a dream of happiness and every to-morrow a vision of hope.

The Plain Truth About Newspaper Advertising.

Grandville, March 11—Does advertising pay?

That depends, of course, on the advertiser and his methods. There are advertisements which bring in the shekels, despite the poor arrangement of these bids for public favor.

Some of the biggest houses in business fall down sometimes in their methods of advertising. At one time it was considered legitimate to tell any sort of a story in order to attract the public eye. "Going out of business" was frequently the stunt laid before the public as an excuse for the low cost of goods. This is legitimate only when it is the truth, but when the merchant who thus advertises intends to keep right on, even though he may change his location, it is not honest advertising and the public soon refuses to fall for it.

An immense amount of hard cash is spent for advertising, much of which is legitimate and ought to bring results. However, what is advertised should be true to name and no attempt made to put something over on a customer. I have an instance in mind.

A woman who had patronized one city store for many years, making it a point to do most of her fall and winter trading there, found herself cheated by an advertisement gotten out by this firm. She traveled many miles to do her trading there, but found that the advertisement had misrepresented the article, both in price and quality she was desirous of purchasing.

This knowledge fell like a wet blanket on the customer. The realization of it all almost fetched tears of displeasure and regret for the sudden fall of her idol. It was, perhaps, a small matter, but during the years this woman had traded with this firm she had paid them hundreds of dollars. Her trust in the firm had finally been destroyed and from that hour her patronage went elsewhere.

That firm is still doing business on

a large scale, and yet none outside of the house knows of how much damage that one false advertisement did the business. This incident happened several years ago and the lady has never since set her foot inside that store.

I have noticed many advertisements wherein some household necessity is pictured in alluring colors and the statement made that this can be purchased on small monthly payments. Not one word indicating the cost of the article. How many customers will such advertisements bring to that store, think you? If they are any like the writer, they would never think of going out of the way to even look in that store.

Above all things quoting prices is the most important.

Nine times out of ten the potential customer will not go aside a single block to look at anything thus advertised, when if the price was attached and it was an alluring one, he would be drawn as by an invisible cord to that store.

An advertiser who is afraid to give the price of an article he has to sell is at once distrusted by the would-be purchaser who goes several blocks to see the article advertised by another dealer which has a price attached.

People do not like to go it blind. You advertisers who fail to quote prices are many times wasting printer's ink and should know better.

There is scarcely an issue of a daily paper which has not some article advertised in display type without any price attached. It is a bad policy in whatever light you may view it, yet I suppose merchants will keep on working out their advertising problems in this hap-hazard way, and no doubt wonder sometimes why such spread of printer's ink does not bring the hoped for results.

Honest advertising is on the same footing as honest selling. Never misrepresent your goods. Honesty in every line of business endeavor brings

results which no amount of false representation will accomplish.

Some dishonest merchants, as well as some dishonest farmers, are in a measure successful, but ill-gotten wealth never brings happiness and more often a sad ending to life.

There are merchants and merchants. People who deal with them soon learn who their friends are and naturally patronize the store where an honest deal is always on top. Friendliness, too, is a big item in store economy. It has often been said that there is no friendship in business, which, however, is a wrong idea, and not in accordance with facts. Business men should be friends, not only with the wholesaler, but with the poorest customer who crosses the threshold of his store.

The present dollar or future possibilities, which?

The merchant who is not on the lookout for new customers is like the publisher of books who never seeks new blood, but continues right along in the old rut, imagining that the reading public will never tire of old names, when the fact is there are times when an unknown author will attract where an old timer has run the gamut dry.

The infusion of vim, vigor and force in advertising which, of course, includes the strictest honesty, wins every time. Never fear that quoting prices is going to deter customers, providing your prices are right, while at the same time a large advertisement picturing your goods in the most fanciful colors, without price attached, may fall flat. Old Timer.

The business employes of to-day are the business leaders of to-morrow. What are you doing to qualify yourself to take a leader's place?

The man who succeeds in the world is the man who attracts attention.



Barney Langel has worked in this institution continuously for fifty years.

Barney Says—

Quaker Milk was selected for its quality and we knew it was the best before we put the Quaker label on the can, But

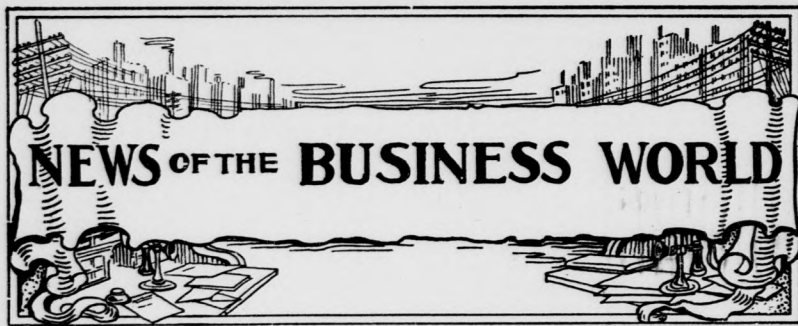
By Golly! we didn't know the trade would find the truth so soon. The big sales of Quaker Milk prove that most consumers know real values.

And Quaker Milk is sold by the community grocers only—that helps.

WORDEN GROCER COMPANY

GRAND RAPIDS
KALAMAZOO—LANSING—BATTLE CREEK

THE PROMPT SHIPPERS



Movement of Merchants.

Otsego—D. Harvey has opened a bakery in the Taylor building.

Detroit—Ben Kaplan's grocery, 2459 Beaubien street, has been sold to Celia Cooper.

Grand Ledge—Clinton G. Falor succeeds A. C. Wyant in the grocery business.

Mt. Pleasant—George G. Curtis succeeds Fred Halsted in the grocery business.

Wayland—George Douglas succeeds A. E. Weaver & Son in the grocery business.

Detroit—S. Assion has opened the Virginia fancy grocery at 8333 Hamilton avenue.

Detroit—Mollie Parnes has bought the Canton grocery, 2501 Beaubien street from Chil Domb.

Detroit—Wolf's Chene street market, 6472 Chene street, moved to 6523 Chene street March 10.

Grand Rapids—The Miles-Lowell Co. has changed its name to the Walter R. Miles Coal Co.

Detroit—The Newark Shoe Co. opened another store at 1144 Griswold street a short time ago.

Berkley—The Berkley State Bank has been incorporated with an authorized capital stock of \$25,000.

Detroit—The Detroit Dr. A. Reed Cushion Shoe House has changed its name to the Judson Shoe Co.

Detroit—Sam Sellamn will take over the shoe store at 10815 Mack avenue from Richard Hocking March 15.

Menominee—The Menominee River Sugar Co. has increased its capital stock from \$825,000 to \$1,675,000.

Menominee—The Northern Hardware & Supply Co. has increased its capital stock from \$60,000 to \$300,000.

Detroit—Sam Kaplan has purchased the tailoring business of Morris Cohen, located at 1139 Holbrook avenue.

Detroit—Edward S. McCarthy has transferred the title to his garage at 104 Edmund place to his wife, Sophia.

Detroit—The Herring shop, dairy store, opened at 8525 Twelfth street March 10. J. Rosen is the proprietor.

Detroit—Walter F. Neef, grocer, has moved his place of business from 11619 Hamilton avenue to 10203 Hamilton.

Detroit—Wm. Suchner & Sons, 3602-06 17th street, meats, has increased its capital stock from \$10,000 to \$50,000.

Detroit—Frank Dolenski will retire from the dry goods business about April 15. His store is at 5215 Chene street.

Detroit—Anthony Michalski has sold his grocery store and meat market at 3001 Carpenter street to Stephen Rise.

Detroit—The grocery at 1201 Caniff Road has changed hands. Roy Sha-

piro sold it to Louis Bernstein recently.

Marshall—Lewis Mills has sold his meat market to Frank Herrick, recently of Olivet, who has taken possession.

Detroit—The stock and fixtures of the Judson Shoe Co., 1566 Woodward avenue, were sold to Roy T. Parker March 5.

Detroit—Anna Glicker bought her husband's share in the delicatessen at 4629 Hastings street and is now conducting it.

Detroit—John Waluliewicz has sold his half interest in the meat market at 2613 Market avenue to Michael Naruszewicz.

Buchanan—Blainton Bros., whose flour mill was completely destroyed by fire recently, are planning to rebuild the plant.

Harbor Springs—David Radle has opened a general store at Stutsmanville, which has been without a store for several years.

Portland—The Beatrice Creamery Co. has closed its cream station here and will conduct its business through the Farm Bureau.

Caro—W. L. Pace is closing out his stock of confectionery and fruits at special sale and will remove to Port Huron March 15.

Detroit—A. L. Clements has bought out his partner, G. W. Clements. They conducted a dry goods store at 8877 Grand River avenue.

Detroit—F. Lupnitz is the new proprietor of the accessory store at 16508 East Jefferson avenue. He bought it from Joseph L. Kay.

Detroit—Louis Hamek and wife have sold their confectionery to Gabriel Gazdag and wife. The store is at 145 South Campau avenue.

Detroit—Mrs. Margaret Carrier is conducting the confectionery at 4115 Fenkell avenue, which she purchased from Martha Simsick recently.

Detroit—The Light Furniture Co., 6518 Woodward avenue, also known as the Woodward-Boulevard Furniture Co., has discontinued business.

Port Huron—Beard, Campbell & Co., wholesale hardware and auto accessories, has increased its capital stock from \$100,000 to \$150,000.

Detroit—The Ralph Cloak Co., Inc., 401 Equity building, has been incorporated with an authorized capital stock of \$25,000, \$1,000 of which has been subscribed and paid in in cash.

Hartford—Frank Downing has sold his interest in the lease of hotel Bell to A. Ipe, who will conduct the hotel in partnership with Miss Hattie Freed.

Detroit—The Chicago Stock Buyers Co. opened at 4425 Michigan avenue with a stock of footwear on March 12th. H. Gilberg is the manager of the store.

Detroit—Walter T. Marrs has sold his meat market to Fred Meth. The shop is at 5810 Beaubien street. Meth conducts a grocery store at 5808 Beaubien street.

Grand Rapids—The Brummeler-Van Strien Co., 145 Franklin street, S. W., fuel and builders' supplies, has increased its capital stock from \$20,000 to \$50,000.

Detroit—The Quality Candy Co., 1357 Sherman street, which was incorporated in October, has failed. The liabilities are \$4,728.18 and the assets are \$437.90.

Detroit—The confectionery at 3455 Gratiot avenue is being conducted by August Desen and wife, who purchased the business from Thomas Rucinski recently.

Detroit—Joseph D. Greenberg and Jacob Moscow have bought the Wayne Produce Co., wholesale butter and egg dealers at 1358 East High street, from Henry Katz.

Lowell—The Lowell Creamery Co. has been incorporated with an authorized capital stock of \$10,000, \$4,000 of which has been subscribed and paid in in property.

Muskegon—John Hove and Ben VanDerWier, under the style of the Park Grocery, succeeds Bert Hoeksema in the grocery business at 1012 Jarman street.

Detroit—Solomon & Laskey, credit jewelers, will move their store from 6480 Chene street to 6472 Chene about April 15. Julius Solomon and Bernard Laskey are the owners.

Detroit—The Community Drug Co., 8908 Michigan avenue, has been incorporated with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in property.

Detroit—The furnace in Benjamin Pete's confectionery, 3605 West Warren avenue, exploded March 6, causing some damage to stock and breaking the plate glass window in the front of the store.

Detroit—John A. and Joseph G. Harvey, who purchased the confectionery at 10728 East Jefferson avenue from Albert A. Olmstead a few months ago, have sold the business to Alphonzo Forte and others.

Tustin—The Tustin Elevator & Lumber Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$14,400 in cash and \$5,600 in property.

Detroit—J. M. Ciechanowsky, druggist, moved his place of business from 6010 Chene street to 6057 Chene street March 4. More than twenty druggists, members of the local pharmacists' association, helped him move.

Adrian—The Adrian Motor Sales has been incorporated to deal in autos, auto accessories, parts and supplies, with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in cash.

Marne—The Berlin Oil Co. has been incorporated to deal in oils, greases, auto supplies and accessories and fuel, with an authorized capital stock of \$20,000, \$12,000 of which has been subscribed and paid in in property.

Sanford—C. H. Macomber, president of the Chemical State Savings bank of Midland, has purchased the local

bank and will conduct it under the management of Guy Rogers, recently employed in the Midland bank.

Detroit—The Johnston Paint & Glass Co., wholesale distributors of plate and window glass, paint and painters' supplies, has opened a second store at 321 West Jefferson avenue. The main store is at 8778 Grand River avenue.

Detroit—The Guarantee Oil Corporation, 612-13 Union Trust building, has been incorporated with an authorized capital stock of \$50,000, of which amount \$40,500 has been subscribed and paid in, \$40,000 in cash and \$500 in property.

Menominee—The Menominee Hudson Co. has been incorporated to deal in autos, motor trucks, tractors, auto accessories and supplies, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Bay City—The Merchants Textile Syndicate, 1106 North Water street, has been incorporated to deal in general merchandise, dry goods, etc., with an authorized capital stock of \$30,000, \$6,000 of which has been subscribed and paid in in cash.

Holland—The Henry Kraker Plumbing & Heating Co. will erect a three-story brick building on River street, which it will occupy it with its own business as soon as it has been completed. The building will be 40x110 feet and will cost about \$80,000.

Holland—The P. J. Osborne Co., Inc., 210 Central avenue, has been incorporated to import and distribute merchandise with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed, \$6,000 paid in in cash and \$6,000 in property.

Holland—The James A. Brouwer Furniture Co. has purchased the three-story brick building known as the VanDyke block, located on River avenue and 9th street and will remodel and arrange it so as to give Holland one of the largest exclusive furniture stores in Western Michigan.

Highland Park—Neaheer & Roosa have merged their plumbing, heating and hardware supplies business into a stock company under the style of Neaheer & Roosa, Inc., 12 Buena Vista, E. H. P., with an authorized capital stock of \$19,000 common and \$6,000 preferred, of which amount \$14,300 has been subscribed, \$1,661.28 paid in in cash and \$11,468.72 in property.

Cassopolis—William Lyon, the Drogawagiac merchant, has won in Circuit Court a suit brought against him by the notorious Bernard Manufacturing Co., Iowa City, Iowa, in which the company sought to recover for chemicals sold to him. Mr. Lyons, in contesting the action, declared that he had bought the goods with the assurance the company would take them back if he could not sell them. When he attempted to send them back the company refused to fulfill the alleged agreement.

Paw Paw—The Moonlight Bait Co. has merged its business into a stock company under the style of the Moonlight Bait & Novelty Works, with an authorized capital stock of \$50,000, of which amount \$30,100 has been subscribed and paid in, \$22,718 in cash and \$7,382 in property.

Essential Features of the Grocery Staples.

Sugar—The market is without feature. Local jobbers have made no change in their quotations since a week ago.

Tea—Business during the past week has been fair without any particular features. The Ceylon and India markets continue very strong. Efforts on the part of large buyers to obtain concessions during the week have failed. The primary markets on all these grades of tea continue very firm. Javas are also very scarce and firm. Other teas remained unchanged for the week, with a good firm undertone.

Coffee—The market for future coffee has shown some fluctuation during the past week and a little weakness, but spot coffee, particularly Rio and Santos, remain steady and firm. The demand is a little better. The whole market from the seller's viewpoint is in a very favorable condition. Good grades of Rio and Santos are scarce, particularly Santos. Mild coffees are also fractionally higher and are gradually working upward. The jobbing market on roasted coffee remains about as it was a week ago, but is gradually tending upward. The consumptive demand is fair.

Canned Fruits—The California peach market is firmer in standards, seconds and choice, with desirable counts getting more difficult to obtain. There is no large jobbing demand but Coast conditions and a lack of offerings at the source is being felt more keenly. Apricots are also doing better. Packers are in no hurry to quote on futures as the severe drouth makes the crop outturn uncertain and packing costs difficult to determine. The Northwest also is not anxious to name formal opening prices but some packers have quoted berries and the like on a tentative basis. Pineapple drags and is freely offered from second hands in all grades. Advices received recently from Hawaiian pineapple canners indicate the original estimate of production for 1924 has not been revised and that the output will be practically the same as in 1923. One of the large factors who is regarded as an authority, but who declines to be quoted, says "of course it is impossible accurately to determine in advance just what nature will do in growing product. It must not be overlooked that this spring a considerable quantity of sliced material has been crushed in an effort to take care of the demand for the later article." Apples are steady but in moderate demand.

Canned Vegetables—No change has occurred in tomatoes during the week, but here and there packers will shade possibly a 2½c per dozen on No. 2s and No. 3s. Most packers are holding for the full market prices. The demand is very light. California tomatoes are offered also at occasional shaded prices. Future tomatoes are not selling. In peas there is still a good demand for futures, but buyers and sellers are apart, particularly on Wisconsin brands. Spot peas continue firm and scarce throughout the line. Corn continues steady, meaning particularly Southern and Western brands. Prices are fully maintained. Fancy

corn is firm and scarce. Futures are quiet.

Salt Fish—Now that Lent is here everybody is expecting a good demand for salt fish. The week's demand in mackerel has been very good. There is no reason for any extraordinary demand, because the Lenten season opens late and the supply is ample.

Syrup and Molasses—Molasses has put in an active week. All grades are wanted. Prices have not changed for the week. Sugar syrup is fairly active and steady to firm. Considerable sugar syrup is now being exported. Compound syrup is also tending upward and most grades made a fractional advance during the week.

Beans and Peas—There is a rather dull market in most of the varieties of dry white beans. The feeling, however, is steadier than it has been. Marrow and pea beans show no change. Red kidneys took rather a wide range, according to quality. Green and Scotch peas are quiet and steady.

Cheese—Cheese is quiet, with unchanged prices.

Provisions—Lard and provisions are unchanged and are quiet.

Fruit Jar Prices—Opening prices on Mason fruit jars are slightly under those of a year ago. Opening prices are generally the lowest of the entire season, the policy of manufacturers being to advance quotations between April 1 and June 1. Year in and year out, therefore, the retailer makes a profit by getting his orders in early. It is also said that it costs from 15 to 25 per cent. more for the manufacturers to produce jars from June to September than during any other time of the year, this being due primarily to the increased costs arising from less than capacity operation of plants.

Paris Green—Opening prices have been named on the piece de resistance on the potato bug's menu. These, representing a decline of 4c per pound from former spot prices, are for delivery up to July 1, prices being guaranteed to date of shipment. In quarter pounds the quotation is 45c, with 43c on halves and 41c on pounds. In two and five pound packages the price is 39c, with 37c the figure on all other packages up to and including the fifty-six pound size. In hundreds, 35c is the figure, with 33c on three hundred pound packages. The usual differentials on lots of one and two hundred pounds apply.

Review of the Produce Market.

Apples—Standard winter varieties such as Spys, Baldwin, Jonathan, Russetts, 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—Extra creamery butter is in good supply for this time of the year. Quality running very good and prices settling lower each day. Local jobbers hold extra fresh at 45c in 60 lb. tubs; fancy in 30 lb. tubs, 47c; prints, 47c. They pay 20c for packing stock.

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

Carrots—\$1.75 per bu.

Cauliflower—California, \$2.75 per doz. heads.

Celery—75c@\$1 per bunch for Flor-

ida; crates of 4 to 6 doz., \$3.50@4.

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 \$3.50 for fancy and \$2.50 for choice.

Eggs—There is a great deal of trading in eggs at the present time. The quality is of the best and the market unchanged. The approaching maximum production season is causing prices to decline. Local jobbers pay 22@23c 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—\$1.10 per doz. bunches for Chalotts.

Honey—25c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

California Iceberg, per crate --\$3.25

Leaf, per pound ----- 14c

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, \$2.50 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.

Parsley—65c per doz. bunches.

Parsnips—\$1.90 per bu.

Peppers—75c per basket containing 16 to 18.

Potatoes—55@60c per bu.

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

Heavy fowls ----- 22c

Heavy springs ----- 24c

Light fowls ----- 18c

Geese ----- 12½c

Ducks ----- 17c

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

Spinach—\$1.90 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.

Purchase Flour To Cover Trade Requirements.

Written for the Tradesman.

The Government figures on country elevator and mill stocks, 90,396,000 bushels, were regarded as additional evidence that domestic consumption of wheat this year has been over-estimated, leaving more wheat to be cleared the balance of the season than was thought available. It is generally believed that wheat stocks in the hands of millers at the larger milling centers are also rather heavy.

Wheat instead of advancing in price

upon receipt of news of increase in tariff rates, has actually declined 1½ @2c, so it is very evident actual buying demand will have to be depended upon to increase the value of wheat or any other grain that is produced in all of the important countries of the world.

Were the United States the main world's source of supply of wheat, a tariff would prove much more effective, of course, than it possibly can be under present conditions.

The McNary-Haugen bill, now being considered by Congress, creates a \$200,000,000 commission and corporation, this money to be taken from the United States Treasury. Through these organizations the bill aims to increase the price in this country of wheat and other grains by the purchase of the surplus and marketing it abroad. This sounds very good, the joker, however, being that no foreigner will pay the United States more for his wheat than the world market; in other words, if Europe can buy wheat cheaper from Canada or Argentine than it can from the United States, the United States will not obtain the business, so the proposed export commission and export corporation will be obliged to market any wheat they purchase from the American farmer or elevator at a competitive price and if this corporation pays more for this wheat than the competitive price from other sections, a very definite loss will be sustained and if a loss is sustained, such loss is to be charged back to the parties from whom the export corporation purchases, so in the long run nothing will be gained, but, on the other hand, considerable lost, as additional departments will have to be created and salaries paid efficient men to operate them, consequently, in addition to any marketing loss, the corporation may sustain, must be added operating expenses.

The natural law of supply and demand is the only efficient price maker and the sooner the American people and the United States Government wholly arrives at that conclusion, the better it will be for all concerned. It is doubtful if the McNary-Haugen bill becomes a law; it will be exceedingly unfortunate and prove very expensive should it do so; even if enacted, we doubt if it would have any material influence on grain values; such influence would certainly be only temporary.

There is plenty of wheat in the country and, with only a moderate flour demand in prospect, we can see no reason for advancing prices; they should hold around present levels, however, as we haven't a burdensome supply.

We are now in a period of crop scares and some unfavorable reports are already coming in; these are to be expected, however, but, on the whole, it is doubtful if winter killing has been greater during the past season than in other years as an average.

Apparently the best policy for the flour and grain purchaser to pursue is to purchase to cover trade requirements. We cannot see where any material advantage can be gained by speculating under present conditions.

Lloyd E. Smith.

AUTOMOBILE INSURANCE

Changes Suggested as an Aid To Safety.

From the tallow-dipped candle to the electric light.

From the smoke signals to the radio.

From the ox-wagon to the automobile.

So fast has been the pace that we must pause and see if we are building safely and protecting ourselves from future calamity.

A railroad official who would put a man on a locomotive and order him to haul a train down a straight track guarded by block signals, telegraph operators, train dispatchers and gate tenders, without first knowing that that man had served in all the apprenticeship positions and finally undergone a rigid examination, would be deemed an inefficient official.

We permit a man to purchase an automobile and almost immediately drive through the most congested centers where men, women and children are crossing the streets without any guardians whatsoever. We permit people to continue in this exercise even after they have been arrested for careless driving and regardless of their ability to compensate to any degree the persons injured by reason of accident or recklessness.

Is it not time that every driver be compelled to give a bond or carry insurance to, in a measure, relieve those whom he has injured and repair such property as he may destroy.

Again should there not be a distinction in the cost of such bond or insurance. You see drivers going at fast speed, cutting corners and disregarding the rights of others obtaining their insurance for the same price as those who observe every law.

The auto insurance companies have seemingly lost sight of the ruling factors of life insurance companies and the agents write a policy for anyone on the same basis so long as the commission is to be had.

The insurance companies, by this method, have really placed a premium on carelessness and a handicap upon the man who is avoiding accidents with your child and my child. The insurance companies rates are based upon the losses occasioned by drivers of ability and drivers of no common sense whatever. You can imagine what your life insurance would cost if no examination was necessary and the maimed and sick were able to get insurance on the same basis as those who are physically competent.

Why not, then segregate the good, law-abiding drivers into a class by themselves, have different rates for different classes of risks.

There are people who have driven ten years without accident. Ask an insurance agent and he will say, Oh, that's just luck. You know he has been lucky to avoid accidents with some of the ruffraff drivers, but it has been more than good luck; he has not "hogged" the right-of-way; he has observed the rule of guarding the welfare of others, he has been driving a piece of property in which he was interested.

Ten hundred drivers that I know of,

in Grand Rapids have in over two years caused their insurance company a loss of ten per cent. of their premiums, while insurance companies insuring promiscuously any one who applies for insurance have reported to the insurance commissioner a loss ratio of from 41 to 50 per cent. of what was paid for the insurance.

Frank Gould.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 3—On this day were received the order of reference, adjudication and petition in the matter of Marine Wheel Co., Bankrupt No. 2439. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a corporation with its operations at Grand Rapids. It is the manufacturer of marine wheels. The case is an involuntary one and schedules have been ordered filed. Upon receipt of these schedules the first meeting will be called and the list of creditors given here.

On this day also were received the order of reference, adjudication in bankruptcy and the petition in involuntary bankruptcy in the matter of Electric Service Co., Bankrupt No. 2426. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a corporation doing business at Muskegon. Schedules have been ordered and upon receipt of the same the list of creditors and notice of first meeting will be given here.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Ollie Hall, Bankrupt No. 2444. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and has conducted a grocery store in that city. The schedules filed list assets of \$250, all of which are claimed as exempt to the bankrupt. The funds for first meeting have been furnished and such meeting will be held on March 17. A list of the creditors of the bankrupt is as follows:

| | |
|--|----------|
| Judson Grocer Co., Grand Rapids | \$272.89 |
| Lewellyn & Co., Grand Rapids | 121.68 |
| National Grocer Co., Grand Rapids | 126.94 |
| Wilson & Co., Grand Rapids | 82.04 |
| Swift & Co., Grand Rapids | 40.00 |
| C. J. Witkop, Grand Rapids | 75.00 |
| Abe Schefman & Co., Grand Rapids | 46.99 |
| Vandenberge Cigar Co., Grand R. | 31.06 |
| H. Freudenberg, Grand Rapids | 6.55 |
| Holland-American Wafer Co., Grand Rapids | 10.77 |
| Rauser Bros., Grand Rapids | 13.96 |
| U. S. Rusk Co., Grand Rapids | 4.93 |
| Hekman Biscuit Co., Grand Rapids | 68.00 |
| Wagner Bros., Grand Rapids | 18.00 |
| H. J. Heinz Co., Chicago | 5.13 |
| Yinkemulder Co., Grand Rapids | 11.26 |
| Hazeltine & Perkins Drug Co., Grand Rapids | 9.92 |
| Proctor & Gamble, Chicago | 8.70 |
| V. C. Milling Co., Grand Rapids | 24.65 |
| Voight Milling Co., Grand Rapids | 20.00 |
| Brooks Candy Co., Grand Rapids | 18.70 |
| Woolson Spice Co., Grand Rapids | 10.50 |
| Bell, Conrad & Co., Chicago | 94.21 |
| Christian Coffee Co., Grand Rapids | 13.94 |
| Mills Paper Co., Grand Rapids | 41.04 |
| G. R. Savings Bank, Grand Rapids | 200.00 |
| Van Westenbrugge, Grand Rapids | 26.70 |
| C. H. Heskett, Grand Rapids | 331.00 |

March 4. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of George Rigdon, Bankrupt No. 2445. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a millwright by occupation. The schedules filed list assets of \$3,612 (of which \$125 is claimed as exempt) \$3,000 of which is the face value of an insurance policy, and his schedules list liabilities of \$1,631. The court has ordered funds furnished 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:

| | |
|---|--------|
| Nels Christensen, Greenville | 400.00 |
| B. F. Norton, Trufant | 570.00 |
| Edgar Griswold, Harvard | 175.00 |
| Northern Kent Produce Co., Harvard | 200.00 |
| G. R. Growers Association, Grand Rapids | 100.00 |
| Dr. Harry Weaver, Greenville | 186.00 |

| | |
|---|----------|
| March 5. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Harry A. Adams, Bankrupt No. 2446. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the village of Sears and is a carpenter by trade. The schedules filed list assets in the sum of \$200, all of which is claimed as exempt to the bankrupt, with liabilities of \$1,288.20. The funds for the first meeting have been furnished and such meeting will be held March 21. A list of the creditors of the bankrupt is as follows: | |
| Evert State Bank, Evert | \$438.00 |
| Will Shores, Evert | 132.00 |
| Sanberg & Allison, Evert | 400.00 |
| Sherman & Benedict, Evert | 11.20 |
| Adrian Dewindt, Evert | 16.00 |
| Harry Traines, Evert | 150.00 |
| Geo. W. Andrus, Evert | 70.00 |
| Dr. Conover, Evert | 19.00 |

Frank Ferguson, Evert 52.00
On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Samuel H. Sawyer, Bankrupt No. 2447. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Hartwick township, Osceola county and is a farmer. The schedules filed list assets of \$7,895.00, of which \$220 is claimed as exempt to the bankrupt, and with liabilities of \$12,276.29. Funds for the first meeting have been forwarded and such meeting will be held March 21. A list of the creditors of the bankrupt is as follows:

| | |
|---------------------------------|-----------|
| Preferred tax claims | \$ 242.50 |
| G. R. Trust Co., Grand Rapids | 4,450.00 |
| Evert State Bank, Evert | 4,859.08 |
| Bell Bros., Wooster, Ohio | 1,132.86 |
| Geo. Wilson, Evert | 67.00 |
| D. A. Davis, Detroit | 77.00 |
| Struble Bros. Hdwe. Co., Marion | 15.00 |
| R. A. Denman, Marion | 33.30 |
| Morton Hardware Co., Marion | 59.50 |
| William Turner, Marion | 41.60 |
| Capital Fire Ins. Co., Lansing | 45.10 |
| Gleaners Fire Ins. Co., Detroit | 7.18 |
| A. K. Terrill, Evert | 125.13 |
| J. R. Decatur, Weideman | 12.35 |
| Francis Mapes, Marion | 12.50 |
| Marion State Bank, Marion | 1,840.00 |
| Sidney Cooper, Marion | 35.20 |
| Judson W. Roe, Evert | 7.00 |
| Sandberg & Allison, Evert | 128.00 |
| Evert Milling Co., Evert | 14.00 |
| Geo. F. Andrus, Evert | 35.00 |
| Levi Lambert, Evert | 328.50 |
| Leroy Exchange Bank, Leroy | 127.25 |
| Fleming Shoe Co., Evert | 13.50 |
| Dr. Carrow, Marion | 17.50 |

March 6. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Charles Palmer, Bankrupt No. 2443. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Saranac and is a plumber by trade. The schedules filed list assets of \$1,575.49, of which \$500 is claimed as exempt to the bankrupt, with liabilities of \$4,363.76. The funds for the first meeting have been furnished and the first meeting called for March 21. A list of the creditors of the bankrupt is as follows:

| | |
|--|----------|
| State, County and Township taxes | \$135.00 |
| Asa M. Burnett, Ionia | 1,300.00 |
| Roy Fleming, Saranac | 500.00 |
| Asa M. Burnett, Ionia | 400.00 |
| Rudy Furnace Co., Dowagiac | 550.00 |
| Richards Mfg. Co., Grand Rapids | 220.00 |
| Crane Co., Grand Rapids | 120.00 |
| W. C. Hopson & Co., Grand Rapids | 150.00 |
| Waterloo Register Co., Waterloo, Iowa | 40.00 |
| Brooks Oil Co., Cleveland | 33.75 |
| Brummeler Sons Co., Grand Rapids | 35.00 |
| Born Sales Co., Grand Rapids | 32.00 |
| Peninsula Stove Co., Detroit | 278.51 |
| Electra Lighting Rod Co., Chicago | 99.00 |
| Hayes Pump & Planter Co., Galva | 99.00 |
| Anderson Brown Co., Flint | 101.00 |
| Hayden Supply Co., Grand Rapids | 70.00 |
| Flint & Walling Mfg. Co., Kendallville | 50.00 |
| F. W. Engine & Pump Co., Fort Wayne | 150.00 |

March 6. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Lester C. Bernhard, Bankrupt No. 2448. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Muskegon and is a proprietor of a retail clothing store in such city. The schedules list assets of \$14,794.12, of which \$225 is claimed as exempt to the bankrupt, with liabilities of \$10,070.59. The first meeting of creditors has been called for March 21. A list of the creditors of the bankrupt is as follows:

| | |
|---------------------------------------|----------|
| City of Muskegon | \$193.27 |
| Schwartz & Kaufman, Flint | 1,734.97 |
| Goshen Shirt Co., Chicago | 273.18 |
| Mayer Shirt Co., Chicago | 138.41 |
| Advance Dress Co., Chicago | 168.75 |
| M. Fendman & Sons, Chicago | 38.00 |
| Hirsch & Weingart, Chicago | 31.00 |
| U. S. Cap Co., Cleveland | 52.00 |
| Eleazer Winakur, Baltimore | 318.00 |
| Rauh & Co., Cincinnati | 197.42 |
| Camill Co., Detroit | 45.34 |
| Transo Envelope Co., Chicago | 12.10 |
| Proudfit Loose Leaf Co., Grand Rapids | 12.65 |
| W. J. Brinen Lumber Co., Muskegon | 35.57 |
| Best Paper Box Co., Chicago | 17.00 |
| Braunstein & Judelson, New York | 1,136.75 |
| Louis J. Pinas, New York | 558.25 |
| M. Adams & Son, New York | 285.00 |
| Nathan Diamond & Co., New York | 276.50 |
| M. J. Kelson, New York | 353.25 |
| J. Stavelman & Co., New York | 200.00 |
| Isaac Walsoff & Co., New York | 213.00 |
| Seymour Dress Co., New York | 78.50 |
| Morris Saffer & Sons, New York | 273.00 |
| M. Rosen & Co., New York | 312.50 |
| Wilson Mfg. Co., New York | 99.50 |
| Levinsohn & Levinsohn, New York | 170.75 |
| M. Kolber, New York | 187.13 |
| Ginsburg Bros., New York | 270.00 |
| Enteen, Gross & Rosenberg, New York | 45.73 |
| Ellis Shirt Co., New York | 65.25 |
| Nathan Simon, New York | 140.75 |
| Walcoff Clothing Co., New York | 60.00 |
| Isaac Rosen, Muskegon | 24.00 |
| Phelan P. Wolf, Muskegon | 600.00 |
| Chronicle, Muskegon | 77.40 |
| Consumers Power Co., Muskegon | 60.00 |
| Courier, Hart | 26.40 |
| I. Rosen, Muskegon | 275.00 |
| United Home Telephone Co., Muskegon | 7.00 |
| Electric Co., Muskegon | 11.00 |

| | |
|------------------------------|--------|
| Hoyland Lemle Co., Chicago | 10.00 |
| Colton News Agency, Muskegon | 13.50 |
| Jalcoff Bros., New York | 75.00 |
| Simon Bros., Chicago | 700.00 |
| B. W. Co., New York | 5.50 |

March 7. On this day was held the special meeting on the offer of compromise in the matter of Smith Bros. Iron & Metal Co., Bankrupt No. 2078. The offer of Mr. Colitz, of \$3,000 cash, to be paid to the trustee in settlement of the pending suit in the Circuit Court of Appeals of the United States and for the interest of the trustee, was accepted by those present and the trustee directed to give deed therefor on receipt of the said sum. The meeting was then adjourned without date.

Mr. Garfield To Old Residents' Association.

De Land, Florida, March 1—Your favor of recent date notifying me that the Old Residents Association had chosen me to succeed Mr. Shedd as Treasurer, has just reached me. Of course, I cannot function until I return about April 1. If this will answer it will give me pleasure to carry on the duties largely because of my intimate relationship to Mr. Shedd and the joy it will be to link my name with his in the succession, and to become in an official way attached to Capt. Belknap, who has been my friend and lover for so many years.

The Association is a very useful one in our community and its membership should attract every eligible person in our city, and its environs. It should have a home provided by the county or the city, if it is only a desk in the municipality yet already we recognize the loss of many items of historical significance and value.

There are many matters of importance which are not recorded in any official calendars which, as the years go on, could be salvaged by our Association and put in a safe abiding place. It is a joy to meet each year, clasp each others hands and exchange in conversation pleasant items of happenings in our lifetime and have appropriate diversions, but it is more important to preserve through our records facts which will as years are added become of great and greater significance. It is also an important function of the organization to draw out from very modest people who shrink from publicity memories that are liable to be lost in the complex movements of our busy lives.

Another matter that has seemed to me to be an obligation upon us through a standing committee on necrology is to bring to the attention of our membership the passing on of choice souls whose names scarcely get any notice in our daily papers, but who have been excellent neighbors and friends in the community. In the early days of the Association this matter received greater attention, largely because there were not so many folks as we have now. But object lessons of kindness, loyalty, home lovingness and neighborliness can be brought out in our meetings as a stimulant to more thoughtful behavior. While we are saying good words for the pioneers who have passed on and whose lives have been useful in our community, we should be mindful of the current events which illustrate as we pass along the generous, thoughtful and prophetic spirit of many of our quiet, unassuming citizens whose good deeds are liable to be lost sight of in our busy shuffle of life.

I cannot close this message, my dear Secretary, without a word of appreciation in remembrance of our cherished comrade, Dana Shedd. His life among us has been a beautiful lesson of kindly and intelligent service. He and Mrs. Shedd have been devoted to our organization that should sink into our hearts as an example to be emulated by us all in the sweetest and most important relationship in life.

I regret that Mrs. Garfield and I will be too far away to join in the reunion scheduled for March 6. Our warm sympathies and good wishes will attend you. Chas. W. Garfield.

E. P. WHITNEY, PRES. AND GEN. MGR.

FRANK S. GOULD, SECRETARY

E. D. CONGER, TREASURER

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T. S. ROGERS, MERCHANT, JACKSON, MICH.
FRANK S. GOULD, GRAND RAPIDS, MICH.
FORMERLY OF THE WESTERN UNION
FRANK C. MORSE, MUSKEGON, MICHIGAN
SECRETARY BROWNE-MORSE CO.

MR. AUTOMOBILE OWNER:

From your experience as an automobile driver, you must acknowledge that there is a class of owners who are far better risks than others. This being true, why should we all be classed together and pay the same rate for our automobile insurance?

It is all wrong and the quicker we realize the seriousness of Automobile Insurance, and demand ample protection with straightforward, clean cut policies, eliminating the catchy and doubtful clauses, the better off we will all be.

Nearly three years ago, some of the leading business men of Western Michigan, realizing that they were paying the losses for the careless, irresponsible automobile driver, and not being able to secure preferred insurance from any of the present companies, organized the "Preferred."

The wisdom of this movement has been conclusively proven. Last year over one thousand of our most prominent citizens took advantage of "Preferred Insurance." The loss ratio since organization has been most remarkable, averaging less than 10% compared with 49% with other companies. Thousands of dollars have been returned to our policy-holders besides creating a reserve fund of over 100%.

This record should prove to any honest thinking person that there is a vast difference between a company that makes a careful selection of its policy-holders and a company that writes insurance promiscuously and is only interested in its commissions.

The "Preferred" policy is one of the broadest and most liberal written. Every element has been taken into consideration for the protection of our policy-holders.

The "Preferred" is not a mutual company. The policy is fully paid and non-assessable. As an automobile owner, you cannot afford to be without this protection. Before placing your next insurance, get in touch with us and know more about the "Preferred" policy.

Very truly yours,

E. P. Whitney
President

THREE COMMON CRIMINALS.

To the Tradesman it looks as though there are three men who should be promptly prosecuted in connection with the present upheaval in Washington, convicted and started serving long terms in Leavenworth prison—Doheny, Fall and McAdoo.

Doheny should be branded as a criminal because he is a self-admitted briber. He corrupted a Government official in order to accomplish a criminal act. The \$600,000,000 worth of property he claims to possess should be no barrier to his paying the penalty of his misdeeds.

Fall should receive similar treatment at the hands of the American people. He is the cheapest kind of a cheap thief. He betrayed the trust reposed in him by President Harding in appointing him to office and the confidence of the Senate in confirming him. He should be headed for Leavenworth with as little delay as possible.

McAdoo is the vilest character of the trio and should receive the severest punishment. Fully cognizant of the law enacted by Congress during the war that no public official should undertake to prosecute any case against the Government for two years after retiring from office, he accepted \$100,000 "retainer fee" for securing the return of \$1,000,000 to a steel company within a few weeks after his retirement. His connection with the Wilson administration and his conduct while at the head of the Treasury Department constitute the blackest pages in American history. No public official ever presented such a glaring example of incompetence, arrogance and utter disregard of the rights of the people.

The present investigation may unearth other criminals of a lesser degree, but enough facts have already been disclosed to justify the incarceration of Doheny, Fall and McAdoo for the remainder of their natural lives.

NOT ALL THE SAME.

This being a Presidential year and there appearing some unattached votes in the offing, it is natural to find much attention being devoted to the securing of these. Just now the farmer is an especial object of attention at Washington. By and large, there are a few million of him—and her. But not all the farmers have the same interests except as these are in common with the remainder of the population. All are, or should be, concerned in matters of taxation, for example, because all are affected by it. When it comes to other matters, however, the interests of one class of farmers is apt to clash at times with those of another class. Those who grow grain, for example, are anxious to get the highest prices for their product, but are just as solicitous in obtaining their cotton goods at the lowest possible price, regardless of what this may mean to the cotton grower. Then, too, the grower of corn, oats, rye or buckwheat is apt to look with equanimity on low wheat prices if these mean cheaper bread for him, provided the grain he grows brings a good price in the bin or on the hoof. The political way of dealing with these various interests is to give tariff favors to each, as a bone is

thrown to a dog, in order to keep them well disposed, no matter whether such favors are a real benefit or not, so long as there is an appearance of being well disposed. What is wanted is something that can be "pointed to" when a campaign for office is on.

An extreme case is that of the wool growers. They are classified with the farmers, although to most of the real farmers wool is only a by-product, and a very small one at that. The real persons in interest are a few owners of large flocks, with most of the animals grazing on public lands. But when these men are linked up with farmers in general, they form part of a large class and are able to exert an influence altogether disproportionate to what they should. They trooped in with the farmers when the tariff was in the making and were thus enabled to get a higher tariff on wool than any that had prevailed before, although this meant that over 90 per cent. of the farmers have been in consequence compelled to pay more for their clothing, blankets, etc., without any corresponding benefit. Emboldened by success, the wool growers have renewed their effort to secure higher prices for their product by urging a so-called Truth-in-fabric bill, which is applicable to wool alone and is designed to give a bad name to goods made up, in whole or part, of reworked wool. This measure was taken up before a Senate committee in Washington during the past week, when its absurdity and injustice were again shown. A law such as the one proposed has already been tried in one of the States and been found unworkable. There is no way of distinguishing, once a fabric is made, whether the wool in it was reworked or not. This opens the door to fraud. But, beyond this, it has been shown that certain varieties of reworked wool are better than some of the virgin wool and that some fabrics of the former are standards in their class.

BAD BANKING METHODS.

A certain bank recently added some new names to its board of directors. On being congratulated over the recognition thus given him, one of them recently remarked: "I thought I was assuming a position of trust and responsibility when I accepted the offer to become a director of the bank, but I now find myself a very much disappointed man. The directors are mere puppets who are expected to acquiesce in everything the officers have done during the previous week. Many of the things done by the officers are contrary to my ideas of good banking methods. Some of them smack of blackmail. I find the officers are using the funds of the bank (really the funds of the depositors) to feather their own nests and accomplish their own personal ends by means which I cannot countenance. I propose to enter a vigorous protest against the manner in which the directors are treated and the funds of the bank are being misused. If I cannot bring about a reform, I shall quietly retire."

The Tradesman heartily commends the conclusion of the director above referred to. Webster gives the definition of director as "one who directs."

Nothing is said about acquiescence. No man of backbone will consent to be a puppet in the hands of unscrupulous men who misuse their positions as bank officials to further their own private interests—to the detriment and disadvantage of regular customers of the banks.

CANNED FOODS MARKET.

Canned food distributors have not begun to make replacements on an elaborate scale, although during the past week there has been more interest in staples but only in fair sized lots, evidently to fill gaps in stocks until cars in transit are received. Canned food week made less of an impression in the larger cities than in smaller markets where projects of this sort are usually given more attention than in a cosmopolitan city.

That is a graphic picture the New York representative of the Tradesman presents this week in his description of the founding of the so-called Continental Buyers' Corporation. A man who acted as a street vendor selling fountain pens in the Bowery becomes over night the head of an organization and starts out men in all directions selling "service contracts" to retail grocers at \$300 per. Is it possible that these New York fakirs figure that there are enough demnition fools in the retail grocery business to make such nefarious practices profitable beyond the dreams of avarice? The Tradesman is actually ashamed to feel compelled to devote so much space to such cheap crooks, but unless it warns the grocery trade in advance, hundreds of retail dealers will be caught in the net so carefully prepared for their entanglement. When will the retail merchant learn that doing business with strangers is the most expensive experience they can possibly have and that the best friend of the retailer is the regular wholesaler who has an established place of business, an ample stock to draw from and a disposition to tide the retailer over the rough spots in his career? The jobber is in business to make money, the same as the retailer is, but he makes money legitimately without charging a service fee that is only another name for swindling.

Radio, installed in the Vatican, is to give the Pope personal communication with a large part of his vast constituency. The device is of particular significance in connection with the appointment of two new American Cardinals. The Pope has an eager, progressive mind, alert to all that goes on in the world, and even though he remains "prisoner of the Vatican," he will enjoy privileges of communication such as no predecessor had before or since the tradition of isolation was established. Hearing and being heard, he will be brought into an intimacy of personal relation with many of every creed across the seas; and it is not surprising that as he contemplates the project he is filled with enthusiasm for the far horizons which the radio will bring within his easy reach.

The worker who is constantly getting "fed up" usually has an empty head.

GOOD ROADS AND LESS TIRES.

From the point of view of the tire manufacturer, good roads are not an unmixed blessing. They have, of course, stimulated the demand for cars and therefore for tires, and in that way they are a wonderful help. But it must be remembered that the better the road the less the wear and tear on the tire. That is fine from the viewpoint of the owner of the car, but it also means that fewer tires per car in service will be sold. The elimination of a short "bumpy" stretch of road may more than double the life of the tires of the cars that customarily are driven over that particular route.

It is to be noted also that while roads are being improved all over the country the tire manufacturers have also been endeavoring to make better tires, and in this they have been highly successful. The two factors have thus been working together to cut down the car owner's outlay for new tires. It is the increasing use of cars rather than per capita consumption of tires to which the tire people must look for the growth of their business.

TOO MUCH INDIVIDUALISM.

The desire to do things on a scale commensurate with the bigness of their part of the country is responsible in some measure for the recent troubles among the banks of the Northwest. Every little township of two or three hundred people feels that it must have its own bank. The villages aspire to be cities too soon; they can't wait to grow up in the natural way, but try to force their growth by bringing paved streets, costly court houses and other public improvements in advance of the real needs of the communities. As a result, they are both overtaxed and over-banked. The banks may do well enough in a period of boom, but when the bubble collapses they go down too. It is partly the spirit of rampant individualism and of exalted local pride, that is responsible for the economic troubles in that part of the country.

HOME BREW RECIPE.

Chase wild bullfrogs for three miles and gather the hops. To them add 10 gallons tan bark, half a pint of shellac and one bar hard soap. Boil 36 hours, then strain through labor union sock to keep from working. Add one grasshopper to each pint to give it a kick. Pour out a little in the kitchen sink. If it takes the enamel off, it is ready for bottling.

It is curious what a mere search for facts can do in a propaganda-ridden world. The Dawes Reparations Committee has not even announced its findings, much less its recommendations for a settlement. Yet the pro-German propagandists, who thrashed about untrammelled for years, have during these last weeks been strangely silent. However sincere they may have been, they know their preachments were not based upon facts. Day in and day out they merely repeated: "Germany cannot pay such monstrous indemnities." Yet recent suggestions that Germany can pay the total amount have been received in stony silence. They are afraid the facts found by Mr. Dawes will confound them.

Late Michigan Mercantile News.

Holland—The Bolhuis Lumber & Manufacturing Co. has increased its capital stock from \$75,000 to \$200,000.

Battle Creek—William D. Farley has merged his furniture and undertaking business into a stock company under the style of the Farley Co., 37 East Main street, with an authorized capital stock of \$35,000, \$1,000 of which has been subscribed and paid in in cash.

Grand Rapids—The Michigan Table Co. has increased its capital stock from \$25,000 and 12,000 shares no par value to \$37,500 and 18,750 shares no par value.

Battle Creek—The A-B Stove Co. has increased its capital stock from \$800,000 to \$1,500,000.

Grand Rapids — The Wolverine Bumper & Specialty Co. has increased its capital stock from \$75,000 to \$175,000.

Hopkins—The Hopkins Farm Bureau Co-Operative Association has changed its name to the Hopkins Co-Operative Creamery Co.

Detroit—The Western Shade Cloth Co., 316 East Jefferson avenue, has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

Lansing—The Kraas Lumber Co., 106 Depot street has been incorporated to deal in lumber, building materials and kindred commodities, with an authorized capital stock of \$100,000, of which amount \$60,000 has been subscribed and paid in in cash.

Pontiac—The Western Home Site Corporation, with business offices in the Commercial & Savings Bank building has changed its name to the Western Home Site Company.

Grand Rapids—The Cabo Co., with business offices in the Powers Theater building, has been incorporated to conduct a general jobbing and wholesale business in auto accessories, parts, equipment, etc., with an authorized capital stock of \$25,000, \$1,000 of which has been subscribed and paid in in cash.

Flint—The Wright Tire Shop, 502 Genesee Bank building, has merged its business into a stock company under the style of the Wright Distributing Co., to deal in batteries, auto parts, supplies, tires, etc., with an authorized capital stock of \$25,000 preferred and 75,000 shares at \$1 per share, all of which has been subscribed, \$352.18 paid in in cash and \$24,650.82 in property.

Recent News From Michigan Manufacturers.

Grand Rapids—The Hayes Products Co. has removed its business offices to Grand Haven.

Kalamazoo—The Blue Ribbon Ice Cream Co. has increased its capital stock from \$30,000 to \$150,000.

Otsego—The Angle Steel Tool Co. will erect an addition to its plant. It will be 80x60 feet, one story high.

Buchanan—A receiver has been appointed for the Buchanan Leather Co., it is reported.

Muskegon — The Fitzjohn-Erwin Manufacturing Co. has changed its

name to the Fitzjohn Manufacturing Co.

Port Huron—The Fibre Products Co., with business offices in the Huner building, has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,700 has been subscribed and paid in, \$2,000 in cash and \$4,700 in property.

Detroit—The United States Sapoline Co., 463 Larned street, has been incorporated to manufacture and sell washing fluids, compounds, bluing, liquids, etc., with an authorized capital stock of \$5,000, of which amount \$3,760 has been subscribed and \$1,060 paid in in cash.

Grand Rapids—The Grand Rapids Felting Co., 323 Straight street, N. W., has been incorporated to manufacture and sell mattresses, pillows, bedding, felting, etc., with an authorized capital stock of \$35,000, all of which has been subscribed and \$20,000 paid in in cash.

Grand Rapids — The Protection Bumper Co., 20-8 Commerce avenue, S. W., has been incorporated with an authorized capital stock of \$6,000 preferred and 10,000 shares at \$1 per share, of which amount \$4,000 and 10,000 shares has been subscribed and paid in, \$4,000 in cash and \$10,000 in property.

The Weather as Stabilizer.

A year ago at this time there was some tendency toward overtrading. It will be recalled that last April the Department of Commerce found it necessary to sound a note of warning with regard to conditions as they were developing in the building industry. There was speculative buying and pyramiding of orders, along with other symptoms of a boom. So far this year there has been no recrudescence of these symptoms, and a number of business men express the opinion that the mild winter has been a tremendous factor in promoting stability. Had the weather been less favorable there would have been many interruptions to both production and consumption and the stream of merchandise distribution would have been blocked. This would have been followed, figuratively speaking, by spring floods when the channels of distribution were again opened. The open winter has resulted in a fairly even flow of goods, and the seasonal fluctuations, it is believed, will be less pronounced than usual.

Wise Men Say.

That little men have short tempers. That it is not work that kills men; it is worry.

That if you and your job are not friends, part company.

That the longer you live, if you live right, the less you will think of yourself.

That following the line of least resistance is what makes rivers and men crooked.

That determination reduces hard work to nothing, procrastination makes hard work out of nothing.

That to keep watching, to keep working, to let the brain and hand go together—that is the secret of success.

Armour's CANNED FOODS

For Quick Turnover

Armour's Veribest Corned Beef, Roast Beef, Deviled Meats, Pork and Beans, and Evaporated Milk have boosted sales for thousands of dealers. They will do the same for you. Stock these uniform quality products, display them on your shelves and counters—and then watch them move.

We use only the best in preparing these high grade canned food products.

ARMOUR AND COMPANY
CHICAGO



The Mill Mutuals AGENCY

Lansing, Michigan

Representing Your Home Company,

The Michigan Millers Mutual Fire Insurance Co.

And 22 Associated Mutual Companies.

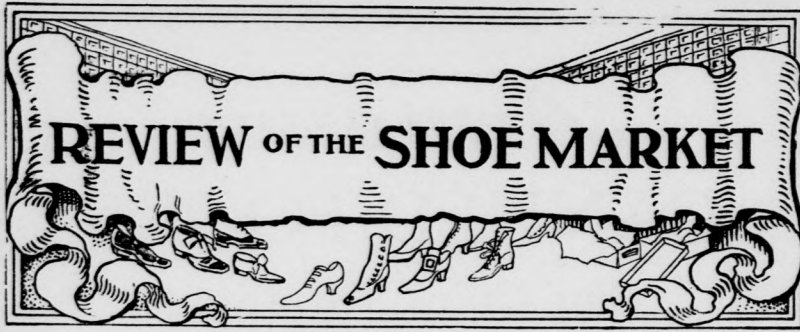
\$20,000,000.00 Assets

Is Saving 25% or More

Insures All Classes of Property

ROBERT HENKEL, Pres.

A. D. BAKER, Sec.-Treas.



Catering To the Trade of the Stout Woman.

Just how discouraging it is to the stout woman to daily be confronted by fashion articles, advertisements and talks which seem to claim that there are no fashions created for any figure but the extremely slim, is a question; that they would never believe this could they know just how carefully they are looked after by designers, merchants and establishers of style the world over is a fact.

Heads of well known Paris houses have told me that not only do they take extreme pleasure in designing for the matron, but that they prefer to see their creations worn by her rather than the flapper, as she brings her own air of sophistication and charm to the picture they wish to present.

When it comes to choosing shoes the stout woman is facing a very serious problem for first she must at all costs have a model which insures comfort, but she is no more willing to forego style than is her more slender sister. She seeks the specialty shop catering to her exclusively with some misgiving, but leaves it certain that she will be able to trust to those interested to equip her with a collection of models suitable for all occasions which will combine perfect fit, which means comfort, with appropriate style features.

Naturally the heavy woman will have more trouble with her feet than the slender one, so the merchant catering to her begins with a careful medical examination of the foot to discover exactly what peculiar features her shoes should have.

Two years ago, Lane-Bryant opened a shoe shop in connection with their specialty store which caters to the stout woman. That they sold to 20,000 women in one year showed how necessary such a shop was. When a new customer comes she is given an examination by the head doctor who has four assistants. The history of her case, should she prove to need a special last, is carefully taken and filed away for reference. When she is fitted with a shoe she is given the last number and may send in orders from out of town without again visiting the shop, should she care to do so.

It has been found that the size which is average in a shop catering to stout women, is 8 E, but the stock runs from triple A to triple E in all sizes, a wider range than is carried by a house carrying regulation sizes. Then, too, while the slender woman has practically discarded high shoes, except for hiking or bad weather wear, the stout woman clings to the high laced boot, 45 per cent. of the demand

being for the boot. The gaiter is also popular, 200 dozen pairs in a season being considered an average. The smallest gaiter sold in the specialty shop catering to stout women is the size known to the manufacturer as having extra wide tops.

As has been said the stout woman is not willing to forego style features, but she has the good sense to realize that extreme novelties are not for her. Designers, however, try as far as they are able to follow certain style tendencies, simulating strappings and cut-out work with skillful hands.

Naturally the extreme sandal type of footwear and the shoe with a high Louis or full Spanish heel is an unknown quantity in the stock of the "stout" shop. Every model, in fact, follows the lines of an oxford and it is interesting to observe how the general basic plan remains the same, the effect being widely varied by means of decorative style features.

For evening wear the stout woman is allowed a modified sandal and here models are found which follow, except for the low heel, the lines worn by the woman with a small foot. These shoes are not given hard wear and appear built on semi-sandal lasts. They are shown in gold, silver and multi-colored brocade, intricate strappings being a pleasing feature. The stock includes all the colors in vogue for general wear, save the high colors, such as scarlet, Chinese green or Belgium blue. For the stout woman the brightly colored shoe is taboo.

She may however, wear such popular shades as Jack Rabbit, although perhaps 31 is better, log cabin and the darker shades of tan and for summer the all white kid shoe. She may have combinations of leather, but should always avoid combinations of colors, as these have the tendency to make even a small foot look larger.

The biggest demand is for a regulation oxford, while next in favor come the already mentioned variations of it, the popular media for the semi-dress shoe being first, black satin, then dull black kid, with patent leather a successful third. These leathers and the black satin are staple at all seasons of the year, the heels being regulation military, baby Louis or low Spanish.

The stout woman is not willing to pay extremely high prices for shoes as she feels that no extreme novelties are planned particularly for her as they are for the slender woman, and often remarks, "Let my daughter have the expensive shoes, she has pretty feet." The stout woman, however, brings to the shop catering to her needs a greater volume of business than does the slender woman, for she

gives her shoes harder wear. Then, too, having her foot perfectly fitted is a great factor and when she finds the merchant who can do this she will return again and again, becoming, in fact, a steady customer and not "a floater," continually searching after new style. The steady volume of staple business is what makes the shoe shop catering exclusively to the stout woman a success. Great care is taken in choosing salesmen, men who have been selling shoes for some years being given the preference; no very young men are employed, and salesmen having some training in shoes with more or less corrective features are valuable additions to the force.

In the stocking department black hose lead, quite a different situation than is found in the regulation size trade; the second color in demand is for fawn or a dark shade of beige. Nude, sunset, flesh and other striking colors find no place here, but for evening wear gold and silver stockings lead.

Lenore McDougall.

J. D. Still Praising the City of Savannah.

Savannah, Ga., March 10—Savannah as a manufacturing city ranks high in Southern cities. It would be too exhaustive to try to enumerate all lines manufactured, but according to the best information find that there are something over seventy-five different factories. Some are small and the payroll accordingly small. The largest sugar refinery between Boston and New Orleans is located at Savannah. The largest cotton presses in the world are located at Savannah, and also one of the largest casket factories (burial) is located at Savannah. This city has also the largest fertilizer manufacturers in the world. There is a very large cigar factory here and the city is one of the largest tobacco shipping cities on the Atlantic ocean. The Diamond Match Company has one of its largest factories located here. In the manufacture of peanut products Savannah ranks very high, as it also does in the manufacture of salad and cooking oils. A very large amount of pine tar products are manufactured here, as well as turpentine, rosin oils, rosin pitches and rosin size. There is a large quantity of sea food canned in Savannah and transported to all parts of the world. Cotton seed oils, cotton meal, linters and hulls, cotton yarn, jute, burlap and cotton bags are manufactured in very large quantities. I could go on with a lot more, but some are not very large productions. Going back to the sugar refinery, it was our great pleasure to get a permit to visit the plant and while there we were fortunate enough to see the unloading of raw sugar from a vessel just in from Cuba. The cargo consisted of 40,000 sacks, each containing 300 pounds. I was interested to see the very unique way they unload. Each sack is sampled and

tested by two men—one an employe of the Government for the tariff rate and the other an employe of the sugar refinery. From the unloading we then were shown through the entire refinery and saw the sugar in the different processes it goes through.

We have told you in a former article of the shipping facilities of Savannah and want here to give you some idea of this. There are several very large terminals. They are built along the Savannah River. Some cover a great many acres, being large enough to accommodate twenty separate car tracks each long enough to run in as many as fifteen cars on each track and every facility to unload from cars to ocean boats. Products are thus shipped to all points in the world. While in one of these terminals we saw three carloads of Iowa potatoes, all in sacks, being loaded on an ocean boat for some foreign port—just where I could not find out.

Savannah has one high school for white pupils and two junior high schools, with an enrollment of about 2,800 pupils, and ten grammar schools with an enrollment of 8,000. For the colored population there are four grammar schools, with an enrollment of 4,000, and one junior high school, with an enrollment of 600 pupils. There are two public libraries, one for the colored and one for the white. There is one very fine Academy of Arts and Sciences, conceded to be one of the best in the country. Right at this particular season there is a very large migration of resort people returning North from Florida, and this town catches a great many, especially auto tourists on the way to coast town and cities North. The Board of Trade of Savannah is getting very active in putting out a large amount of advertising setting forth the advantages of the city of Savannah as an industrial city, as well as a winter resort, and there is now on foot a possibility of a very large exclusive resort hotel being built in Savannah; in fact, several years ago there was one started, but it only got as far as the foundation and some side wall construction. The location is very ideal, an artificial lake fed from springs in front. This may be taken up and brought to a conclusion. If it is, and is properly advertised, Savannah will in the near future become a very fine winter resort. The winter weather here is not so warm as in Florida, but the sunshine during the winter months—December, January and February—is certainly fine. The drinking water here could not be better. It comes from artesian wells, pumped direct into the water mains. There is no reservoir.

John D. Martin.

All Hope Gone.

A man worked and saved all his life to accumulate enough funds to start a magazine. The magazine was not a success. While he was deploring his non-success a funeral procession passed by. He went to the window and exclaimed, "Great God, I believe that is our subscriber."

Herold-Bertsch Shoes

More Wear  Per Dollar

Famous Black
Gun Metal Shoe

A favorite of thousands.
Extra wear, extra value.
Roomy, good-looking
sturdily made to the
last stitch.

Moderately
priced.

Farmers Prefer Dependable
H-B Shoes

For 30 years our skilled shoemakers have been satisfying the middle states farmers with Dress and Service Shoes combining good looks with exceptional wearing qualities. A complete line for men and boys, including the H-B Hard Pan that wears like iron. Fairly priced, easy on the feet and pocketbook.



Herold-Bertsch Shoe Co. Grand Rapids, Mich.

This, That and the Other.

Battle Creek, March 4—It seems that the railroads are becoming more diplomatic and have expressed a willingness to allow Congress to reduce the taxes on automobiles in the hope that when the fight comes on the Esch Cummings amendments there will be less interference on the part of auto manufacturers and users.

Too bad they couldn't have thought of such possibilities when they turned down the request of a quarter of a million organized commercial travelers—all of whom have more or less influence over the routing of shipments—for a mileage book at a slight reduction from regular fares which are about 80 per cent. above normal.

The Detroit, Toledo and Ironton railroad, having earned satisfactory dividends for the past year, has made another application to the Interstate Commerce Commission for the privilege of reducing freight and passenger charges, which will probably be denied, for the reason that some jerkwater road, somewhere, and which has out-lived its usefulness, is not making a satisfactory financial showing.

As an economic measure it might not be a bad scheme for the Federal Government to buy up and junk some of these non-profit earning lines, and restore reasonable rates to the masses, by a reduction of rates elsewhere, which would be of far greater benefit to the public at large than any revision of income taxes could possibly accomplish.

All users of sugar will remember that when it was claimed that the tariff was responsible for the high price of that commodity, the commission gave out the pronouncement that the machinery of their organization was so ponderous and complicated it would require at least six months to make the necessary preliminary investigation before such a reduction could be considered.

The same commission, however, on Nov. 26 last, did take up the question of an increase in the tariff on wheat and now announce that they are ready to report. All this in less than half the time which would be required to look up the sugar affair.

Perhaps the threat of such an investigation might have had its influence on sugar prices and anyhow, if they had started at the time, they might have been part way to a final conclusion. There have been so many investigations on this sugar controversy that past experience might have proven an aid in hurrying forward action at this time.

I am heartily in favor of a revision of the schedule of compensation for postal employees. They have been patient and efficient in the face of all conditions, have never indulged in a threatened strike and have only asked fairly for a modest increase in pay. They must possess intelligence and ability not necessary in the trades, which pay ever so much better, have a responsibility which is almost immeasurable, and the aggregate of their requirements is nominal. Let them have a boost and prove to the world that the American public appreciates efficiency and fair mindedness.

According to the State Fire Marshal there "ain't goin' to be no more Fourth of July than a rabbit," this year. Never again are we to hear the eagle screech or watch the pin wheel buzz. And to think the State Fire Marshal is never again to earn one of those good, old-fashioned "shin plasters" through his efforts in weeding the onion bed or hoeing potatoes, said "shin plaster" being for purposes of transformation into the festive fire-cracker.

No more fire crackers, grasshoppers,

pin wheels and sky rockets.

My! What a time the village marshal is going to have from 2 a. m. on the morning of the Fourth until daylight on the morning of the Fifth, regulating young patriots and correcting the practices of Volstead "scoflaws."

Must this thing be? Must the youth of the country be deprived of that inalienable right—possibly not guaranteed by the constitution—but the custom of more than a century?

A Fourth of July without fire-crackers! Imagine a circus lemonade with the "red" omitted.

Why cannot we compromise? Let me suggest that a vigilance committee, made up of "dads" who, never having celebrated a Fourth of July, marshal these boys and girls, proceed to the village green and blow off the top with a vengeance, but under strict fire regulations.

And then let another committee segregate the cigarette users for the same period and compare notes.

Of course cigarette, butts never caused any fires day in and day out of the 365 or 6.

But above all see that the celebration of July Fourth occurs on that anniversary and not a week or two prior thereto. The fire cracker kind, I mean.

The youth of to-day enjoys many privileges which had not been invented during the days of their ancestors, some of which might very properly be curtailed, but let's find some way of keeping up the spirit of '76 without any unwarranted destruction of property.

Some of the "big boys" may know how.

Many times we hear the statement that the salary measures the amount a man earns, but nothing is more erroneous. The salary only measures the earnings from the point of the person who pays it. Frequently we hear the statement that "that man is worth so and so," but again it only places a value from a viewpoint other than the one who receives it.

The man who receives the salary is usually earning more than he is getting, and it is for this reason that his salary is paid so cordially. While this is, or should be true, and he does not receive at the time the excess which properly might be attributed to him, he is laying a foundation for the future and something that is bound to be considered in a final analysis.

But at the same time if he possesses self respect, he receives in satisfaction much more than the imaginary difference referred to, and he feels that which is worth more to him in after life than mere pecuniary gain.

Frank S. Verbeck.

Seeks Aid of Wives and Mothers.

One of the well-known local specialty stores is trying out a new idea for bringing business to the mens departments. Realizing that many women are as proud of their husband's appearance as their own, the store in question is sending to its feminine charge customers a letter that sets forth the newest things it is showing in men's wear. The letter begins by asking their good services in bringing to the attention of the male members of the family the store's various offerings for men. It then stresses the fact that the same satisfaction may be obtained by men who shop there as they (the women) have obtained in buying merchandise for themselves, and goes on to point out the newest style trend in men's clothes and furnishings. Enclosed with it are samples of an attractive Spring suiting, an English calfskin leather and English broadcloth shirting.

Suit Orders Continue To Grow.

The interest of retailers in women's suits continues, to the surprise of some merchants who figured the demand was only a flash in the pan. Some manufacturers have orders for some time ahead and a few are quoting from 3 to 6 weeks delivery. Consumer response as outlined for spring, has been good, and with the real season about to open, reorders are expected to shape up well. Hairline twills in tailored effects remain the most desired types.

A new note is the use of braid trimmings for some of the garments. Sport suits, with not so severe lines as the O'Rossen model possesses, are in demand, with tweeds the leading fabric used.

Death should not be feared. But it is a fear to the man who has been negligent of the future.

The more a man knows the less time it takes him to tell it—most good speeches are short.

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Better Days Ahead for the Farmers.

Agriculture came out of winter quarters just a trifle early in January, and so early garden truck from Texas across to the Atlantic Seaboard was badly hurt in some localities by frost and freezing as were citrus fruits in Southern California, Louisiana and Florida. Meanwhile, there is much snow in the higher altitudes of the Rockies and the Sierras with consequent promise of abundance of water for irrigation this summer.

Growing wheat suffered from winter killing from the Western lines of Oklahoma, Kansas and Nebraska, Eastward through Illinois and Indiana. While the damage was severe, it was mostly in spots and, at this writing, most of the winter wheat belt North of Texas is covered with a protective blanket of snow.

The most cheering feature about the general situation is the upward trend of prices of farm products, and the slow rise of the purchasing power of agricultural commodities, all due to the natural working of the laws of supply and demand. There are less sheep and cattle on the ranges than five years ago; and so prices are on the upgrade.

On the other hand, there were more hogs bred in 1923 than ever before in the history of the country, and their prices have suffered accordingly.

Enormous shipments to market indicate clearly that the farmers are liquidating their stock of hogs rather than feed them on high-priced corn. This in time will bring higher figures, as the supply decreases.

Wheat continues strong, though not very high in price, despite the competition from the Argentine and Australian crops which are now coming on the market. This competition, however, is felt only in restricting exports. The quality of wheat raised in 1923 is not of high average grade, especially in some of the spring-wheat states, which tends to keep up the price of the marketable grain; so likewise in corn—there is about 10 per cent. of the crop of last year which will never be gathered, because of being seriously damaged by late frost, and which will

find its use in silos. Also there is a good export demand for corn at present; so corn is high.

Now there is nothing to reduce the price in the immediate future of any of these staple farm products that I have cited, but rather the reverse. This is true likewise of cotton, for if the domestic consumption from August 1, 1923, to February 1, 1924, fell off, compared to the similar period of the previous twelve months, this loss was fully compensated by a corresponding increase in exports. So if the present rate of both foreign and domestic consumption continues, the real problem will be to make the supply fit the demand—always bearing in mind, however, that the "nigger in the woodpile" is the extent to which the consumer will go on paying for fabrics based on the present high price of cotton.

One way of solving this problem is for the manufacturers to take a smaller percentage of profit in the way of a lessened spread between the cost of production and their selling prices, that they may keep their mills well employed, rather than run on shortened time; and there is a possibility that it still may come to this.

On the whole, the country is making some approach to the solution of that fundamental problem of the relation of the price of farm products to those of fabricated materials, for there does not seem, at present, to be any reason why the prices of manufactured articles should show enhancement in value in the near future, save in such a few commodities as cotton textiles, for in practically all lines, productive capacity is far in excess of any likely demand.

So true is this that prices were sustained last year only by the device of suiting output to demand. In grains we have had large yields almost uninterruptedly for a number of years, so that the sure cycle of an occasional poor harvest is not among the impossibilities of the situation.

The evening up of the prices of things agricultural and things industrial is a matter of slow evolution, but unless all signs fail, better days are ahead for the farming world, as prices

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Meanwhile, the business of distribution is gauged largely by the nature of local conditions. Business is extremely good in Texas because of the great volume of spending money brought by a cotton crop that is about 40 per cent. of the total production of the entire country. It is quiet in the soft coal mining regions of Illinois and Indiana, where mines are on short time when not shut down. It is fairly good in the hog and corn raising sections of the Middle West, despite the low price of hogs. It is brisk in the great cities where building is most active and factories are fairly well employed, though this varies much in different industries.

Archer Wall Douglas.

German Buying Power.

Reports of travelers recently returning from Germany that that country is making substantial industrial progress in spite of political troubles gain some confirmation from the detailed figures of the year's trade with Germany published to-day by the Department of Commerce. During 1923 Germany sold the United States goods with a total value 38 per cent. greater than in 1922. In most cases last year in which imports showed heavy gains this was due to larger shipments of raw materials to the United States.

This was not true in the case of Germany. We receive few raw materials from that country one of the most important being potash. Last year, however, the value of our imports of this commodity from Germany fell off 43 per cent. On the other hand, there were big gains in imports of laces and embroideries, chinaware, and cotton clothing. It is especially significant that dye imports fell off 20 per cent. While our exports to Germany showed a much smaller gain than did those to Great Britain and France, they reflect a better economic condition as compared with the previous year. Germany bought very much less grain, but considerably more lard, bacon, and cotton from us than the year before. She raised good grain crops and was in a better position for buying meats. Germany also bought more tobacco than the year before, and more typewriters and adding machines. All these things point to her higher purchasing power.

Idea That Business Moves in Cycles.

It is customary for some of the ultra-conservative to refer to the business cycle as a "fad." If they mean merely as a means of working out market tips they are right, but if they assume that the theory of the cycle is a new-fangled notion or that an accurate knowledge of the cyclical movement is of no value in gauging the general trend of business during coming months they are wholly wrong.

Over a century ago it was not unusual for financial writers to speak of business moving in "circles." Sometimes the recurrent swings were referred to as "vibrations." The fluctuations in business, for example, were very pronounced in the first two decades following the Napoleonic wars. Bankers and merchants were quick to perceive that undue buoyancy

quickly yielded to severe depression. We find one writer in this period complaining to the Secretary of the Treasury that "these vibrations inflict evils which do not close with mercantile speculation; they tend to unhinge and disorder the regular routine of commerce and introduce an one moment a spirit of wild and daring speculation and at another a prostration of confidence and stagnation of business." It appears, then, that if the idea of the business cycle is a "fad" it is certainly a very wild one.

Taxation.

Tax the people, tax with care,
To help the multi-millionaire.
Tax the farmer, tax his fowl.
Tax the dog and tax his howl.
Tax his hen and tax her eggs,
And let the bloomin' muddsill beg.
Tax his pig and tax his squeal,
Tax his boots, run down at heel;
Tax his horses, tax his lands,
Tax his blisters on his hands.
Tax his plow and tax his clothes,
Tax the rag that wipes his nose;
Tax his house and tax his bed,
Tax the bald spot on his head.
Tax the ox and tax the ass,
Tax his "Henry," tax the gas;
Tax the road that he must pass,
And make him travel on the grass.
Tax his cow and tax the calf,
Tax him if he dares to laugh,
He is but a common man, so
Tax the cuss, just all you can.
Tax the laborer, but be discreet,
Tax him for walking on the street.
Tax his breath and tax his meat,
Tax his shoes, clear off his feet.
Tax the payroll, tax the sale,
Tax all his hard-earned paper kale;
Tax his pipe and tax his smoke,
Teach him gov'ment is no joke.
Tax their coffins, tax their shrouds,
Tax their souls beyond the clouds.
Tax all business, tax the shop,
Tax their incomes, tax their stocks;
Tax the living, tax the dead,
Tax the unborn before they're fed.
Tax the water, tax the air,
Tax the sunlight if you dare.
Tax them all, and tax them well,
Tax them to the gates of hell.

Time To Act.

Suitor—Mr. Perkins, I have courted your daughter for fifteen years.
Perkins—Well, what do you want?
Suitor—To marry her.
Perkins—Well, I'll be damned. I thought you wanted a pension or something.

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Why the Merchant Needs No Class Legislation.

McCarron (Sault Ste. Marie), March 5—I have read your paper with a great deal of interest and have received a great deal of benefit by doing so when I was a grocery clerk and when I went into business for myself. One thing I have liked is the fact that you have been strong for the protection of business and a fair deal for the business man at all times. There is one thing I want to call your attention to and I believe you can do something to combat the evil or else you will know what can be done or can't be done. For instance, I sell a restaurant keeper groceries for his tables on credit and he, in turn, feeds some groceries that he owes me for to one of his boarders and the boarder jumps his board bill or refuses to pay the same. Mr. restaurant keeper promptly has him arrested and lodged in jail until he does pay and when I ask Mr. restaurant keeper to pay me and he refuses to do so, I can only attach anything that is loose. I maintain that a grocery bill should be collectable, the same as a board bill. By groceries, I mean that edibles should be collectable. Business would then be done 10 per cent. cheaper, because there would then be no losses to add to the burdens of the grocer.

Let me hear what you think about this matter. T. H. Storey.

The hotel landlord has to trust a guest to some extent because it is not customary to ask a hotel patron to pay in advance, especially if he is accompanied by baggage of some apparent value. The guest without luggage is usually expected to pay in advance before he receives a key to the room he is expected to occupy. This practice is as old as the hills. If any guest who is accorded accommodations on the strength of his baggage undertakes to slide out without meeting his obligation to the hotel, the law steps in and protects the landlord by prosecuting the defaulting guest at the expense of the county. The only reason the grocer stands in a different position is because he does not take the same precautions to protect himself against irresponsible customers which the landlord does. His goods are his own. He does not have to hand them out indiscriminately. They are equivalent to cash. When he goes to the bank to borrow money, the bank exacts a statement of his possessions and his liabilities. If he fails to pay and the bank finds his statements are false, the bank can proceed to collect in identically the same way the hotel landlord does—at public expense. The same course is open to the merchant. If he uses the same precautions the banker does and exacts a written statement from the landlord or restauranter and the latter default in their payments, the merchant can invoke the aid of the law if any statement made by his debtors is found to be false.

The entire difficulty lies in the laxness of the merchant in selling goods to irresponsible people without first taking the same precautions the banker and landlord take to protect themselves against irresponsible customers.

If a banker handed out money to entire strangers as carelessly and recklessly as merchants hand out goods on credit, he would be in the bankruptcy court inside of a year. The merchant is in absolute control of the situation. As before stated, he does not have to cater to people who

do not propose to pay. His goods are his own. If he uses the same caution in handling credit customers that the banker does in loaning money he will seldom have to resort to the law. The merchant who wants special laws enacted to do for him what he can do for himself will not be behind the counter of his own store very long.

Liability Should Attach For Fire Carelessness.

There are not nearly so many fires in Europe as in the United States, and it has been demonstrated in this country that by watchfulness damage from flames can be reduced.

The great manufacturing corporations do not suffer so much from fire now as they did at one time. This is especially true of the cotton mills. What watchfulness will do to prevent destruction of property by fire was also shown in France during the war. Hundreds of millions of dollars worth of supplies for the American Expeditionary Forces were stored in huge wooden buildings.

Fire-fighting equipment like that used in American cities was not available. Yet this property was thoroughly protected from flames just by the use of care, enforced by army discipline.

There are a few simple suggestions which, if generally followed, would save us from the greater part of our annual fire loss. Matches and cigarettes should not be tossed about heedlessly.

Fire extinguishing apparatus should be installed wherever there is a possibility of flames appearing. Inspections should be made of property exposed to fire hazard.

In buildings where many persons are employed fire drills should be held, so that, in case of emergency, all can be removed to safety quickly and steps taken promptly for extinguishing the flames.

Even if you are indifferent to your own safety and are willing to run the risk of the destruction of your own property by fire, you have no right to endanger the lives and property of your neighbors.

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Linen is the aristocrat of all textiles. The history of linen is a history of the development of a man's material comfort, his technique and inventive skill and also a record of his development in science and art as regards the use of designs, motifs and colorings.

There are two kinds of textiles, animal and vegetable. Wool and silk are animal textiles and cotton and linen vegetable. Linen is the oldest textile and its use goes back ages beyond recorded history.

The reason that linen is the aristocrat textile is because of its cleanliness. In literature, religion and art, you will find linen has become the symbol of purity, virtue, righteousness, beauty and cleanliness.

It is due to the fact that it is the most cleanly fabric conceivable. It is the only vermin-proof fabric. Vermin will infest wool or cotton, but not linen. Therefore, it is symbolic of purity of heart, purity of mind and cleanliness of living.

We speak of linen as "damask." Damask is not a fabric but a pattern. Damask is synonymous of that high quality of all linens, symbolizing purity and sanitation.

John W. Thompson.

More Objections to "Glos."

Collective action against the term "glos" to designate artificial silk, in the form of a protest meeting, is predicted. Since the word was first suggested, it has met with little favor among the producers of the fiber or the trades which use it. Action on the name has yet to be taken by leading trade associations. The National Retail Dry Goods Association, which initiated the movement for a new name, however, has officially approved it. Typical of the objections raised were those expressed by H. S. Meritzer, an artificial silk dealer of New York City. He said neither "glos, glosola or shinola" is a suitable name for artificial silk. "Glos," he declared would strike one as an excellent name for a preparation used by youths for polishing their hair. He deprecated the belief that the use of the words artificial silk led to retail misrepresentation, unless this was brought about by lack of actual knowledge by clerks. "Pure" or "natural" should be used, he suggested, where real silk figured in transactions. He advocated that the name of the fiber remain artificial silk.

Black Satin a Style Favorite.

Black satin as a fabric for coats, suits, hats, dresses, handbags, slippers and scarfs is said to be in growing favor in high-priced merchandise. The weave has received leading style sponsorship, and some of the leading retailers here are beginning strongly to feature apparel made of it. Tailored black satin suits are being shown in

the O'Rossen model with either single or double breasted jackets. To accompany them are white satin or lacquer red blouses. In the satin coats the models follow the straightline effect in wrap-around fashion and are trimmed with short-haired furs. The dresses are styled in the chemisier fashion, lace trimmed, the greater number being beltless.

Has Pocket Calculating Device.

Among the new things in office labor savers to be offered here is an imported calculating machine that operates without keys and that is small enough to be carried in a coat pocket. It is like a notebook in shape and comes in an attractive genuine leather case. The device is two-sided, adding on one and subtracting on the other. It is said to be the only calculator with a separate mechanism for automatic subtraction. It also multiplies and divides, performing all its functions without the use of wheels or springs. It can be "cleared" by a simple single action. The device is guaranteed for two years and sells at \$15.

Don't get into a rut. With all the trade papers available for reading about new goods and new methods, the rut is easy to avoid.

Some merchants are worse naggers than the wife of a henpecked husband. The man who is like that cannot get or keep good help.

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FAMOUS FLORIDA FEATURES.

Which Commend the State To Mr. Garfield.

De Land, Florida, March 1—I am always interested in the individuality of a school, a store, an industrial establishment, an administrative office, a market or a city, and, having an enquiring mind, almost every day when away from my own city I have acquired the habit of applying simple tests at the risk of becoming a sort of nuisance. I stepped into the Commercial Club here soon after my arrival and an alert lady attendant was at my side in a moment, enquiring if I was a tourist and smilingly offering the service of the Club in any possible way to make my sojourn in the city interesting. She suggested things I might do in the way of diversion. I tested her resourcefulness by asking for and about things which I thought might be without the limitations of the office and brought out expressions of regret, but never without suggesting some definite course to pursue to secure the desired information offering the use of telephone stationery, etc. I was delighted and the town itself was given a charm through this expression of kindness.

Yesterday was town meeting day and to satisfy my curiosity I stepped into a polling center and watched the people. All hats were off upon entrance to the room, the utmost graciousness was expressed by the officials and the recipients of the courtesies. People who have never met accost each other pleasantly upon the street. I was delighted with the treatment received at the bank I entered to make an enquiry which resulted in the opening of several accounts by members of our party and making the institution a down town headquarters for us. Loyalty to one's city or the administration of a college or business always warms our hearts. I recall an interview with a school man from the Pacific slope who visited the normal schools of Michigan in search of desired information. I asked him how well he was pleased and he made commonplace remarks about each and then said, "Have you ever been a visitor at the Western Normal in Kalamazoo?" I assured him that I had been there often, when he said: "I have never seen such an exhibition of loyalty in any educational institution I ever visited. I was passed on from one department to another and in every case I was asked if I had seen the president and was told that I must not miss an interview with him, for all the progressive measures of the institution originated with him and there never was such an executive." This type of loyalty makes for the highest efficiency. Kickers and knockers of the managing personality, whether it be manifested in colleges, commercial organizations or municipalities, work havoc with the administration. So when I came into De Land and found everybody commending the president of Stetson University I felt the strength of this loyal support was in itself a builder of competency.

I love a booster, even if his optimism carries him into the realm of the dreamer. The other day on a railway train we were approaching a town through an attractive environment and I exclaimed, "I wonder what is the name of this town?" Before the trainman bawled out the name of the station, a husky lad arose from a seat in front and turning around with a beaming face said, "This town is Winter Garden. I get off here at the best town in Florida. We are proud of it and we are it." I was in no mood to criticize his slang and replied, "Thank you, my boy, you're a peach." As he passed out of the door he turned, waving his hand and said, "We are growing to beat the band. Just see that

row of new buildings. Drop off sometime when you pass through. We will welcome you in the right way."

This is the spirit that makes a town attractive, a neighborhood seductive and a home a treasure.

I am more impressed every year with the importance of city and country planning hand in hand. The automobile has practically annihilated distance when people live fifty miles from the church they attend and a business man rides daily twenty-five miles or more to his office. This brings a wide range of the countryside into daily contact with the townspeople and furnishes the opportunity for a closer relation between the man of affairs in the city and the husbandman of the country, and all plans for betterment should involve both areas. The points of view of the obstructionists on both sides are similar. The city man wants nothing to interfere with his individual business. The "other fellow" must look out for himself. The good of the whole is made subordinate to greediness for the individual or corporation, and the question in connection with any suggested change is, How will it affect me and my affairs? The farmer, on the other hand, argues: "I have to get a living and I am not obligated to make the country beautiful for the city folks to enjoy. Why should I sacrifice my harvests in order to give the auto fellows fine pictures to look at?" He forgets that he is an auto fellow himself and that pictures in grass, woods, golden fields and embellished roadsides with the common billowy clouds and stretches of blue sky may mean as much to him as to any "city feller." How possible it is in any comprehensive plan for city and country to augment the elements which appeal to the emotional and spiritual life without reducing the ability to "rake in the shekels." All this is suggested by numerous illustrations in traversing the country both North and South.

I am impressed with the importance of finding some ground cover for the open yard spaces about dwellings and public buildings. They use Bermuda and St. Augustine grass, neither of which is at all satisfactory. With the abundant rainfall it would seem quite possible to bring out some member of the grass family which would make a good turf. There is nothing I miss more than our lovely June grass lawns. There are an abundance of rampant growing trailing plants indigenous to this climate which would make attractive ground covers and would not have to be mown if suitable grasses can not be found, and I wonder the gardeners have not adapted some of these to the lawns and open spaces. The elements are all here to make this whole peninsula a garden, but the development is in a transition state and nothing has the finish that characterizes Southern California. There is evidently a wealth of native plants which can be used without importing any exotics to make this country strikingly beautiful. In catering to the tourist trade, which is by far the most important crop to encourage in the State, it is incumbent to utilize the native growing things in the artistic development of the landscape and to put more art into the embellishment of private and public grounds. The railway stations can be made the best kind of an advertising medium by giving them the charm obtainable through the service of the landscape gardener.

I have, during recent years, since the automobile has become dominant, watched the growing method of selling soil products at roadside stations. Near our own city several fruit farmers have sold their whole output from stands on the highway and in Northern Michigan the sale of cherries in fancy packages to the tourist trade has proved to be a very lucrative method.

In California I was impressed by

the touch of art in establishing these wayside markets and the passerby would slow his pace just for a lingering view of the picture. I have noted these stations in Florida. There has been no charm to them in the display of products, but even at their worst they are a great improvement over the unsightly billboards. Speaking of billboards, reminds me that cities in advertising themselves in the display of an open book of colossal proportions with legends and statistics displayed in bold type upon the pages are open to the severest criticism, usurping positions in which they obstruct the view of country scenes with attractive attributes and neutralize any value in enlightening the public by the ruthless display of bad taste.

The Florida lakes are the crowning element of beauty in most of the country reaches, and the purity of the water, the accompanying bird life, the attractive margins and the lovely reflections from the mirror surfaces give a charm to rural scenes unrivaled in any country I have ever visited.

Charles W. Garfield.

Booming Michigan on Other Side of the World.

Yokohama, Feb. 19—Some one has said, "Oh, you can't see anything in two days in Honolulu." That depends on how energetic you are. If you want to have some real fun, you can spend two hours at Waikiki Beach, riding or trying to ride the surf boards for two dollars. One of the boys will furnish you a board. They are about 10 feet long and 30 inches wide and 4 inches thick, round on the end and bottom rounded. He goes with you out to the breakers. You lie on the board and as a breaker comes in he gives the board a shove and you stand up and ride in on the crest of the wave. After three or four attempts I was able to stand up for twenty feet. It is exciting sport.

Then you can in two hours drive out to the Aica Sugar Co. to see the hundreds of acres of irrigated sugar fields, with the mountain water brought down in pipes across the valleys and great ditches to carry the water down to the fields on the lower lands. It takes big tractors and heavy plows for the ground is heavy. The railroad runs through it to load the cars with cane for the sugar mill.

Then you can in an hour drive to Pearl Harbor, where the Government has large dry docks and mammoth shops for all branches of building and repairing the naval boats. On the road back you can stop at the Leper Detention Hospital, where lepers are kept for a year to see if they can be cured before being sent to the Leper Island. Some of them are cured and go back to their families. Their friends can see them, but are kept twenty feet away by two wire fences. When we drove by there were several friends talking to the inmates. It is a pathetic sight—a year to know if you can get back to your friends or go to what to me would seem a living grave.

Many of the wealthy families are descendants of the missionaries who took up land in the early days which had no value at that time, but as the city has grown and as the sugar cane has developed these lands have become valuable. They have not lost their missionary spirit, for in a city whose population is about 100,000, there are only 12,000 whites and at their yearly Welfare Union Drive this year they raised \$450,000, which is certainly going some in the way of giving.

Our departure at 4 o'clock was interesting. The dock was filled with people waving us goodbye and the band playing and our passengers tossing down the floral necklaces they had purchased, the native boys diving for dimes and two or three of them diving from the top deck of the steamer,

about 80 feet, and bobbing up in the water like a cork; a delightful ending of two happy days.

The provisions for a trip of this kind run into big figures. 260,000 eggs, 33,580 pounds of sugar, 3,730 pounds of tea, 7,646 pounds of coffee, 2,000 pounds of marmalade and jam, 201,000 pounds of potatoes, fresh fruit at every port, about 2,000 grape fruit and 4,000 oranges monthly, to say nothing of flour, fish, ice cream twice daily. What gets my goat is for an English owned ship carrying 700 American passengers to print their menus in French. The English want to control trade and are jealous of the French in business and yet encourage the study of French by their menus. I am glad some American Senator objected to it on our American liners. The only excuse for it I can see is that in French you can dish up potatoes under about a dozen aliases. The French should learn English in place of English learning French.

The stewards see a lot of the human side of the passengers. Our deck steward said this morning that he could not understand why most passengers had breakfast about 8 o'clock and yet at bullion time, 10:30, they gathered around the serving pantry as if they were starving. He said it was because they were afraid they might miss something. Our automobile driver saw the humorous side of touring when he said he would sooner take a load of middle aged ladies. All they wanted to know was the name of every flower and bush they saw, the name of the owner of every home they passed, only to forget it all in about two minutes. But the young people, he said, ask embarrassing questions about the city in the latest novel language.

You need not look at a thermometer on the boat to know how warm it is. Just watch the dining room stewards. You go into breakfast one morning and they are all in white. Then we steam North for a few days and you go in and they are all in blue. They have changed four times already. Two days out of New York to white, three days North of Panama to blue two days from Los Angeles to white, two days out from Honolulu to blue. There is more or less discussion among the passengers and they are mostly from inland states, wondering why, if we lose time, we cannot make it up. In nosing around in the ship's library. I found a book on the subject which throws some light on the problem; namely, that ships are built for certain speed, and the costs of operation vary at different speeds. Figures based on a 400 foot ship, each especially designed for speeds, vary from 10 to 14 knots. The comparisons were as follows:

| | 10 knots | 14 knots |
|----------------------|-----------|-----------|
| Initial cost | \$707,000 | \$750,000 |
| Crew | 40 | 56 |
| Cost of oil, per yr. | 15,000 | 33,000 |
| Oper. chgs, per yr. | 176,000 | 220,000 |

Sunday night, Feb. 10, the passengers went to bed for a long sleep and did not wake up until Tuesday morning, Feb. 12, all because we crossed 180 parallel of longitude where ships lose a day going West and gain a day going East.

Everybody is excited about Japan. The 700 are in about twenty different groups going to different places different days to avoid congestion in the different hotels.

One night on board we had a "boom your State" night. The different contestants were given three minutes to have some one present their State. I told them about our State, but as I had no world almanac had to depend on my memory and I fear you may say on my imagination, for this was my plea.

If the verdict is to be based on the prominence and wealth of some of her residents, the output of her mines and

factories, the fertility of her soil, the beauty of her lakes and forests, the health of her people, the ozone in the air and the delightfulness of her climate, her educational advantages, her nearness to markets, and the hospitality of her people, then Michigan claims a decision in her favor.

For Michigan stands first in having as one of her residents the richest man in the world.

First in being the home of one of the most well known men of the world.

First place as manufacturing more automobiles than all of the remainder of the world combined.

First place in her output of iron ore.

First place in her output of salt.

First place in her output of plaster for commercial use.

First place in her output of carpet sweepers.

First place in her output of furniture.

First place in her output of box-board.

First place in having the largest fly paper manufacturing plant in the world.

First place in the manufacture of breakfast foods.

Second place in the production of druggist sundries. Park Davis & Co. is known in all parts of the world.

One of the first three States in her output of copper.

One of the first three States in her output of beet sugar.

One of the first three states in her output of brass fittings, for furniture, plumbing, boats and houses.

One of the first three states in her output of knit goods.

She has the fourth city in size in the United States.

Though an inland state there is more traffic through her Sault Ste. Marie locks than the combined traffic of the Atlantic seaports.

She has a greater coast line than any other state in the Union.

Educationally, her university of Michigan stands among the first three states in the number of her scholars.

Horticulturally she stands in the front rank among states.

We have the largest cherry orchards of any of the central states. Her celery, peaches, plums and grapes are shipped not only in carloads, but train loads, to the Eastern markets.

Her shipment of potatoes is second to only two other states.

Her honey is found on the breakfast tables of every first-class hotel on the Atlantic coast.

Michigan is a healthy state, her death rate comparing favorably with any of her sister states.

Her woods in October are the hunter's paradise for partridges.

Her rainbow trout fishing is the delight of all fly fishermen.

She has an ideal winter climate, seldom ever below zero, with snow enough for winter sports, for children to enjoy coasting and ice for skating. The forests of Northern Michigan are filled with deer, which bring hunters from other states by the hundreds.

In summer she is the playground of thousands of people from Indiana to the Mexican border. She has so many small inland lakes that every resorter, if he so desires, can have a little lake all his own. They are filled with muskellunge, bass and perch.

From June 1 to Sept. 1 you can go swimming in Lake Michigan or these inland lakes. The thermometer ranging from 65 to 85.

There are ideal spots in the woods for camping if you enjoy that life.

Our automobile roads, extending from her Southern border North to the straits, making touring in Michigan a joy.

Our cities and towns have splendid public schools. It is an ideal state in which to live and bring up children for

economy in living, health and pleasure.

We believe we have one of the finest states of the Union viewed from any angle and for her, and for her people, I can assure you a cordial welcome. Our hearts are warm and our latch strings out. If you spend one summer in Michigan, you will join with us in that glad refrain, "Michigan My Michigan, God Bless Her."

C. C. Follmer.

To-day Is Mine.

To-day is mine!
 To do, to feel,
 To grow,
 To steel myself
 'Gainst a to-morrow
 Of which, only have I vision.
 To-day is mine!
 To work,
 Nor dream,
 To-day is real
 And vital to my soul.
 To-morrow I may sleep—
 And awake
 Amidst the stars—
 The stars so far away.
 To-day is mine!
 To realize
 The joy of living,
 Beauty, love,
 The bliss of creating,
 The holiness of worship
 To grow one spiritual inch
 To-day, for to-morrow!

Carlotta Bonheur Stearns.



Walker
 MUSKEGON
 MICHIGAN

**Makes
 Good
 Chocolates**

THE LATEST HIT



**ALMOND
 SCARAMOUCHE**

AN IRRESISTIBLE 10c BAR
 LET US INCLUDE A BOX OR TWO IN YOUR NEXT ORDER
NATIONAL CANDY CO. INC.
 PUTNAM FACTORY, Grand Rapids, Michigan

For All Interior Surfaces New Walls or Old

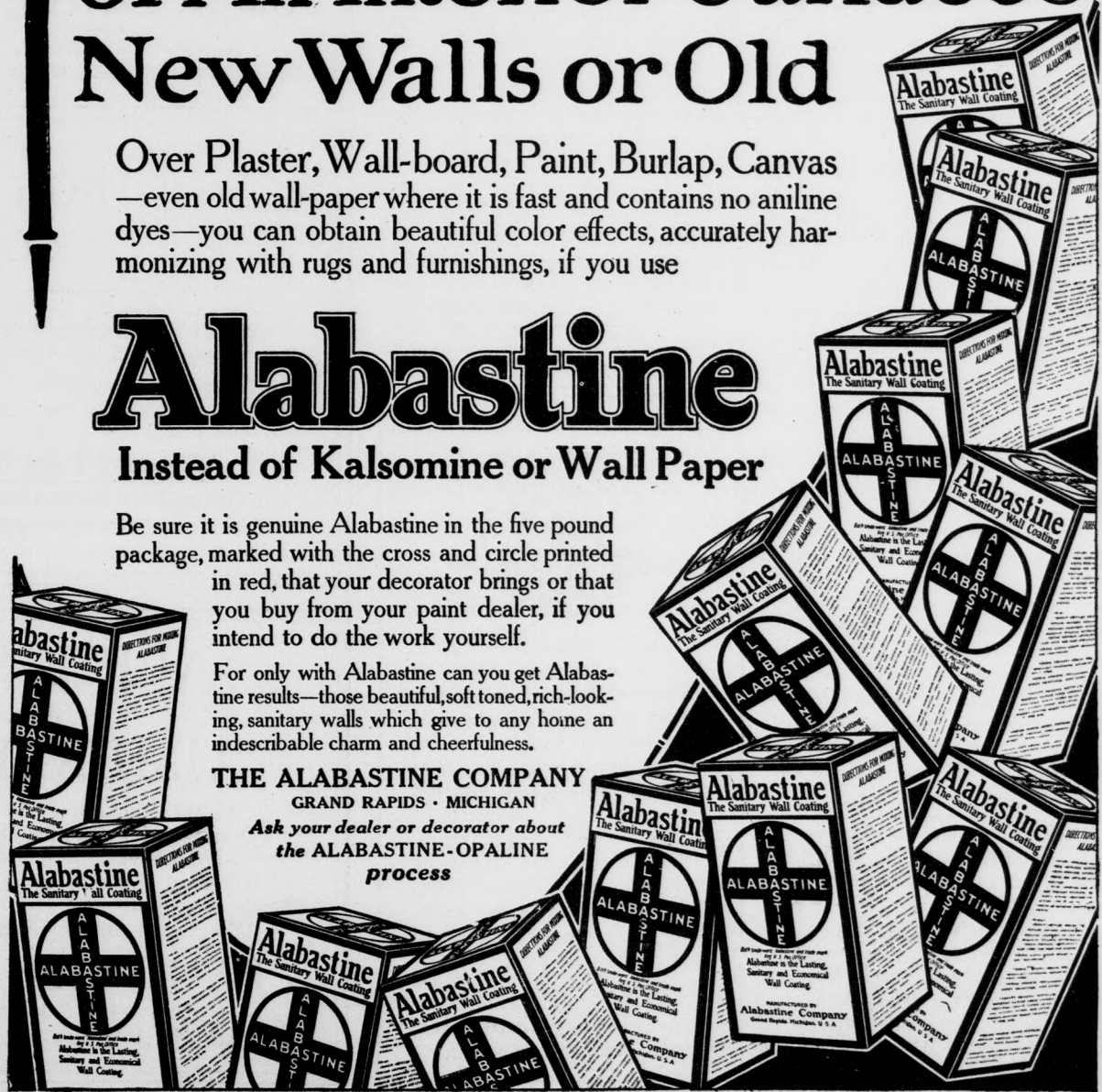
Over Plaster, Wall-board, Paint, Burlap, Canvas
 —even old wall-paper where it is fast and contains no aniline dyes—you can obtain beautiful color effects, accurately harmonizing with rugs and furnishings, if you use

Alabastine Instead of Kalsomine or Wall Paper

Be sure it is genuine Alabastine in the five pound package, marked with the cross and circle printed in red, that your decorator brings or that you buy from your paint dealer, if you intend to do the work yourself.

For only with Alabastine can you get Alabastine results—those beautiful, soft toned, rich-looking, sanitary walls which give to any home an indescribable charm and cheerfulness.

THE ALABASTINE COMPANY
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 Ask your dealer or decorator about
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Michigan Retail Dry Goods Association.
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First Vice-President—F. E. Mills, Lansing.
Second Vice-President—W. O. Jones, Kalamazoo.
Secretary-Treasurer—Fred Cutler, Ionia.
Manager—Jason E. Hammond, Lansing.

Small, High-Crowned Sailor Shape Favored.

A new shape is appearing on the fashion horizon that has for its sponsors several definite facts that would alone ensure its prosperity were it not wearable to begin with. In the first place, the small high-crowned sailor shape that has arrived as an outgrowth of the recent spring fashion show of the Retail Millinery Association of America is a departure from the cloche, or rather a variation of it. It is only natural, according to the bulletin of the Association, that the cloche, which was first turned downward and then flared up with an added brim, should straighten out its line if it wishes another season's business, and that is what has happened. The "sailor for the tailor" might be a new suit and hat slogan, for the brim is so perfectly proportioned that many can wear it. An inch and a half is the most preferable width.

"The cloche is not ousted, however," the bulletin continues, "and for the new shingled haircut that more women are taking to each day the crown fits the head and the brim slightly rolls in front. It is backless of course. There are also two styles of brimless cloches, those whose brims are cut and slashed and the new turban-cloche that dips over each ear, a growing indication that the turban will accompany the tailleur.

"Mushrooms are promising well, and by right of contrast will thrive for resort and spring wear. The small tricorne is gaining in favor with its almost cloche look, and slight angularity of pinched out lines. Coronet types have grown into full-fledged bretons for spring wear. Many of the new bretons are slashed in the center, making two points or curved sections in front and providing a place for an ornament, cocarde or flower cluster. The crowns are high, and in many cases the sectional ones are on the wane."

Black and White in Blouses.

The combination of black and white, which is one of the outstanding features of the Spring ready-to-wear season, is making itself felt in some of the new blouses shown here. They are seen in two types, white blouses with a touch of black, meant especially for wear with white silk skirts, and black blouses, relieved with touches of white, that have been designed for

wear with tailored suits. A very severe model in black crepe blouses is described by a bulletin of the United Waist League of America as being designed along tailored lines, relieved by an edging of white at the front fastening and on the edge of the collar and cuffs. It is also set off with white pearl buttons placed close together. Several of the white blouses, according to the bulletin, are finished off with buttons covered with black silk.

Underwear Buyers Marking Time.

There is very little feature to the buying of knitted underwear for Fall at the moment. The recent breaks in cotton have strengthened the belief of buyers that they will profit by holding off. As yet there have been no indications of weakening on the part of the manufacturers, but whether this is due to the fact that the staple has not yet dropped to a basis that will permit a cut in prices of the medium and better lines of goods or to the unwillingness of any one manufacturer to be the first to break the ice is problematical. The cheaper lines have been quite largely sold up. Spring lines of underwear are not moving any too freely, from all accounts, and reports are current of concessions being offered to stimulate the movement of this merchandise. So far as could be learned yesterday, however, the price cuts in question are being made more to move odds and ends than regular goods.

Without system a man is a slave to detail, confined to the narrow limits of his own hands.



Now featuring a large assortment of untrimmed shapes in Bangkoks, Coburg Hems, 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.

Finnish Mutual Fire Insurance Co.

ORGANIZED IN 1889.

FACTS TO BE CONSIDERED.

THIS COMPANY HAS HAD THIRTY-FOUR YEARS OF SUCCESSFUL UNDERWRITING EXPERIENCE.
THIS COMPANY HAS THE LARGEST SURPLUS IN PROPORTION TO INSURANCE CARRIED OF ANY COMPANY IN THE STATE.
THIS COMPANY HAS RETURNED NEARLY TWICE AS MUCH IN DIVIDENDS SINCE ORGANIZATION AS IT HAS PAID IN LOSSES.
THIS COMPANY HAS RETURNED A DIVIDEND OF NOT LESS THAN 50% FOR THE PAST 28 YEARS.
THIS COMPANY WRITES ON APPROVED MERCANTILE, DWELLING AND CHURCH RISKS.

DIVIDENDS 50%

If you want to cut your insurance costs in half, write
F. A. ROMBERG, Gen'l. Mgr., **C. N. BRISTOL, State Agent,**
CALUMET, MICH. FREMONT, MICH.

PREPARE NOW

Stocks of merchandise in hands of Mills, Wholesalers and Retailers are small.

Owing to the high cost of raw material and labor, production has been limited.

We notice whenever the weather is better and road conditions improve, that orders are larger and for more items than for several seasons back.

Give our salesman your order NOW. Or come in or mail it in so as to have your stock complete when business opens up.

GRAND RAPIDS DRY GOODS CO.
IN 1924 DEPEND ON US.

Get in touch with us

FROG BRAND COATS

Prices based on contracts made last Summer

We control the exclusive distribution of FROG BRAND Overcoats, Mackinaws, Sheep Lined Coats, and Leather Jackets for Michigan. Made in, what we believe to be, America's largest coat factory devoted exclusively to this character of merchandise.

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

APRIL SHOWERS

WILL MEAN

"UMBRELLA SALES"

We take this opportunity of reminding you that we have a big range of Price and Quality in Men's Ladies' and Children's Umbrellas.

A good thing to do Right Now is to check over your Stock carefully.

Your mail orders given prompt attention.

PAUL STEKETEE & SONS
WHOLESALE DRY GOODS
GRAND RAPIDS, MICHIGAN

The War For Sparrow Extermination Here Again.

Grandville, March 1—As spring approaches people begin to discuss methods for exterminating the sparrow, than whom no prettier or more beneficial bird lives.

One wise man suggests killing two birds with one stone, as he has done by trapping sparrows, skinning them, nailing their gory bodies to a board, over which he sprinkles powdered strychnine, placing this where rats can feast, thus slaying both sorts of vermin, as he views it.

That is one way to eradicate the wicked little sparrow whose fall we are told is taken cognizance of by our Heavenly Father. We wonder if this person attends divine service of a Sunday; if he ever lifts his voice in prayer to the great God of the universe; if, in fact, he is a professed follower of the teachings of the Nazarene?

Another writer for the daily press—a woman at that—enlarges upon the pestiferous doings of the sparrow; speaks disapprovingly of its devastating work in the farmer's grain fields, says that instead of going through trees and vines for parasites, it is simply devouring fruit buds. As a matter of fact, the sparrow isn't in it as a fruit eater with the robin, which is notorious for its feasting on cherries and berries. Nevertheless the latter is protected by law, while the sparrow has a price upon its head.

It is hard to understand why such a prejudice exists with regard to our sparrows. I have watched them for years, both on the farm and in the home village garden, and am willing to affirm that the most of the stuff told against this small bird is absolutely unadulterated bunk.

Some people even go so far as to advocate the keeping of cats for the purpose of thinning out the pestiferous (?) sparrows.

It is surprising why such enmity is propagated against the most beautiful of God's creation. Why has the sparrow come under general condemnation? If he is such a dreadful pest, why did I not experience some of his rascality while I was in the fruit-raising business and growing other farm products?

It is said that man (the American man at least) is entitled to life, liberty and the pursuit of happiness. Man is but one of God's created beings. I hardly think the most hardened sparrow-hater will deny that the birds are a product of the same divine handiwork. Where, then, do we obtain a license to destroy these feathered little ones from off the face of the earth?

I make bold to say right here that the man or woman who holds that the sparrow is a nuisance and unfit to inhabit this earth has no fellowship with God and may expect at some time and place to meet with fitting punishment for thus despising and slaying God's beautiful birds.

We have schools all over our country, yet the doctrine of bird destruction is smiled upon rather than discouraged. I say this because the State Legislature has placed a price upon the head of the sparrow, and men and boys are slaughtering these birds by the thousand to gratify the instinct for killing and also to secure a little pocket money.

I have no patience with the idea that animals and birds which cannot be made to serve the immediate wants of man should be exterminated.

What is all this beauty of earth for anyhow if not to accept and make the most of by the Lord and master man? Birds were not meant for an evil purpose. Even the black crow has some good in him, and has never given his superior, man, the right to exterminate him. While I was more than sixteen years on the farm, living near to nature's heart, right among the birds and beasts of the field, I never in that

time lifted my hand to slay one of the feathered creatures of the Creator's handiwork.

Even the despised sparrow can be put to a better use than killing him. He is a far handsomer bird than the robin and fully as musical. He is less destructive of fruits and things man arrogates to himself as his especial food. Simply because we are the lords of creation is no reason for our assuming to say which of God's creatures it is best to let live and which to destroy.

If birds and flowers were made for man surely man should be very careful how he handles them. No picture is pleasanter than to see a flock of busy little sparrows feeding on the bare patches of ground from which the snow is vanishing these early spring days.

Teach your little children to value the birds. By giving little Charlie or Maggie to understand that the kind Heavenly Father has sent them here to make glad the waste places of our earth, they will readily comprehend the rightness, as well as the necessity, of caring for the feathered subjects of the divine One.

Only God can make a tree. Only God can create birds, yet man can in almost the twinkling of an eye destroy both, and some there are who seem never so well satisfied as when making a slaughter pen of our fields and woods, that they may go back to town and brag of the great number of innocent creatures they have bagged.

Perhaps if the clergy would take up the cudgel in behalf of our wild life there might come a reformation, and that life, liberty and pursuit of happiness which man claims as his birthright, might be guaranteed to the lesser creations of the great God of the universe. Old Timer.

Wheat By-Products.

If the duty on wheat is raised 50 per cent. on recommendation of the Tariff Commission, it is expected that a compensating duty will also be placed on flour, so that the American miller will not be handicapped by the higher price he may have to pay for his wheat. The wheat growers are reported as offering no objections to this, but they dislike the proposal to increase the duty also on the miller's by-products, shorts and bran. There's a reason. As a buyer of large quantities of these by-products for cattle feed, it is to the interest of the wheat grower that the prices of these commodities be kept down. The more he goes in for dairying and other forms of diversification the more desirous he will be to get his feed at minimum cost. In the event that the duties on wheat and flour are changed it will be interesting to see what happens to the by-products and what the farmers' reaction will be.

Monogram Neckwear in Favor.

Monogram on the new lines of women's neckwear are said to be attracting considerable attention. The monograms are featured in vestees, jabots and collar and cuff sets in piques, linens and organdies. Tailored goods continue to meet with favor, but with the season advancing, the sports merchandise is coming more to the fore. Deauville scarfs worn with the front tie effect are being shown. Reorders are coming through on yard goods, with bandings in laces and pleatings the most favored. Some interest is being shown in narrow string ties, which also have a monogram.

From June to June **FITRITE'S** A Year-Round Seller



FITRITE is quality, first and last. Its sensible pricing assures prompt and regular turnover.

Every merchant who has really examined FITRITE concedes it to be a triumph of value-giving.

The splendid material in the FITRITE LINE — the unexpectedly fine needling—the intensive care to insure the proper shaping and perfect fit — make the price and the profit to you seem almost incredible.

Ask Us to Name Nearest Distributor

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350 Broadway NEW YORK CITY
MAKERS AND DISTRIBUTORS TO JOBBERS ONLY

To The Grocer!

Shredded Wheat is made in biscuit form. It therefore requires careful handling.

Broken Biscuits do not please the housewife. They also hurt your business as well as ours.

Handle Shredded Wheat carefully and keep in dry, clean place.

Keep your stock fresh. Don't let it grow stale on your hands.

This pleases your customers and also pleases us.

The Shredded Wheat Company
NIAGARA FALLS, N. Y.





Whither Going and What the Next Step?

Lloyd S. Tenny, assistant chief of the United States Bureau of Agricultural Economics, says that the egg industry is the greatest unorganized industry in the world to-day. The trade are willing to admit it, but some of them wonder whether we do not occupy that unique position, for one reason, because of persistent governmental interference.

Just now governmental emphasis is on quality grading; but it is hard for the trade to forget that governmental emphasis is still in many states, and in the Federal laws which define the egg for the public, on the fact whether or not it has had the protection of a good cold storage, and, strange to say, the egg which has not had such protection is the egg given free range in our markets and a good bill of health.

Mr. Tenny is, of course, not responsible for acts of congress, nor for departments other than the one he represents, and the present representative of both Federal and state governments are for the most part frank to admit the baneful effects of some past governmental activities and are anxious to avoid similar mistakes in the future.

On the other hand, the trade have come to realize that the Government can do some things which trade organizations and private enterprise cannot do. The Government, while limited by the amount of the annual appropriations for its several activities, is not limited by considerations of immediate profit or loss and can undertake many needed studies, can gather information and disseminate it through its great postal system and can formulate standards—can, in fact, add the coherent elements without which just such pulling at loggerheads described in the foregoing paragraph is sure to result.

So we stand to-day in a position of greater hope for the future of our industry than for many a year, and where we may look forward with a degree of confidence that the darkness of general misunderstanding at least has been dissipated.

When men can see clearly they tend to think clearly. Many interests were represented at the conference, and some of them, like the American Farm Bureau Federation, are identified with the industry as contrasted with the trade, and the Government itself, while representing the whole people, does, through its Department of Agriculture, represent in particular the producing element.

It is good for men of divergent viewpoints to get together and talk things over. It may bring out more clearly where their lines of interest divide; it

is sure to soften the lines of divergence when they meet in the presence of a great need, and that was the distinctive feature of the standardization conference.

The farmer has not been the only one to suffer from disorganization in the egg industry. The trade have had a series of unsatisfactory years which have brought them into a frame of mind where they are willing to give some time and thought to the general ailments that underlie the troubles of the trade, and it is good to find common ground with the producer—a common ailment they both want to attack.

"From the back end of the hen up" was the way President Kilbourne put the question. Certainly the farmer is interested in making a better egg, and that question belongs back of the back end of the hen, but in his market interests he is one with the trade in tackling the problem from the back end of the hen up.

It has been said that a liberal education consists of knowing where one stands, whither one is going and what is the next step for one to take. The Government, the farmer and the egg trade have been acquiring a liberal education in the problems of egg marketing and they are reaching a point where the position, the direction and the next step to be taken are fairly clear.

The case was well stated for the trade by Mr. Kilbourne when he said it was not at all pleasant for him to issue "the call" and urge the trade to leave their business, but, after the Government had signified its intention of taking affirmative steps to establish "uniform standards and grades for eggs," there was only one thing for him to do, and he did it.

Owing to a late train, the Government representatives were absent from the morning session, which was, consequently, open to the trade for developing their own angles on the questions of grade and of buying on grade. J. A. Long was the first to rise, and he voiced the feeling of many, no doubt, when he said he would prefer to buy the eggs "mine run," but he saw the hand-writing on the wall and thought the trade should co-operate with the Government. Mr. Long is from Indiana, where the farmers have been particularly active. Up in Minnesota is another hot-bed of farmer activity in eggs, and John Lynard of Owatonna closed the afternoon discussion with a similar conclusion, viewed, however, from a different angle. He said he was something of a farmer himself as well as a packer on a small scale, and the farmers wanted to be able to take up a daily paper and read the market in New



Optimism is a priceless asset. It cultivates the good-will of your customers—without which your business cannot succeed.

* * *

Think prosperity! Talk good times! Sow seeds of contentment and you shall reap a harvest of good business.

* * *

The way to get and retain good business is to sell a product so good that those who buy it once will buy it again and again.

FANCHON and RED STAR FLOUR maintain such a high quality standard that first time buyers become your steady customers.

JUDSON GROCERY CO.
GRAND RAPIDS MICHIGAN

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

York and know what the prices meant for his eggs. The farmer can never do that until his eggs are bought on grade and on grades that approximate those of the city markets. When the new grades shall have been formulated and packers more generally buy on grade farmers are going to be dissatisfied. Buying on grade introduces new considerations for the farmer. He has to trust the buyer to grade the eggs fairly. His market will be narrower because under the "mine run" system, when the price is settled, one man's money is as good as another's. If buying on grade becomes the rule, trade is going to gravitate into channels fixed by the confidence which fair dealing makes for. Until that time there has got to be a lot of educating of the farmer and of the country candler, and many a struggle before the farmer will give up his old right of bargaining, whether it be to his co-operative organization or to the independent buyer who grades the farmer's eggs before paying for them. It is not surprising that old-line trade hesitate to commit themselves to a new order so far-reaching in the changes necessitated nor that President Kilbourne should say the debt will never be paid by the country at large, and the only compensation for the trade who do the work is that which comes from the consciousness of having performed an unselfish service.

One point not clearly brought out at the conference, unless it were by the failure of W. S. Moore to create interest in his "collector's grades," is that the farmer will wade through far more technical stuff than will the average trader. At their institutes and horticultural meetings, and especially where the farmer is intensifying on one or two products, he will devote much time and careful consideration to what science has to tell him. It is more probable that so far as ability to understand grades is concerned, the farmer can digest the fine points where the carlot trader loses interest. What the carlot trader needs is a uniform blend, something that can be assembled in carlots and train lots and sold on its average uniformity. That is far from the Government program or the program of the trade and the farmer who wants exact grades and uniform standards.

The subject matter before the conference was defined by President Kilbourne in four phases:

1. Is a general quality standardization of eggs of practical utility?
2. Is it essential such standardization be uniform throughout the country?
3. What are the best means for securing such uniformity and its acceptance as a basis of trading?
4. Do we want to co-operate with the Government?

The last question was decided unanimously, and the conference had not progressed very far before it became apparent that it would be unanimous in the affirmative.

The Government made a good case for the first and second questions.

Mr. Tenny told how standardization had worked out in the cotton and tobacco industries and the steps by which the right standards were arrived

at. He distinguished between a perishable and non or semi-perishable, and in speaking for Government inspection brought out and answered the objections who questioned whether an inspection taken at one time and place would be applicable at another time and place with a variable product by admitting the limitations of an inspection to carry forward beyond a reasonable time after it had been taken. The date was a feature of the inspection of a perishable.

The proposed standards are to be permissible; that is to say, they may or may not be used and the adoption of Government grades by the trade in daily practice is recognized as a question of usefulness and gradual refinement to the needs of industry. Mr. Tenny also made a good case for the sensible attitude of his department toward the changes wrought by time. The standard is a living thing which must change with conditions.

Questions three was not answered. As the spokesman for the national put it, the "dog-gone business is too big to find a program in it." He, therefore, wisely kept the conference open to testimony and discussion by men in the trade who had tried or were trying to buy on grade. And here another feature of the situation was disclosed, namely, that buying on grade was coming with or without Government standards for grading. The chief objectors were talking from theory and the supporters from experience.

The "next step" is clearly up to the trade itself. While the National Poultry, Butter and Egg Association and others represented at the conference are committed merely to co-operate in the formulation of a standard, and the Government is committed to the educational work of getting the standard understood and applying it when an appeal has been made for inspection, and to furnishing a sufficient number of qualified inspectors, the trade are left to adopt United States standards or not in their own business.

Producer organizations are undoubtedly going to use the Government standard, and many of the old-line trade also. It will remain for each man to square his business with the new conditions which a general adoption of Government grades and classifications will bring about and to stand or fall on his own judgment.

Paul Mandeville.



**GOLD
MEDAL
MAYONNAISE**

Made and Guaranteed by
THE BEST FOOD, INC.
Who make the Famous **Nucoa.**

We have a real live sales proposition that will put **GOLD MEDAL** over **BIG.**

Write us or see our Salesmen.

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 Iceberg Lettuce
Fancy "Yellow Kid" Bananas

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

The Vinkemulder Company
GRAND RAPIDS, MICHIGAN



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.

FULOPEP

POULTRY FEEDS

SCRATCH GRAINS GROWING MASH
CHICK STARTER COARSE CHICK
FINE CHICK DRY MASH

STEEL CUT OATS
ROLLED OATS
OYSTER SHELLS

GET OUR PRICES

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



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 on Catering To Housecleaning Trade.

Written for the Tradesman.

Housecleaning may in some homes last until well into June; but in most homes and in most communities it is well under way by the end of March. The first hint of returning spring is generally the signal for the housewife to launch her annual warfare against dust, dirt and the comfort of her lord and master.

To mere man, housecleaning is usually a calamity; but to the hardware dealer it represents a very important source of trade. It is his business to supply the necessary munitions for this annual warfare.

Most of the goods which come under the general classification of "housecleaning lines" are all-the-year-round sellers. The demand is, however, heaviest in the early spring. The dealer who at this season of the year goes after the business aggressively will find the trade both extensive and profitable.

The time to launch the selling campaign in housecleaning lines is early in March—as soon, in fact, as the first hint of spring appears. While an active demand may not start until the weather shows convincing proofs that spring has come to stay, it is always sound policy to commence featuring any reasonable goods a couple of weeks or more ahead of time. The prominence you give these goods now will result in far larger sales when the demand actually gets under way. Moreover, the dealer should see to it that he is stocked up and in shape to handle the trade properly when it does come.

The general classification of "housecleaning lines" embraces a wide variety of goods. Brooms, brushes, pails, mops, carpet stretchers and beaters, vacuum cleaners, tacks, screwdrivers, hammers—all these, and scores of other lines, are helpful in the spring housecleaning; and can accordingly be given prominence in your displays.

Women are always interested in such displays. One dealer set aside the front portion of one side of his store for a housecleaning department as soon as spring appeared. A table was used to display the smaller articles, and other lines were arranged to good advantage. A large sign was suspended from the ceiling:

Let us help make your housecleaning easy.

The dealer found that every woman who entered the store was immediately

intrigued by that display. Women invariably looked over the goods shown and with rare exceptions made purchases. In the one month this display was on the dealer sold more brooms than in the previous four months.

Demonstrations of labor-saving devices are always good at this season of the year. The merchant referred to demonstrated vacuum cleaners in conjunction with his display. At that time the vacuum cleaner was still a relatively new thing; and there was a constant succession of visitors to see the device in action. The dealer sold a number of cleaners; while the demonstration served to draw people to the store who bought liberally of other housecleaning lines.

In any display you put on always feature the idea of saving labor. How many households in your community are adequately equipped for efficient housecleaning? I'll venture one in ten—not more. At least nine wives out of ten are handicapped by lack of proper devices. A leaky pail, a bald scrubbing brush, a broken mop, a rusty or broken carpet beater—these are small items, but their defects make the housewife's work that much harder.

There is an immense field open to the hardware dealer for cultivating additional trade by driving home the idea of getting the household properly equipped with labor-saving devices. Not merely good brooms, good mops, sound pails, effective scrubbing brushes, but a complete equipment of all sorts of things necessary for the work. A window rubber for washing down windows is a cheap and efficient help, yet most women don't even know that such a thing can be had.

Put the idea across, educate the women-folk to the desirability of being equipped to do their housework in the easiest and most efficient way, and you will double and treble your business. Drive home to them the fact that it is penny wise and pound foolish to wear out the human machine in order to save the few dollars a few necessary mechanical devices would cost.

The wide-awake hardware dealer will base his drive for added business on the fact that it is immensely easier to houseclean if one had proper equipment for the purpose. He will follow up this general idea by telling the housewife, in his newspaper advertising, his circular letters, his window display and behind the counter, just what he has that will help her in her work, and just how such devices will help. There are scores of articles that housewives would buy; but they don't know about them, simple because their hardware dealers don't familiarize

their customers with these little-known lines.

In this connection, a demonstration is a good thing, particularly with such devices as vacuum cleaners, washing

machines, wringers, etc. One dealer for part of the housecleaning secures a woman expert, a good talker, to lecture to customers on "How to make housework easy." This expert in her

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.

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



Soot and dust on window sill

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
Citz. Telephone 51-916 Grand Rapids, Mich.

talks to the women drives home the lesson of worth-while labor-saving devices to the busy woman. Also, she deftly demonstrates how such devices can be used, and how a complete and efficient household equipment will save time and labor.

The difficulty of securing efficient household help is an added argument in favor of the well-equipped household for women who have to do their own work.

There is so much work incident to housecleaning that the trade possibilities have a very wide range. For instance, old stoves require polish; the result is a demand for stove polish. Gloves are handy for use in applying any polish; they are better than the old stockings most housewives use to protect their hands. Silverware, cutlery, brass goods, all must be brightened; this creates a demand for other polishes. And so on, with one business opportunity opening the way to another.

An old method but a very good one for advertising any polish is to take a dirty article, clean one half as brightly as possible, and leave the other half dull and stained. Then put it in your show window, with a display of the polish that did the trick. The contrast becomes at once the most eloquent form of advertising. A dealer who followed out this idea, placing a kettle half-cleaned on top of a pyramid of packages and tins containing metal polish, sold a phenomenal amount of a new polish he was introducing, and laid the foundation for a steady stream of repeat orders.

The possibilities of paint in connection with spring housecleaning must not be overlooked. There is a great opportunity in the housecleaning season for pushing the sale of interior paints, varnishes and stains. Every home needs a certain amount of interior retouching in the spring. The steady winter wear leaves its mark on floors and woodwork. Furniture becomes scratched and dull. The proper time to remedy these defects is when the carpets and rugs are up, the curtains down and the furniture out of the way.

So it will pay, as a variation from the regular housecleaning display, to give some prominence to interior paint specialties. A little later, exterior paints should be linked up with housecleaning. A little encouragement and suggestions where opportunity offers will do a lot to stimulate trade. The urge to repaint the house often finds its inception in the thrill of spring housecleaning, and the hardware dealer will find it desirable to encourage his customers to "make a thorough job of it." Victor Lauriston.

Device for Creating Designs.

A device that is attracting considerable attention in the textile, floor covering, wall paper and other lines in which design plays an important part is a projecting machine which, through its prismatic and control arrangements, is capable of producing an unlimited variation of patterns that are reflected on a screen or as otherwise desired. By turning the simple control mechanism, the design is changed instantly. Full color values are shown and, according to the demonstrator, "a mil-

lion and one different designs may be made. The design comes from the varied material that may be put into the container that is placed in the light ray from the condenser. A lone piece of tracing cloth, for example, was placed in this yesterday, with a few pencil scratches on it and the changing geometric designs produced were very unique. The device does not aim to replace the designer, the demonstrator said, but is like the "microscope is to the physician." Firms in twenty-six varied industries are showing interest in it, he added. It is priced at \$500.

The Trend in Handbags.

Leather and silk under arm bags, despite predictions that they were "going out," continue to be the leading sellers in handbags. Some of the trade believe that this style has definitely taken the place of the party box. The silk bags are highly ornamented in many cases, rhinestone buttons and watch fob ornaments being used on some of the newer numbers. Many have petit point tapestry inserts which bag manufacturers say are not in plentiful supply. In certain sections the pouch bags are going very well. They are believed to have become semi-staples. Beaded bags are selling, those with filagree frames wanted mostly.

Silverware To Sell at \$1.

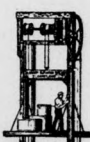
Among the interesting offerings in plated silverware at the moment are several styles of quadruple-plate bread trays and handle roll baskets that can be retailed at a good profit at \$1 each. They come in oval and octagonal shapes and both plain and pierced. Other offerings include a quart cocktail shaker and six cups in quadruple plate, containing 18 per cent. of nickel silver. In hand hammered effects the set may be retailed profitably around \$25, while in a plain effect, a similar profit may be made at a retail price of about \$15 a set.

System not only helps you to steer your business craft on a straight course, but increases its speed.

**NEVER SLIP
ICE
TONGS**

**Plumbers' Calking
TOOLS**

H. T. BALDWIN
1028 Fairmount St., S. E.
Citiz. 26388



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.

**We Like To Sell
GIBSON REFRIGERATORS**

Because { They are built in a Michigan town, by Michigan men, with Michigan lumber, and last but not least—they give complete satisfaction to the user.

See Them On Our Floor

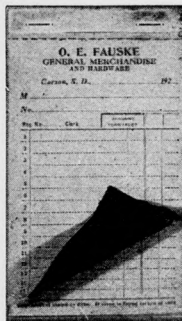
Grand Rapids Store Fixture Co.
Jobbers for Western Michigan

Sand Lime Brick

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

Brick is Everlasting

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



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.
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INDIA TIRES

HUDSON TIRE COMPANY
Distributors
16 North Commerce Avenue
Phone 67751 GRAND RAPIDS, MICH.



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.

The Old Reliable

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.

Over 25,000 Patients
in West Michigan



Proceedings of St. Joseph Hotel Meeting.

St. Joseph, March 10—The district meeting of the Michigan State Hotel Association, held here last Friday and Saturday, was attended by sixty representative landlords, and was one of the most interesting of the series, which have been occurring in different sections of the State in conformance to the new policy of the officers to take the meetings home to the members.

The program started with a dinner at the Hotel Whitcomb, with the compliments of Manager J. T. Townsend. There were no toasts, but delightful music was supplied by the House of David orchestra, which afterwards supplied delightful strains for the dance held in the evening.

While hotel men as entertainers enjoy entertaining one another, this particular convention was called for business purposes and action was prompt and effective.

Promptly at 8 o'clock President H. William Klare, Manager of the Detroit Statler, called the assembly to order and, after a brief introductory address, turned the gavel over to Robert C. Pinkerton, Manager of the Hotel Normandie, Detroit, chairman of the executive committee, who carried out the evening program.

The report of the Treasurer, M. E. Magel, of the Hotel Clifton, Battle Creek, showed a balance of \$918 in the treasury, and that all dues had been collected except from seventeen delinquents, the best showing in many years.

The Secretary's report showed 127 new members secured since the last annual meeting and 310 in good standing, the cost of administration so far being \$1 per capita.

The Bulletin issued by the Association proving such an unqualified success, it was decided to continue its publication at frequent intervals with full proceedings of each convention, and the addition of such other matter as may prove of general interest to hotel operators.

The consensus of opinion being that the request of the United Commercial Travelers for a posting of hotel rates in all rooms was worthy of consideration, it was placed on the calendar for discussion Saturday morning.

At this time Hon. J. K. Blatchford, Secretary of the American Hotel Association, was given the floor and an opportunity of explaining the purposes of his organization relative to the affiliation of the Michigan with the National organization. Final action was postponed until the next meeting.

An invitation from H. M. Hollister, Manager of the Hotel Bancroft, Saginaw, asking that the next sectional meeting be held in that city was read. The invitation was accepted and the date for the meeting was left with the President.

The meeting Saturday morning opened with the reading of the following resolutions, offered in response to a request from John D. Martin, of the hotel committee of the U. C. T.:

Whereas—The Michigan State Hotel Association having had presented for its consideration the question of posting rates by the Grand Council of

Michigan of the United Commercial Travelers, and having read the report of the executive committee unanimously favoring such action; and

Whereas—The Michigan State Hotel Association has always responded to all questions looking to a closer relationship between the hotel and the traveling public; therefore be it

Resolved—That the members of the Michigan State Hotel Association post in the rooms of their respective hotels the single and double rates for their rooms.

The announcement being made that Mr. Martin was sick in Savannah, Georgia, the chairman of the executive committee was instructed to wire a message of cheer and to supply an appropriate floral offering.

Linking of all forces together to advertise the "playground of Michigan" as a whole, as well as by communities and districts which is now being done, in order to increase the number of tourists was recommended, as well as the centralization of all advertising forces in order to have closer co-operation between the hotels, tourists and business interests was recommended.

In order to facilitate this movement President Klare will appoint a committee of six to take initial steps toward forming such an advertising organization. Announcement of committee to be made at a later date. This committee will be appointed to represent all districts of the State and will begin its work by making a study of what is being done along this line in other states.

It is not intended that this program shall in any way interfere with other organizations already in the field, but to have a main organization which can appeal to the State authorities for aid in advertising, the same as California and other states.

The question of protection against bad check operators and "skippers" claimed the attention of the convention for several hours. A representation of one of the large indemnity insurance companies, which has recently made a departure which looks to supplying protection of indemnity for losses of baggage and valuables was discussed in all its legal phases.

Mutual fire insurance was on the program for discussion, but owing to the absence of A. C. Martin, of the Hotel Steel, St. Johns, who had this matter in charge, action was deferred until the next meeting.

Operation of hotel laundry and the proper charge for hotel flat work were discussed. Expression from several hotel operators who have recently put in laundry equipment, was listened to with keenest interest and practical laundry men explained that all charge in excess of 4 cents per pound for finished hotel work was excessive. As some laundries are charging much more than this, it is quite likely the top will be blown off by the agitation which is due to come out of it.

The question of a uniform program of simple meals in the smaller hotels, based upon actual scientific experiments, was discussed at great length.

On Saturday noon Landlord Townsend offered a most delightful luncheon to his guests. The banquet table was arranged in U shape and extended the entire width of the Whitcomb dining room. The tables were beau-

HOTEL BROWNING

GRAND RAPIDS

150 Fireproof Rooms

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

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



WHEN IN KALAMAZOO
Stop at the

Park-American Hotel

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

Turkish Baths

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.

The Durant Hotel

Flint's New Million and Half
Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the
United Hotels Company

GEORGE L. CROCKER, Manager

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.
Muskegon Michigan

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.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



NEW
MERTENS
FIRE PROOF

One half block East
of the Union Station
GRAND RAPIDS MICH

Western Hotel

BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reason-
able.

WILL F. JENKINS, Manager.

Bell Phone 596 Citz. Phone 61366

JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

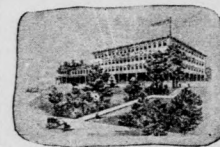
Expert Merchandising

209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

Columbia Hotel

KALAMAZOO

Good Place To Tie To



Hotel
Whitcomb

AND
Mineral Baths

THE LEADING COMMERCIAL
AND RESORT HOTEL OF
SOUTHWEST MICHIGAN

Open the Year Around

Natural Saline-Sulphur Waters. Best
for Rheumatism, Nervousness, Skin
Diseases and Run Down Condition.

J. T. Townsend, Mgr.
ST. JOSEPH MICHIGAN

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

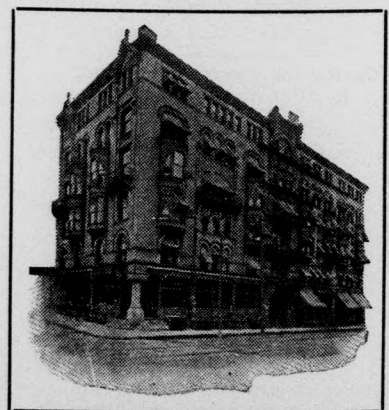
Livingston Hotel

Largest Hotel
Rooms in
Grand Rapids

CENTRALLY LOCATED



GRAND RAPIDS
MICHIGAN



tifully decorated with flowers and an illuminated fountain was placed in the center.

For the many courtesies shown by the hotel a special standing vote of thanks was given Mr. and Mrs. Townsend, of the Whitcomb, and also Mr. and Mrs. W. F. Hick, of the Hotel Benton, Benton Harbor, who co-operated with them.

Visitors from outside the State were Ernest Reul, Manager of Hotel Sherman, Chicago; A. C. Weisberg, President Indiana Hotel Association and manager Hotel Oliver, South Bend; Stacy Van Valkenberg, Hotel Jefferson, South Bend; J. K. Blatchford, Secretary of the American Hotel Association, Chicago; John Willy, editor Hotel Monthly, Chicago.

One matter which was discussed with much feeling was the question of placing on the tax-roll all property of a religious or semi-religious character, the use of which was in competition with the business of legitimate taxpayers. It was agreed, however, that this evil was so far reaching that it would require rather more radical treatment than the adoption of resolutions.

The next district meeting of the Association will occur at Saginaw sometime in April and a later joint meeting at Petoskey and Glen Lake sometime in June.

A strictly Upper Peninsula meeting is carded for a date possibly in July.
Frank S. Verbeck.

Thinks Probate Judges Should Be Qualified Attorneys.

Grand Rapids, March 10—I note your editorial in the Tradesman of Feb. 27 relative to the desirability of bonding probate judges.

I cannot see where requiring the probate judges to give a bond for the faithful execution of their trust would be of much assistance in a case such as you refer to in the article. The probate judge would not be liable on this bond for an honest mistake. If the claim were allowed against the estate and the administrator or executor failed to pay it before distributing the balance of the estate to the heirs-at-law, I have no doubt that the rights of the claimant would follow the real or personal property into the hands of the heirs and the claimant could enforce his rights against the heirs. In the case of real estate, he would have an effectual safeguard in the fact that the title to the real estate would be defective until a showing was made that the hearing on claims had been properly held and the final account showed that the claims allowed had been paid and proper vouchers for the same filed.

I think the remedy is rather in insisting on a higher type of intelligence and ability in the men who are elected probate judges in the small sparsely settled counties of the State. In my experience, I have never encountered a probate judge in any of the counties in which I have practiced that I thought dishonest. I have, however, felt that many of the judges in the smaller counties were utterly incompetent and entirely unfamiliar with the great bulk of probate law that they were called upon to administer. Probate practice is largely statutory and quite technical. The laws of the State of Michigan do not require the probate judge be an attorney in order to hold the office. In many instances in the smaller counties, men are elected to the office who have no knowledge of the many intricate problems they will be confronted with. I decidedly think that the laws of the State of Michigan should require a judge of probate to be admitted to the bar. This would insure, no doubt, a higher type of intelligence and a better general knowledge of probate law and procedure. Then, it is up to the people of the particular community to see that they elect an honest man, and given these two qualifications, I think you can safely

take a chance without putting the judge under bonds. It would not be fair in making a statement such as this to fail to recognize the sterling qualities and unusual ability of many of the judges of probate in this State. Kent county, for instance, has in its Judge of Probate a man of the highest character and unusual ability and qualification for the office he occupies. The same is true of many of the counties and this is greatly to be desired for some of the most trying affairs in family and domestic life are given to the exclusive jurisdiction of this, the family court of Michigan.

George S. Norcross.

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 10—A. C. Lange and his brother, Emil, who left the Soo a short time ago to engage in business in New York State, have decided to make their headquarters at Rochester, instead of Buffalo, as they had planned. They have the agency for a dental preparation and have written friends they are doing even better than they expected.

The Hope grocery, at Rudyard, changed hands last week, Jacob Timerbacker having purchased the stock from Mr. Hope. Mr. Timerbacker has been farming for the past few years, but has had experience in the meat business, in which he was engaged several years ago at the Soo.

A. M. Chalmers, who has been Secretary and Treasurer of the Hewitt Grocery Co., left last Wednesday for Iron Mountain, where he expects to open a wholesale candy house.

There are but two classes of people in the world difficult to convince against their will—men and women.

Word just received of the death of Thomas H. Watson, formerly of DeTour, who died at Los Angeles, Cal. The remains will be brought back to DeTour, where interment will take place. Mr. Watson was for many years a resident of DeTour, having been postmaster at one time and also proprietor of the Watson coal dock, general merchant and president of the village. He was active in commercial and civic matters and one of the best known men in Chippewa county. He had been in poor health for several years and numerous times had not been expected to live, but usually rallied and the last move was to go to California, but the change brought no relief. He is survived by a widow and one daughter, who have the sympathy of the community in which he was so well known.

Lee Boudery, who has been conducting a grocery store on East Spruce street for the past two years, has sold his interest to R. S. & Chas. S. Hodgins, who will continue the business.

The residents of Dafter are considering organizing a fire department in the village in the near future.

If automobile prices keep on dropping, it will soon be cheaper to buy one than to steal one.

Fred Tuominen, of the Rudyard Co-Operative Co. store, at Rudyard, has resigned his position as manager and is leaving for his home in Sault Ste. Marie, Ont.

You cannot expect a living wage if you are a dead one.

The Manhattan restaurant, on Ashmun street, has been purchased by Mrs. Bertha Beasley and J. C. Dorch and was opened again for business last week.

The Olympia soft drink parlor and confectionery, one of the finest establishments of its kind in Cloverland, has been redecorated and is now ready for summer business. The energetic proprietors, N. G. Munsatson and G. Varkous, have every reason to be proud of their commodious place, which is credit to the city.

William G. Tapert.

SHOULD READ HISTORY.

Some friend of Rev. King D. Beach (Grand Rapids) ought to commend him to a careful and prayerful perusal of American history, in which he appears to be about as well grounded as Henry ford. In his newspaper controversy with John W. Blodgett, he displays his ignorance by stating that except during the administrations of Roosevelt and Wilson "both parties have been dominated by low ideals and petty politics." The Tradesman holds no brief for either party, because it is independent of party affiliations, but if Mr. Beach had any regard whatever for historical accuracy, he would have substituted Grover Cleveland for Woodrow Wilson. Mr. Cleveland was an ardent believer in civil service and his appointments were made with due regard to fitness for office. The same was true of Mr. Roosevelt, but when Mr. Wilson became President he frankly asserted that he believed in the Andrew Jackson theory that to the "victor belongs the spoils." Acting on that theory, he abolished and suspended every civil service rule he could abrogate, abruptly dismissed from office every Republican he could reach and filled the vacancies with the cheapest kind of Democratic politicians. His cabinet afforded an excellent illustration of his policy and his elevation of Brandies to the Supreme Court will be cited for all time as a deplorable example of what an executive can do when not actuated by high ideals. It is a little unfortunate that the pulpit of the oldest and strongest Methodist church in Grand Rapids should be occupied by a man who has so little regard for the truth of history as the present incumbent.

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 11—W. E. Zank, formerly engaged in the drug business at Stanwood and Greenville, has gone on the road for the Manistee branch house of the Hazeltine & Perkins Drug Co., succeeding O. L. Hines. Mr. Zank is a pusher from Pushville and enjoys the reputation of being one of the best posted druggists in the country. He is also an expert on the propagation, classification and pairing of silver foxes.

John D. Martin and wife have started home from Savannah. They are now in Washington, where they will remain until Friday, reaching Grand Rapids Saturday or Sunday.

John C. Dutmers has purchased the three story and basement brick block at the Southwest corner of South Division avenue and Weston street for \$56,000. The lot is 50 x 140 feet, running back to the alley.

Fred Beardslee (Worden Grocer Co.) who was forced to retire from active road work about six months ago on account of articular rheumatism, has returned from California, where he

has been for several months. He is much improved in health and is fondly looking forward to the time when he will be able to resume calling on his customers.

Ft. Myers (Florida) Press—"Uncle Louie" Winternitz, of Grand Rapids and Fort Myers, a big booster for The City of Palms has a wonderfully attractive display of tinted photographs, artistic examples of his handiwork, in the window of Parker's Book Store. They are beautiful views and everyone ought to see them. "Uncle Louie" is more than a popular winter resident of Fort Myers. He's an institution and we are all "for him strong," if you get what we mean.

Annual Meeting of Kalamazoo Council

Kalamazoo, March 10—Following the initiation of fifteen candidates by Kalamazoo Council No. 156, U. C. T. Saturday afternoon, the annual meeting and election of officers for 1924 was held. Those chosen and installed were: Senior councillor, D. L. Goodrich; junior councillor, A. W. Anderson; past councillor, H. W. Johnson; secretary-treasurer, C. W. Siple; conductor, Harrison Bauer; page, Fred F. Marley; sentinel, William A. Stockbarger; executive committee, J. J. McGuire, John Ver Hage, F. E. Shears, Carl B. Ely.

A banquet prepared by the Ladies' Auxiliary was served during the evening, the committee in charge being Mrs. Harrison Bauer, Mrs. Ross Ranney, Mrs. D. L. Goodrich and Mrs. John Ver Hage. Covers were laid for 150. Several members of the Battle Creek council were present.

At the meeting plans were discussed for a large turnout to the grand council convention at Battle Creek in June. The evening closed with dancing.

Independent Grocers Stabbed in the Back.

Swift & Company have issued a bulletin quoting special prices to chain stores. Sunbrite Cleanser is \$2.88 to the chains—\$3.35 to independent grocers. Classic Soap is \$4.28 to chains, \$4.60 to independents in 25 case lots. All other Swift soaps are 10 per cent. less to the chains.

The Tradesman makes no comment on this announcement.

Every independent is a law unto himself in a matter of this kind.

Ypsilanti—The Niles Manufacturing Co., 19 West Michigan street, has been incorporated to manufacture and sell electrical and mechanical devices, with an authorized capital stock of \$50,000 preferred and 500 shares at \$1 per share, of which amount \$25,000 and 250 shares has been subscribed and \$5,000 paid in in property.

CUSHMAN HOTEL
PETOSKEY, MICHIGAN

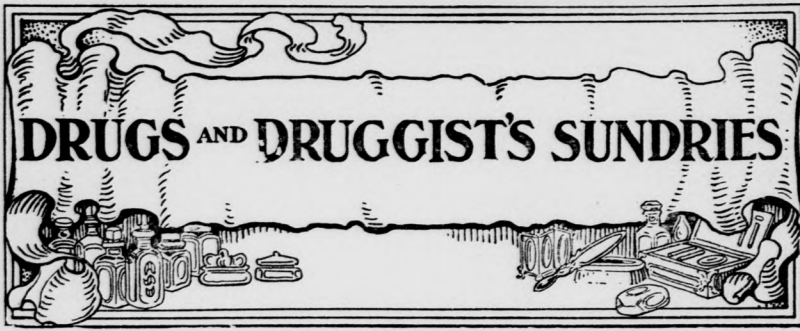
The best is none too good for a tired Commercial Traveler.
Try the CUSHMAN on your next trip and you will feel right at home.

MORTON HOTEL

When in Grand Rapids you are cordially invited to Visit, Dine or Dance in this new and Beautiful Center of Hospitality.
400 Rooms—400 Baths At Rates from \$2.50 Menus in English
W. C. KEELEY, Managing Director.

The Center of Social and Business Activities
THE PANTLIND HOTEL

Everything that a Modern Hotel should be.
Rooms \$2.00 and up. With Bath \$2.50 and up.



Mich. State Pharmaceutical Ass'n.
 President—D. D. Alton, Fremont.
 Secretary—L. V. Middleton, Grand Rapids.
 Treasurer—A. A. De Kruif, Zeeland.
 Executive Committee—J. A. Skinner, Cedar Springs; J. H. Webster, Detroit; D. G. Look, Lowell; John G. Stekete, Grand Rapids; Ellis E. Faulkner, Midleville; George H. Grommet, Detroit, ex-officio.

Michigan Board of Pharmacy.
 President—James E. Way, Jackson.
 Vice-President—Jacob C. Dykema, Grand Rapids.
 Secretary—H. H. Hoffman, Lansing.
 J. A. Skinner, Cedar Springs.
 Oscar W. Gorenflo, Detroit.
 Claude C. Jones, Battle Creek.
 Director of Drugs and Drug Stores—H. H. Hoffman, Lansing.

Be a Real Pharmacist Instead of a Merchandiser.

"All is not gold that glitters." Prescriptions made up in stores having a "carefully compounded and lipstick-venida hair net" sign are not always compounded correctly. To wit: these anecdotes will show how some clerks bungle prescriptions and how druggists have to deceive the public in order to get away with it. The tales are founded on facts as witnessed by the writer from his experiences in many stores.

The following three tales happened in one of the leading stores of New York City. A woman had a prescription made up, and when her son who was a pharmacy student, saw it, he declared it was compounded wrongly. The prescription was put up again only to come out the same as the first time. It seems the clerk made powders using heavy magnesia when calcined magnesia was written. To acknowledge the mistake would never do. To compound it wrongly again, saying with an overruling opinion that it was right would be the thing to do. The boss handed out the prescription thusly: "The medicine is correct. We have compounded it again to be sure. You see the therapeutic action of the chemicals makes it appear as such." The dear lady went away not only satisfied but deeply impressed by the professional knowledge of the boss.

Another time the clerk dispensed one grain thyroid gland compressed tablets instead of the two grains on a renewal. The young lady noticed the difference in size of the tablet and complained. The boss fixed it up thusly: "Yes! The prescription is put up correctly. You see Armour's were given instead of Parke-Davis as you had the first time. Different manufacturers have different size tablets but they are two grain, nevertheless."

Another young woman returned a nasal spray saying that the doctor told her camphor was to be in it, but she could not smell it. The clerk had left it out by mistake, but again the boss explained it. "You see, Madam, camphor must be heated in order to dis-

solve it. Now it was heated just a little too much and thereby the smell was entirely driven off. But the active principles are there nevertheless. Yes! It will be just as beneficial."

In a large store in Brooklyn the following bungle took place. The prescription called for "spirits of chloric ether." After much debate between the clerks chloroform was finally dispensed. Owing to the s/g of the chloroform it floated on top of the eight ounce mixture and hence a shake label was necessary so that total unconsciousness would not take place with the first dose. The medicine was dispensed. When the boss returned he said the spirit of chloroform was what was wanted. Then came a rush to get back the wrong medicine. The right medicine was immediately put up and a mad rush to the patient's home was made. The clerk told the party just what the boss had directed him to say. "I am sorry to announce, but the doctor has called up and asked us to slightly change the prescription, therefore we have brought over the one he wants you to take. No! this one wouldn't do any harm but the doctor wanted to change it slightly. Thank you."

Your druggist is more than a merchant, he is a wonderful executive and a man of Solomon's judgment. Two bottles came in for renewal. They were put to soak. The labels were rewritten. The medicine was put up. The labels were crossed. One bottle had been dispensed when the mistake was discovered. Some quick thinking and the clerk sent running after the customer were the results. Listen to what the boss had to say through the clerk. "Pardon me, Mr. Thomas, but that bottle has a small hole in it. The boss meant to use a new one. I shall take it back to the store and have it sent up to you. (Takes the bottle out of his hand.) Thank you."

Napoleon had nothing on this boss for strategy. The memory of it will linger long. Listen! A certain prescription when compounded liberated a large quantity of free iodine, which might prove dangerous to the patient. However, the clerk instead of consulting the doctor let it go out. Results! Bang!! The door opened with a crash. "How dare you give my daughter such stuff as this? Do you want to poison her entirely? The doctor never prescribed this. My daughter Grace, was going to take a teaspoonful after dinner when I accidentally spilt the whole spoonful on the table cloth. Immediately the cloth turned a dark blue and spread to a spot about the size of a saucer. That's poison, that's what it is, Mr. Hayes." Quick brain work on

the part of the boss. "Was the table cloth made of linen?" "Just what I thought. You see there is a substance in the linen which reacts with the active ingredient of the medicine. This reaction is only brought about in the light through actinic rays. However, it is nothing to be alarmed about. I shall call the doctor and explain it to him." This explanation about the medicine worked like a charm, but the tablecloth—dominus vobiscum—a brand new tablecloth of Irish linen ruined. Another quick piece of brain work on the part of the boss. "I'll give you a small bottle of Spirit of Hartshorn with which you are to wash the spot using hot water and soap first." "You're such a good man, Mr. Hayes!"

A bottle of medicine containing a large quantity of creosote carbonate was returned. "Druggist! What's the matter with this? I can't pour the stuff out, and I have an awful cold." She was such a demure person and to her the medicine was "stuff." The ever-sharp wits of the boss again functioned. "Did you have it near the radiator?" That explains it. The liquid had dried out and caused it to thicken. We will take care of it and send it around for you. In the meanwhile perhaps you would like to try some Zymole Trokeys or Huskies for that tightening of the throat?" In this case the clerk had failed to emulsify the medicine correctly.

It was very late one night and a prescription came in for emulsion of almonds. There was not an almond in the place. It did not matter. The clerk made an emulsion of acacia, water and syrup. However, he failed to mark on the prescription the way in which he had filled it. The medicine came in for renewal. The relief clerk filled it. Next day it came back. The lady said the medicine was not right because it tasted of almonds, whereas the first time it did not. The boss once more rose to meet the occasion. "You see the prescription calls for just plain syrup, so as to sweeten it. This time we had nothing but syrup flavored with almond. It's the same only a little more pleasant to take."

Of course the druggist takes good care that it doesn't happen to the same customer a second time. In patching over these prescription difficulties the druggist has to work upon his good name, which is his best asset for prescription business. But "bulldozing" the public is not all he can do. Often the learned doctors fall victims to his eloquence.

There were two half gallon bottles on the prescription counter. One was filled with alcohol and the other with water. Neither one nor the other bore a label. The clerk was filling an eye wash and grabbed the alcohol bottle by mistake. Luckily it was discovered in time. To throw it away would mean a loss. The boss approached the doctor like this. "Doc! I've just made a pint of fine rubbing liniment. You can try it yourself. It is better than the one you usually prescribe as it has about 80 per cent. alcohol in it. Write for it as Gray's liniment." That is salesmanship to a tee.

What we want to-day is real phar-

macists not simply merchandisers. "Shoemakers" is the term a college professor used to call these kind of clerks who do their work in any shape and manner.

W. H. Mc Evoy.

March Windows For Retail Druggists.

Written for the Tradesman.

Sponge and Chamois Skin Window: Take excelsior not too fine, enough to cover the floor of the window. Dip it in grass green dye and let dry. Cover the floor of the window with tan oatmeal wall paper. Spread grass excelsior on top of the paper. Take a small tree and put sponges of different sizes on the branches as though they grew there. Plant the tree in one end of the window. Fasten one end of an ordinary rope clothes line to the tree and the other end to a post in the other end of the window. Take some wire, not too stiff, so that it can be bent into any shape. Make a frame for a man about 20 inches high also one for a woman. String sponges of various sizes, a large one for head, etc. Use black cough drops for eyes and mark nose and mouth on head. Use bright colored crepe paper for dress. Make skirt quite full, with a shawl over shoulders and a sun bonnet on her head. Put her by the clothesline, hanging chamois skins on the line with clothes pins. Have several good chamois skins already on the line. Put the "sponge" man on a swing chair under the tree, resting. Scatter sponges—with price cards on—large and small, around on the grass under the tree as though they had fallen from the tree. Use a large sign, white, lettered in red, "When you need a good sponge or chamois skin to clean up your auto, remember where you saw them." Use a dark blue background.

St. Patrick's Special Window: Use orange crepe paper for covering the floor of window. Cut from Emerald green bristol board fifteen or twenty, or as many as you need to fill window shamrocks about seven inches across. Place these under bottles of "Special hand lotion for chapped hands." Use green and orange crepe paper cut two inches wide alternately from top of window to base of window for a background. Suspend a large shamrock about fifteen inches across or even larger if your window will allow. Use the same color for this as the small ones. Suspend from a thread in center of window next the glass. This should be lettered with the name of lotion and price, "March Winds Chap the Skin—Use our Lotion."

Spring Clean Up Window: Borrow a good sized broom and a mop from a grocer. Place a pail full of water, on the top of which is a stiff soap suds, in the center of window. Put broom and mop near the pail. Use a tile wall paper for the floor of the window. Arrange carelessly on the floor of window the cleaners you carry in stock—wall paper cleaner, furniture polish, silver polish, cleaning soaps, etc., all with price cards on them. Make a scrub woman with a big sponge head, a colored crepe dress on and white apron of crepe, have her standing near the pail holding high a large chamois skin. Have a grey sign lettered in

dark blue, "Everything you need for a spring clean up." Use a pattern and border of wall paper for a background. Nim Hathaway.

Removal of Narcotic Prescriptions.

Federal inspectors may remove narcotic prescriptions from the files of retail drug stores to their respective offices for more convenient and thorough examination, under a recent decision of the United States District Court for the Northern District of Illinois. So far as is known, no issue was raised in this case as to the provisions of the Harrison Narcotic Act requiring retail druggists to keep narcotic prescriptions on file in their stores for a period of two years for Federal inspection. The N. A. R. D. has contended before the Commissioner of Internal Revenue that under this provision of the Harriman Act a retail druggist will be guilty of violation of the law if he does not preserve narcotic prescriptions on file for a period of two years. The Court confined his opinion to the contention of defendant that his rights under the fourth and fifth amendments to the Federal Constitution had been denied by the seizure of narcotic prescriptions without a search warrant and by defendant thus having been compelled to furnish evidence which might incriminate him.

The Court cited a recent case wherein it was held that in the case of public records and official documents, made or kept in the administration of public office, the fact of actual possession or of lawful custody would not justify the officer in resisting inspection, even though the record was made by himself and would supply the evidence of his criminal dereliction. The principle applies not only to public documents in public offices, but also the records required by law to be kept in order that there may be suitable information of transactions which are appropriate subjects of governmental regulation and enforcement of restrictions validly established. There the privilege which exists as to private papers cannot be maintained.

Must Take His Own Chances.

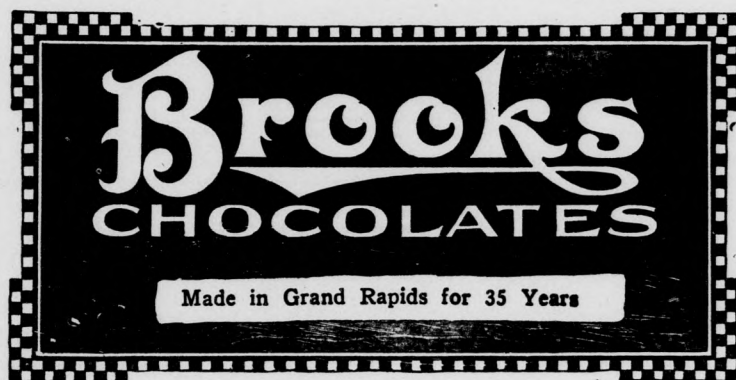
A man left home after having a tilt with his wife. On the way down town a neighbor ran after him and excitedly exclaimed:

"Did you know a wild cat just walked into your house?"

"Did he walk in of his own accord?" enquired the man.

"Yes," was the reply.

"Then he will have to take his own chances," retorted the man, who proceeded down the street.



FIXTURES



SODA FOUNTAINS

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 know the cost, and if you will drop us a line one of our salesmen will show and tell you all. Write today.

Hazeltine & Perkins Drug Co.

Manistee

MICHIGAN

Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

| | | |
|---------------------------------------|---------------------------------------|---|
| Acids | Lavendar Flow.. 6 50@6 75 | Cinchona ----- @ 2 10 |
| Boric (Powd.) --- 15 @ 25 | Lavendar 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 ----- 3 1/2 @ 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 ----- 20 1/2 @ 30 | Mustard, artifil. oz. @ 60 | Guaiac, Ammon. @2 00 |
| Sulphuric ----- 3 1/2 @ 8 | Neatsfoot ----- 1 35@1 50 | Iodine ----- @ 95 |
| Tartaric ----- 40 @ 50 | Olive, pure ----- 3 75@4 50 | Iodine, Colorless @1 50 |
| | Olive, Malaga, yellow ----- 2 75@3 00 | Iron, Clo. ----- @1 35 |
| Ammonia | Olive, Malaga, green ----- 2 75@3 00 | Kino ----- @1 40 |
| Water, 26 deg. --- 10 @ 18 | Orange, Sweet. --- 4 50@4 75 | Myrrh ----- @2 50 |
| Water, 18 deg. --- 8 1/2 @ 13 | Organum, pure --- @2 50 | Nux Vomica --- @1 55 |
| Water, 14 deg. --- 6 1/2 @ 12 | Organum, com'l 1 00@1 20 | Opium ----- @3 50 |
| Carbonate ----- 20 @ 25 | Peppermint --- 3 80@3 25 | Opium, Camp. --- @ 85 |
| Chloride (Gran.) 10 @ 20 | Peppermint ----- 5 50@5 75 | Opium, Deodorz'd @3 50 |
| | Rose, pure ----- 10 50@10 90 | Rhubarb ----- @1 70 |
| | Rosemary Flows 1 25@1 50 | |
| | Sandalwood, E. I. ----- 10 00@10 25 | Paints. |
| | Sassafras, true 2 75@3 00 | Lead, red dry --- 15@15 1/2 |
| | Sassafras, arti'l 1 00@1 25 | Lead, white dry 15@15 1/2 |
| | Spearment ----- 4 00@4 25 | Lead, white oil --- 15@15 1/2 |
| | Sperm ----- 1 80@2 05 | Ochre, yellow bbl. @ 2 |
| | Tansy ----- 6 00@6 25 | Ochre, yellow less 2 1/2 @ 6 |
| | Tar, USP ----- 50 @ 65 | Red Venet'n Am. 3 1/2 @ 7 |
| | Turpentine, bbl. --- @1 14 | Red Venet'n Eng. 4 @ 8 |
| | Turpentine, less 1 22@1 35 | Putty ----- 5 @ 8 |
| | Wintergreen, leaf ----- 6 00@6 25 | Whiting, bbl. --- @ 4 1/2 |
| | Wintergreen, sweet birch 3 50@3 75 | Whiting ----- 5 1/2 @ 10 |
| | Wintergreen, art. 80@1 20 | L. H. P. Prep. --- 2 80@3 00 |
| | Wormseed ----- 9 00@9 25 | Rogers Prep. --- 2 80@3 00 |
| | Wormwood ----- 9 00@9 25 | |
| | | Miscellaneous |
| Extracts | Potassium | Acetanalid ----- 42 1/2 @ 50 |
| Licorice ----- 60 @ 65 | Bicarbonate ----- 35 @ 40 | Alum ----- 08 @ 12 |
| Licorice powd. --- 70 @ 80 | Bichromate ----- 15 @ 25 | Alum, powd. and ground 09 @ 15 |
| | Bromide ----- 50 @ 65 | Bismuth, Subnitrate 3 92@4 12 |
| | Carbonate ----- 30 @ 35 | Borax xtal or powdered 07 @ 13 |
| Flowers | Chlorate, gran'd 23 @ 30 | Cantharades, po. 2 00@3 00 |
| Arnica ----- 25 @ 30 | Chlorate, powd. or Xtal ----- 16 @ 25 | Calomel ----- 1 59@1 79 |
| Chamomile (Ger.) 35 @ 40 | Cyanide ----- 30 @ 50 | Capsicum, pow'd 48 @ 55 |
| Chamomile Rom. --- 1 75 | Iodide ----- 4 46@4 62 | Carmine ----- 6 00@6 60 |
| | Permanganate --- 30 @ 40 | Cassia Buds --- 25 @ 30 |
| Gums | Prussiate, yellow 65 @ 75 | Cloves ----- 50 @ 55 |
| Acacia, 1st ----- 50 @ 55 | Prussiate, red --- @1 00 | Chalk Prepared. 14 @ 16 |
| Acacia, 2nd ----- 45 @ 50 | Sulphate ----- 35 @ 40 | Choloroform --- 57 @ 67 |
| Acacia, Sorts --- 22 @ 30 | | Chloral Hydrate 1 35@1 85 |
| Acacia, Powdered 35 @ 40 | Roots | Cocaine ----- 10 60@11 25 |
| Aloes (Barb Pow) 25 @ 35 | Alkanet ----- 25 @ 30 | Cocoa Butter --- 55 @ 75 |
| Aloes (Cape Pow) 25 @ 35 | Blood, powdered. 35 @ 40 | Corks, list, less 40 @ 50% |
| Aloes (Soc. Pow.) 65 @ 70 | Calamus ----- 35 @ 60 | Copperas, 2 1/2 @ 10 |
| Asafoetida ----- 65 @ 75 | Elecampane, powd 25 @ 30 | Copperas, Powd. 4 @ 10 |
| Pow. ----- 1 00@1 25 | Gentian, powd. --- 20 @ 30 | Corrosive Sublim 1 28@1 49 |
| Camphor ----- 1 20@1 30 | Ginger, African, powdered 25 @ 30 | Cream Tartar --- 33 @ 40 |
| Guaiac ----- @ 60 | Ginger, Jamaica 60 @ 65 | Cuttle bone ----- 40 @ 50 |
| Guaiac, pow'd --- @ 75 | Ginger, Jamaica, powdered 42 @ 50 | Dextrine ----- 5 @ 15 |
| Kino ----- @ 85 | Goldenseal, pow. 5 50@6 00 | Dover's Powder 3 50@4 00 |
| Kino, powdered. --- @ 90 | Ipecac, powd. --- @3 75 | Emery, All Nos. 10 @ 15 |
| Myrrh ----- @ 80 | Licorice, powd. --- 35 @ 40 | Emery, Powdered 8 @ 10 |
| Myrrh, powdered @ 90 | Licorice, powd. --- 20 @ 30 | Epsom Salts, bbls. @ 3 |
| Opium, powd. 13 70@13 92 | Orris, powdered 30 @ 40 | Epsom Salts, less 3 1/2 @ 10 |
| Opium, gran. 13 70@13 92 | Poke, powdered 30 @ 35 | Ergot, powdered --- @ 75 |
| Shellac ----- 90 @ 1 00 | Rhubarb, powd. 85 @ 1 00 | Flake, White ----- 15 @ 20 |
| Shellac Bleached 1 00@1 10 | Rosinwood, powd. @ 40 | Formaldehyde, lb 15 1/2 @ 30 |
| Tragacanth, pow. @ 1 75 | Sarsaparilla, Hond. ground @1 00 | Gelatine ----- 1 25@1 50 |
| Tragacanth ----- 1 75 @ 2 25 | Sarsaparilla Mexican, ground @ 60 | Glassware, less 55 %. |
| Turpentine ----- @ 25 | Squills ----- 35 @ 40 | Glassware, full case 60 %. |
| | Squills, powdered 60 @ 70 | Glauber Salts, bbl. @03 1/2 |
| Insecticides | Tumeric, powd. 17 @ 25 | Glauber Salts less 04 @ 10 |
| Arsenic ----- 20 @ 30 | Valerian, powd. 40 @ 50 | Glue, Brown ----- 21 @ 30 |
| Blue Vitriol, bbl. @ 07 | | Glue, Brown Grd 15 @ 20 |
| Blue Vitriol, less 8 1/2 @ 15 | Seeds | Glue, white ----- 27 1/2 @ 35 |
| Bordeaux Mix Dry 14 @ 29 | Anise ----- @ 35 | Glue, white grd. 25 @ 35 |
| Hellebore, White powdered 20 @ 30 | Anise, powdered 35 @ 40 | Glycerine ----- 22 1/2 @ 40 |
| Insect Powder --- 70 @ 90 | Bird, ls ----- 13 @ 15 | Hops ----- 65 @ 75 |
| Lead Arsenate Po. 26 @ 35 | Canary ----- 10 @ 15 | Iodine ----- 6 15 @ 6 55 |
| Lime and Sulphur Dry 8 1/2 @ 24 | Caraway, Po. .50 35 @ 40 | Iodoform ----- 8 00 @ 8 30 |
| Paris Green ----- 32 @ 48 | Cardamon ----- 2 25 @ 2 75 | Lead Acetate --- 18 @ 25 |
| | Celery, powd. .55 45 @ 50 | Lycopodium ----- 60 @ 75 |
| Leaves | Coriander pow. .35 27 @ 30 | Mace ----- @ 80 |
| Buchu ----- 1 50 @ 1 60 | Dill ----- 12 1/2 @ 20 | Mace, powdered 95 @ 1 00 |
| Buchu, powdered @ 1 75 | Fennell ----- 25 @ 40 | Menthol ----- 18 00@19 00 |
| Sage, Bulk ----- 25 @ 30 | Flax ----- 07 1/2 @ 12 | Morphine ----- 10 58@11 33 |
| Sage, 1/4 loose --- @ 40 | Flax, ground --- 07 1/2 @ 12 | Nux Vomica --- @ 30 |
| Sage, powdered. --- @ 35 | Foenugreek pow. 15 @ 25 | Nux Vomica, pow. 17 @ 25 |
| Senna, Alex. ----- 75 @ 80 | Hemp ----- 8 @ 15 | Pepper black pow. 32 @ 35 |
| Senna, Tinn. ----- 30 @ 35 | Lobella, powd. --- @1 25 | Pepper, White --- 40 @ 45 |
| Senna, Tinn. pow. 25 @ 35 | Mustard, yellow. 15 @ 25 | Pitch, Burgundry 10 @ 15 |
| Uva Ursi ----- 20 @ 25 | Mustard, black --- 15 @ 20 | Quassia ----- 12 @ 15 |
| | Poppy ----- 22 @ 25 | Quinine ----- 72 @ 1 33 |
| Oils | Quince ----- 1 75 @ 2 00 | Rochelle Salts --- 28 @ 35 |
| Almonds, Bitter, true 7 50@7 75 | Rape ----- 15 @ 20 | Saccharine ----- @ 30 |
| Almonds, Bitter, artificial 4 00@4 25 | Sabadilla ----- 23 @ 30 | Salt Peter ----- 11 @ 22 |
| Almonds, Sweet, true 80 @ 1 20 | Sandflower ----- 11 1/2 @ 15 | Seidlitz Mixture 30 @ 40 |
| Almonds, Sweet, imitation 60 @ 1 00 | Worm, American 30 @ 40 | Soap, green ----- 15 @ 30 |
| Amber, crude 1 50 @ 1 75 | Worm, Levant --- @ 5 50 | Soap mott cast. 22 1/2 @ 25 |
| Amber, rectified 2 00 @ 2 25 | | Soap, white castile case @11 50 |
| Anise ----- 1 00 @ 1 25 | Tinctures | Soap, white castile less, per bar --- @1 25 |
| Bergamont ----- 4 50 @ 4 75 | Aconite ----- @1 80 | Soda Ash ----- 3 1/2 @ 10 |
| Cajeput ----- 1 50 @ 1 75 | Aloes ----- @1 45 | Soda Bicarbonate 3 1/2 @ 10 |
| Cassia ----- 4 00 @ 4 25 | Arnica ----- @1 10 | Soda, Sal ----- 03 @ 08 |
| Castor ----- 1 75 @ 2 00 | Asafoetida ----- @2 40 | Spirits Camphor --- @1 35 |
| Cedar Leaf ----- 1 75 @ 2 00 | Belladonna ----- @1 35 | Sulphur, roll ----- 3 1/2 @ 10 |
| Citronella ----- 1 50 @ 1 75 | Benzoin ----- @2 10 | Sulphur, Subl. --- 04 @ 10 |
| Cloves ----- 3 50 @ 3 75 | Benzoin Comp'd @2 65 | Tamarinds ----- 20 @ 25 |
| Cocao nut ----- 25 @ 35 | Buchu ----- @2 55 | Tartar Emetic --- 70 @ 75 |
| Cod Liver ----- 1 35 @ 1 45 | Cantharadides --- @2 85 | Turpentine, Ven. 50 @ 75 |
| Croton ----- 2 00 @ 2 25 | Capsicum ----- @2 20 | Vanilla Ex. pure 1 75 @ 2 25 |
| Cubebs ----- 8 50 @ 8 75 | Catechu ----- @1 75 | Witch Hazel --- 1 51 @ 2 10 |
| Eguberon ----- 3 00 @ 3 25 | | Zinc Sulphate --- 06 @ 15 |
| Eucalyptus ----- 1 25 @ 1 50 | | |
| Hemlock, pure --- 2 00 @ 2 25 | | |
| Juniper Berries. 2 00 @ 2 25 | | |
| Juniper Wood. --- 1 50 @ 1 75 | | |
| Lard, extra ----- 1 35 @ 1 45 | | |
| Lard, No. 1 ----- 1 25 @ 1 35 | | |

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.

Table with 2 columns: ADVANCED and DECLINED. Lists various grocery items and their price changes.

Table listing various goods including Ammonia, Arctic, Axle Grease, Baking Powders, Bluing, Breakfast Foods, and Brooms. Includes prices per unit.



Table listing various goods including Butter Color, Candles, Canned Fruit, Canned Vegetables, Catsup, Chili Sauce, Oyster Cocktail, Cheese, and Chocolate.

Table listing various goods including Canned Fruit, Catsup, Chili Sauce, Oyster Cocktail, Cheese, and Chocolate. Includes prices per unit.

Table listing various goods including Canned Fish, Canned Meat, Baked Beans, and Brushes. Includes prices per unit.

Table listing various goods including Baked Beans, Brushes, and various types of Beans. Includes prices per unit.

Table listing various goods including Baker's Cocoa, Worden Grocer Co. Brands, and Peaches. Includes prices per unit.

Table listing various goods including CLOTHES LINE, COCOANUT, and Vanden Berge Brands. Includes prices per unit.

Advertisement for Golden Berry Coffee, featuring the Hume Grocer Co. logo and product details.

Table listing various goods including COFFEE ROASTED Bulk, COFFEE EXTRACTS, CONDENSED MILK, MILK COMPOUND, and EVAPORATED MILK.

Table listing various goods including Condensed Milk, Milk Compound, Evaporated Milk, and Specialty items.



Table listing various goods including Specialty items, Package Goods, and CIGARS. Includes prices per unit.

Table listing various goods including CIGARS, DRIED FRUITS, CREAM OF TARTAR, and JELLY AND PRESERVES.

Table listing various goods including Peaches, Peel, Raisins, California Prunes, and FARINACEOUS GOODS.

Table listing various goods including Beans, Farina, Hominy, Macaroni, and Pearl Barley.

Table listing various goods including Beans, Farina, Hominy, Macaroni, and Pearl Barley. Includes prices per unit.

Table listing various goods including Beans, Farina, Hominy, Macaroni, and Pearl Barley. Includes prices per unit.

Advertisement for Jenning's Standard Flavoring Extracts, featuring a logo and product details.

Table listing various goods including Arctic Flavorings, Vanilla or Lemon, and Fruit Jars.

Table listing various goods including Arctic Flavorings, Vanilla or Lemon, and Fruit Jars. Includes prices per unit.

Table listing various goods including Arctic Flavorings, Vanilla or Lemon, and Fruit Jars. Includes prices per unit.

Fishing and Hunting in Florida Sunshine.

Naples, Florida, March 8—Your wandering correspondent after various and vicarious adventures on the gulf stream, Lake Okeechobee, Florida, turnpikes and along cypress swamp trails has reached the end of his Florida meanderings and is about to turn his face homeward.

We have seen considerable of the South since we left the city a few weeks ago, when it seemed as if all of Grand Rapids was crowding upon the Southbound trains headed for the land where "summer spends the winter" as the attractive advertisements tell you down here. First came the East coast of Florida (especially Miami) from which city we sallied forth to battle with the big fish that haunt the Gulf stream a few miles from the mainland. Miami, invaded by an army of tourists exceeding, we were told, the resident population of the city in normal times, crowded with Northerners intent upon enjoying the hot weather no matter what the cost. This indifferent determined and more or less helpless condition of the foreigner, was not lost sight of by the hotel and restaurant keepers, who were making hay while the sun was shining, when we left. The "specially conducted tour" we were obliged to take carried us in a 38 foot boat on the open ocean, with a hard-boiled captain in charge. We had to hit for the gulf stream to secure the greatest variety of angling with the result that the briny deep tossed us high and wide for many an hour while we wrestled with sailfish, barracuda, amberjack and other big fish that have a determined way about them.

Going down to the fishing grounds in the 38 foot fishing cruiser, the gulf stream was so cranky that they tied down our chair with three ropes and then put a strap around us as we sat on deck with a rod in our hands. If we ever wished for one of those gyroscope stabilizers that keeps a tossing boat from throwing you around we longed for one this day. However, the next day the wind died down and on a comparatively calm, quiet sea the fishing was wonderful. We saw a 50 pound sailfish at the end of our line jump three times, savage barracudas, called the "tigers of the sea," hit our lures a-plenty, and we wrestled with 40 pound groupers and amberjacks, finally capturing a 43 pound grouper which ranked second in the fishers' contest conducted by Miami anglers. Before the day was over we also captured a 12½ pound tuna, which at the time we left Miami was the best one caught so far this season. So our specially conducted tour on the gulf stream was quite a success and a world of sport in spite of the hardships that we had to put up with times. The nights were wonderful as we lay anchor in the Florida keys where the water was quiet, with a full moon overhead.

From Miami we crossed Florida via West Palm Beach, Lake Okeechobee, Moorehaven and Fort Myers. It was a funny trip involving the use of two automobiles and two boats in a day and a half, indicating how a railroad is lacking in Southern Florida. First came a bus ride of twenty miles. Then we stepped on an old tub drawing 20 inches of water for a four-hour ride down a canal. Changing at the lake we boarded a larger boat to cross Okeechobee. Then came another bus ride to Moorehaven that night. The following day two more car rides were necessary to reach Fort Myers and then Naples. In this connection it is interesting to note that they are about to start building a railroad from West Palm Beach across Florida, so the hazardous method of traveling which we had to do may soon be obsolete.

Here at Naples you are almost at the "end of the road." All about is

wilderness, miles and miles of pine forest, cabbage palms and cypress swamps. The town itself is nothing, just a few houses and one general store. The hotel to which guests are coming from all over the North is, of course, the big feature of the place and occupies a beautiful site a short distance from the beach. To get the quail shooting (for which we have come to this place) we have had to employ some of the most interesting, yes, aggravating Florida "crackers" that we have ever seen. They are at once the delight and the despair of the Northern hunters.

Employing these shiftless fellows one is apt to think that he is in the land of "manana," as the idea of being on time or getting anything done never occurs to them. But they know the country and know the hunting game. In hired flivvers they will drive way back into the forest, then plunge into the cypress swamps and find turkey. Some of them have deer dogs. Others have packs of coon hounds, so a variety of sport awaits the Northern sportsman if he can ever get these boys into action.

So far we have not got on intimate terms with any rattlesnakes or cotton mouth moccasins, although we have walked many a mile while quail hunting. A bird dog was killed just a few days ago by a rattler, which has made every hunter watch his step lately. However, reluctant as the reptiles have been to make our acquaintance the mosquitoes and chiggers have been cordial in their reception to several of us so that we are not unaware that "summer is spending winter down here."

As far as we can judge Florida is enjoying the pangs of a real estate boom such as makes and breaks millionaires over night. In Miami we counted fourteen real estate offices in one block. Everybody is subdividing, prices are soaring and everything is for sale. Hardware clerks, street car conductors and boat captains are taking flyers in real estate, often selling the property at a profit before the papers on it are made out. The ballyhooing, free ride, free concert, Coney Island methods of selling real estate down there gives the city a feverish, gala, picnic like atmosphere, but everybody seems to be having a good time. Judging by the crowds of Northerners down here—and that applies to both coasts—the good time consists mostly of enjoying the warm sunshine and cool nights, as it is midsummer down here at this time of the year.

We are trying to figure how to bring along a little of the sunshine and the 80 degree temperature when we return.

Bob Becker.

Psychology of the Salesman's Taking the Blame.

It is easy for a salesman to pass the buck to his chief of the house when something happens which displeases his customer. When something is asked that is against house policy the weak salesman paints a picture of his hard-hearted boss, or says that he has often told his sales manager that his policies were away behind the times, or otherwise undesirable. It is an easy thing to do, but it is a silly trick and poor sales psychology.

The real salesman knows that the house policy and his own welfare are bound together. Without a real house policy founded upon past experience his own efforts would be about as effective as one-half of a clothespin. He therefore carries the full burden of house policy on his own shoulders, and takes any blame himself, and he finds it is good sales strategy. An irate customer may be cussing at a real

The Street Cars Help Business

It pays business men to have their stores on street car lines.

This has been proved by impartial investigators of the National Association of Retail Clothiers with the Northwestern School of Commerce Bureau of Business Research.

Based on the amount of business per hundred feet of floor space done by clothiers ON and OFF street car lines it was found that:

50 stores AT street car transfer points did an average business of \$4,221.

163 stores NOT at transfer points did an average annual business of \$3,116.

166 stores NOT on a street car line did an average annual business of 28 per cent. less than the average annual business done by stores ON street car lines.

It not only pays business men to locate their places of business on street car lines, but street car service pays all citizens of a community—in the maintenance of real estate values—ease of transportation—the saving of time and money—and the enabling of the community to grow.

YOUR STREET CAR SYSTEM AFFORDS YOU SAFETY, CONVENIENCE AND ECONOMY

Grand Rapids Railway Company

L. J. DeLAMARTER,

Vice-President and Gen. Mgr.

Buckeye Mutual Health Association

Provides

Protection at Actual Cost

For Business and Professional Men and Women

Unlimited Health Insurance

Benefits for One Day or More of Sickness \$25.00 Per Week for Confining Sickness for Two Years

Unlimited Accident Insurance

\$5,000 Death Benefit

\$25.00 per Week for Two Years Total Loss of Time

Annual Cost \$36.00

For Further Information address

MANLEY J. HEMMENS, Secretary

P. O. Box 104,

Columbus, Ohio

MENTION MICHIGAN TRADESMAN

or fancied grievance he has against a distant corporation, but when a pleasant young man who calls on him regularly sits next to him at his desk and insists that whatever blame there is should fall on him alone, his ardor is liable to cool. Most people, even irate customers, are "regular" at heart and they can't stay mad long when the salesman takes the blame himself.

A salesman who is strong enough and clever enough to take the blame builds good-will for his firm instead of ill-will. He is building on the most solid sort of foundation, instead of cutting his own branch out from underneath himself, like the foolish farmer in the fable. It is the sales manager's job to show his men that it is good business policy and good common sense to take the blame themselves instead of passing the buck to the big chief.

City Vs. Country.

Flint, March 10—Why does the average city man consider himself so superior to a farmer? Did you ever try to analyze the question and see what you can make of it? Take a good farm home and a well-kept city flat and compare the books that are read in each. On the average the farmer will have read twice as many good books, and he spends twice as much time reading them. The same is true of papers and magazines. The average city man would hardly know where to go and find a public library. Take the occupations of the two men. The farmer is a producer of necessities. He has a skill and experience equal to that of any high-class mechanic. The city man, if he be in business, or a profession, is merely one of a thousand. Inside of a week his place in the ranks would be filled so that he never would be missed. He is not a necessity in industry. Take the two families. The city children may be more flippant and showy, but in most cases they lack the self-reliant character which work and rural associations bring. In like manner compare the food and its preparation, the religious observations of the two fam-

ilies, their neighborly duties and their relations with other human beings. Go through them all carefully and fairly, and then tell us just what reason the city man has to feel that he is superior to a farmer. H. B. Betts.

Don't get the idea that the buyer is through buying just because he gets the thing he came after. As long as he lingers there is opportunity for further sales.

Anyone coming in to do business with you ought to be given immediate recognition. That makes slow service seem less slow.

Hides, Pelts and Furs.

| Hides. | |
|------------------------|-----------|
| Green, No. 1 | 06 |
| Green, No. 2 | 05 |
| Cured, No. 1 | 07 |
| Cured, No. 2 | 06 |
| Calfskin, Green, No. 1 | 13 |
| Calfskin, Green, No. 2 | 11 |
| Calfskin, Cured, No. 1 | 13 |
| Calfskin, Cured, No. 2 | 11½ |
| Horse, No. 1 | 3 56 |
| Horse, No. 2 | 2 50 |
| Pelts. | |
| Old Wool | 1 00@2 00 |
| Lambs | 75@1 25 |
| Shearlings | 50@1 00 |
| Tallow. | |
| Prime | 06 |
| No. 1 | 05 |
| No. 2 | 04 |
| Wool. | |
| Unwashed, medium | @40 |
| Unwashed, rejects | @30 |
| Unwashed, fine | @40 |

DIVIDEND NOTICE

American Public Utilities Company.

The Directors of the American Public Utilities Company have declared regular quarterly dividends on the preferred stocks of the company as follows: \$1.75 per share on Prior Preferred; \$1.00 on Participating Preferred, and \$1.50 on the Six Percent Preferred stock of the company, payable April 1st, 1924, to stockholders of record at the close of business March 20th. Stock ledgers will be reopened March 21st and transfers can be made during ex-dividend period.

BLAINE GAVETT, Secretary.

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.

VILLAGE LIGHTING PLANT—Owing to granting a franchise to The Consumers Power Co., the Village of Elsie has a complete power plant, consisting of one 75 Semi-Diesel and one 32 H. P. engines, three generators, with complete switch-board equipment, meters, storage tanks, etc., which will be sold at an attractive figure. Write for particulars to The Clerk, Village of Elsie, Michigan. 510

REAL ESTATE AND STORE BUILDINGS—For Sale—Consisting of a two-story brick veneer building 70x90 feet, in good condition, containing three store rooms now used for meat market, grocery, and dry goods departments. Second floor is the temple of local Masonic society. Basement is 50x90 feet. Two steam boilers and vacuum return, making a well-equipped heating plant. Also a two-story stucco iron covered building 50 feet x 60 feet, now rented for a garage, the second floor used for stock rooms, basement under entire building, connected to main building with iron frame openings and approved fire doors. Situated one block south of state trunk line. Could be used for factory or garage. Inquire Secretary Ishpeming Co-Op. Society, Ishpeming, Mich. 511

For Sale—Hotel, furnished, including nineteen beds. Four lots. Nice park, on state road. Faces St. Clair river. Apply Park Hotel, Algonac, Mich. 512

Store Fixtures Wanted—What have you in cash registers, show cases, scales, adding machines, etc. A. L. Redman, Olney, Ill. 513

Consignment stocks of men's and boy's clothing placed with reliable merchants in towns of 1000 population or over. Investment, insurance, depreciation not your worry. To be considered give full information in first letter. The Hautin Company, Michigan District Office, Grand Rapids, Michigan. 514

For Sale—Stock of merchandise consisting of ladies' ready-to-wear, dry goods, house furnishings, men's furnishings, hardware, wall paper, etc., and fixtures. Location Central Michigan. No trades considered. Address No. 515, c/o Michigan Tradesman. 515

Sealed Proposals will be received by Grant Co-Operative Association for the sale of its elevator, warehouse and feed mill. Property located on side track in good agricultural district. Occupied, and business established. Bids will be opened April 1, 1924, at 10 o'clock a. m. Right reserved to reject bids. Address George Osborn, Secretary, Grant, Michigan. 516

Will buy three shares of G. R. Grocery stock. State best cash price. Address No. 517, c/o Tradesman. 517

Wanted—One pair computing scales, kerosene filler, coffee mill, cheap. Address No. 518, c/o Tradesman. 518

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—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

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

INVESTIGATORS
Private investigations carried on by skillful operators. This is the only local concern with membership in the International Secret Service Association.
Day, Citz. 68224 or Bell M800
Nights, Citz. 21255 or 63081
National Detective Bureau
Headquarters
333-4-5 Houseman Bldg.

THERE IS MONEY FOR YOU IN
Straub
5c. and 10c. Bars.
TRY
HI-NEE - - 10c.
OH BILL - - 5c.
AND CHOC LOGS - 5c.
STRAUB CANDY COMPANY
Traverse City, Mich
1018 Clinton St., Saginaw, W.S. Mich.

Fiegler's
Chocolates
Package Goods of
Paramount Quality
and
Artistic Design

1882 - **AWNINGS AND TENTS** - 1924

We make a specialty of Rope Pull Up and Roller Awnings with Cog Gear Fixtures.
Our stock of White and Khaki Duck and Awning Stripes is very complete.
Quality of materials and workmanship, not cheapness, has always been our motto.
Ask for our blanks giving full instructions how to take measurements.
Don't buy until you get our prices and samples.
CHAS. A. COYE, INC.
Grand Rapids, Mich.

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.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

A man who goes by the name of Kellerman is calling on the retail grocers of Michigan, offering for sale so-called "service certificates" in the Knickerbocker Merchandising Co., 122 East 25th street, New York, for \$300. In some cases he secures an advance payment of \$100, in other cases \$75, but more frequently only \$50. Whatever he gets is probably immediately absorbed by him as his share of the plunder.

Kellerman claims that his company has \$200,000 capital stock, all paid in, and that it is in a position to sell granulated sugar at 7 cents per pound and everything else in the grocery line at proportionate lower prices than the regular jobber can offer. Of course, the scheme is a fraudulent one, because no house can do business on the basis stated by the agent and stay in business six months. It is evidently just another scheme to entrap the merchant who is so foolish as to turn a willing ear to a stranger and entrust his money—and his signed agreement to pay more money—to a man he has never seen before and probably never will see again. The Tradesman has little sympathy with merchants who listen to the siren voices of scamps of this character, because their better judgment ought to tell them that no one can perform impossibilities in this world and that any merchant who countenances such tricks is not only putting his money in the fire, but is encouraging other scamps to prey on the credulity of the retail dealers. As soon as the scamp began operating in Michigan, the Tradesman wired its New York representative to investigate the concern, which he did with the following result:

New York, March 8—Your telegram to hand enquiring about the Knickerbocker Merchandising Co. I find this company is composed of very inferior looking Hebrew people who have never had any previous experience in merchandising. They have a desk in a small office at room 601. July 1, 1923, they claimed assets of \$12,808.45; capital stock issued, \$25,000; merchandise on hand, \$2,800; cash on hand, \$4,949.67; notes receivable, \$29,300; good will, \$25,500. One glance at the bunch is enough to convince any man that they are conducting a skin game. They claim to buy many goods from the members of the American Specialty Manufacturers Association, but enquiry at the office of that organization here elicits the reply that no member of that organization has ever heard of the concern. The pretense that the company was organized to sell groceries is evidently a delusion and a sham. It was organized to sell "service certificates" to gullible merchants who can be induced to grab at the bait offered by the slyster representatives of the concern. These tricksters promise to sell granulated sugar at 7 cents per pound and other staple articles in the grocery line at equally low prices. Of course, no goods will ever be shipped at these prices except as a bait to induce the dupes who have made advance payments and signed their names to notes to complete the payment of the notes.

Within two or three days after the Tradesman received enquiries about Kellerman, Eastern Michigan merchants deluged the Tradesman with circulars from the Continental Buyers'

Corporation, 132 W. Forty-third street, New York City, which were sent to grocers promising to point the way to compete with chain stores and offering to sell Birdseye matches at \$4.70, Fels Naptha at \$4.70, Kellogg's Toasted Corn Flakes at \$2.40, Old Dutch Cleanser, \$3.10, Campbell's Pork and Beans at 93 cents and Davis Baking Powder at 80 cents—if you bought some of their stock. One merchant wrote specifically as follows:

Will you kindly inform me about the Continental Buyers' Corporation, headquarters located in New York City? One of their representatives was at my place last week and excited my interest to some extent by his explanation of the advantages to be derived by my tying up with them as a large buying organization. He said by my paying in \$300 they would extend a line of credit for \$150, or a credit for any amount put in equaling one-half invested and the investor to draw 8 per cent. per annum on full amount subscribed. He quoted me some prices on standard goods in the grocery and auto accessory line to show that I would be saving by this collective way of buying. But before I go any further in it I would appreciate your knowledge and advice on same. He showed me Dun's report on them, which rated them in the \$100,000 class.

Again the Tradesman appealed to its New York representative, with the following result:

New York, March 10—The Continental Buyers' Corporation was organized about three months ago by M. S. Weissman, who was formerly connected with that Jersey bunch who were operating the American Grocers' Society, and to the best of my knowledge it is another scheme like it. Mr. Weissman, previous to his connection with the American Grocery Society, was in plain words a street vendor, standing on Delancey street, of New York, selling the public fountain pens. He claims that the manufacturers are co-operating with him. This is an absolute untruth. What surprises me mostly is that the postoffice authorities permit such misrepresentation through the mail. He also claims to have 5,000 dealers who are buying through him, which is another untruth. If I were to enumerate all the misrepresentations he has made I believe I would not get through in a week's time. I believe that you have enough grounds upon all those misrepresentations which he makes in his circulars to prohibit him from continuing further. It is really a surprise that in the twentieth century the Government should allow such a contemptible wretch to ask the dealer to give up his hard-earned money. Please understand that he is operating a little bit of an office in one of the office buildings of New York and carries no stock of merchandise of any kind.

Since the above was written the Tradesman has received a letter from a merchant at Monroe who says he paid \$200 for stock in the defunct American Grocers' Society and that it never did him 10 cents' worth of good. This is the organization, now in the hands of a receiver, which threatened to sue the Tradesman because it exposed the concern as fraudulent. Of course, the threat received no attention, because barking dogs never bite, and also because the Tradesman was so thoroughly grounded in its knowledge of the concern that no amount of actual litigation would disturb the serenity of the publication.

The American Travel and Hotel Directory Co., whose business methods bear a close resemblance to crooks of the first water, recently sued the Ala-

bastine Co. for an advertisement obtained by subterfuge of the most dishonest character. Instead of settling with the crooks, the Alabastine Co. stood pat and defended the case on its merits. The result was "no cause for action," with costs taxed to the sharpers.

Kalamazoo, March 11—Kalamazoo police are scouring the city for a young man about 21 years old who passed two no-fund checks for \$30.75 Monday afternoon on Buehler Bros. meat market, 204 North Burdick street, and Grinnell Brothers, East Main street. He was said to be wearing a brown suit and a checkered cap. He gave the names of Howard Shein and Frank A. Moore, when he endorsed the checks. At Buehler Brothers the young man purchased 40 cents worth of meat and received \$14 in cash for his check. At Grinnell Brothers he received \$15.35 for another check which later proved to be worthless. Both checks were signed "Ross B. Debow."

Believes the Government Should Unmask Chain Stores.

Clare, March 10—Much has been said and written about chain store competition against the independent retail grocer during the past few years and especially during this winter from all parts of our Nation.

Why?

We know of men in all parts of our country who started in the retail grocery business a few years ago. None have become rich, as a rule, yet some have succeeded by careful management in saving enough to own their little home and possibly may own their store building and such men, as a rule, have been among the foremost in all public enterprises that go to make up a prosperous community, such as building schools, churches, streets and highways. Men of this type stand prominent among the Nation's best citizens. Such men co-operating with the wholesale dealers in foods have succeeded in furnishing foods from all parts of the world and giving the consumers the best system of distribution of food in the world.

These men have been true to the Nation's call in times of need, not hesitating to comply with every demand. Now, are these men worthy of the consideration of the Federal Trade Commission in their defense?

A few years ago our Government saw a few large corporations with their millions combining to crush out smaller competitors in their line of business and secured the enactment of the Sherman law, which prohibited any such work in restraint of trade as illegal and punishable by law, although many good business men were forced out of business by such injustice.

To-day the retail grocer is facing a worse condition through the organization of millions of dollars in the chain store systems, with their strictly unfair competition, which threatens the wiping out of every independent dealer in our land unless the Federal Trade Commission takes a hand in the matter.

Many of our manufacturers of food products have by the co-operation of the retail or independent dealers of foods made these goods so popular that they have become known as Nationally advertised food products and the wholesale dealer is entitled to his share of credit as the big distributor from the manufacturer to the retailer of this class of merchandise. This is the class of food the big controversy is raging over.

The big corporation chain stores claim they buy these goods so much cheaper from the factories that they can undersell the independent retailer. If that be true then the manufacturer has become unfair to the retail-

er and wholesaler as well. The independent retailer's dollar should buy just as much food for the human family as any corporation dollar and if not, then every independent dealer should refuse to handle a package of such manufactured articles of food; but the average retailer is inclined to believe there is not enough difference in the purchase price of these goods to warrant the price made by chain stores, as against the legitimate selling price of the independent dealer. The question is, do the big corporation chain stores sell all the goods in their store labeled under their own name at the same percentage of profit, which goods constitute most of their stock? Here is where the unfair competition comes in.

They hide behind their own labeled goods from any and all competition from the independent dealer, because we cannot infringe upon their corporation labels. These self labeled goods are sold at whatever price they see fit to ask and no competitor can say nay.

The question has many times been asked, do these private labeled brands of the big chain store corporations represent the same high quality in foods as those handled by many of the independent dealers, especially canned foods, such as Hart brand, VanCamps, Heinz, Del Monte, Sugar Loaf and many others of this type?

I am going to relate a conversation which took place in my store about sixty days ago with the representative of one of the largest canning institutions in this country in explaining to me the first and second qualities of their canning. I asked him what label they used on their third quality of goods. He said none. This grade, he said, was all sold in plain cans to chain stores, which put their own label on themselves. I have no comment to make on this situation.

In conclusion, independent retail dealers of foods, let us urge and demand that the Federal Trade Commission investigate and see if the chain store systems are selling their own labeled goods on the same profit basis they are selling Nationally advertised goods. If not, then we ask Federal protection against a continuance of the fraudulent methods of the chain store system.

J. F. Tatman.

Michigan Drug Notes.

At the annual election of the Kent County Retail Druggists Association, the following officers were elected:

President—Herbert L. Barrett, Grand Rapids.

Vice-President—Milo Bolender, Sparta.

Secretary—Earl DeKruif, Grand Rapids.

Treasurer—"Tim" Johnson, Grand Rapids.

Members of the Executive Committee—Frank Vellema and J. C. Dykem, both of Grand Rapids.

Emil Torbeson, Muskegon druggist, has been re-elected President of the Exchange Club of that city.

John Bachelder, the Madison Square druggist of Grand Rapids, is the proud daddy of an eight pound son. It is rumored that John claimed the baby was worth a hundred dollars a pound to him, whereupon the thrifty wife claimed just \$800 for a new fur coat. How things have gone up since that Boston fellow balanced his daughter with Pine Tree shillings! It so happens that the granddad of this child is J. J. Berg (Pitkin & Brooks), the crockery and glassware salesman. J. J. has grown fully a foot taller since baby came. He has also had to purchase a larger sized hat.